

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 14, 1949



Harriet and Clyde Beatty, veteran animal trainers and circus operators, relax between performances in the back yard of their 20-car railroad show now playing another season on the West Coast. It's a long season for the Clyde Beatty Circus and a longer one for the owners who spend the winter making pictures in Hollywood and touring the Hawaiian Islands with their acts—Harriet and her elephant-riding tiger and Clyde's lion and tiger group. The 1949 season opened with a lush date (turnaways and capacities) in Los Angeles. In January Beatty completed "Africa Screams" at Nassour Studios in Hollywood, and a circus pic, "Danger Is Our Love," is being prepped by the same studio for fall shooting and featuring both the Beattys.



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# TV GOING TO NON-ASCAP?

## Kerchoo! It's the Maraccas Beans

DETROIT, May 7.—A new occupational hazard for musicians was turned up here when Frank Gagen, orchestra leader, decided to call in a medico to see what he was sneezing about. Surprising about the symptom was that the sneezes came mostly when he did a rumba set. Routine tests showed he was allergic to beans. Digging into the professional mystery, the doctor found Gagen had been using the maraccas, and the bean-type contents were producing the sneeze accompaniment.

## Steinman Roller Chalks 49G in 8 Shows in Cincy

CINCINNATI, May 7.—Hal Steinman's *Skating Vanities*, roller show, in eight performances at the new Cincinnati Gardens, April 26-May 1, attracted 25,125 paid admissions for a gross of \$49,239. Ducats were scaled from \$1.25 to \$3, with a cut-rate deal in effect opening night. Show did a matinee Saturday and Sunday. With a \$1 to \$2.50 price scale, Buster Crabbe's *Aqua Parade* pulled 42,149 stubholders for a \$72,000 gross in seven performances March 31-April 5. The Gardens' initial show attraction, Shipstad and Johnson's *Ice Follies*, put 94,022 payers thru the turnstiles in nine performances in seven days, March 16-22, for a wallop of \$215,432 gross. *Skating Vanities* came here from Olympia Stadium, Detroit, where it grossed about \$60,000 in six days, playing to about 40,000 people in seven performances. Prices ranged from \$1.20 to \$2.50. Total was not far behind the \$70,000 figure reported for 10 days in Detroit in 1948.

# TV in Spot at Ohio IER Meet

## Video Medium Snares Major Time Segment

### Sessions Show Improvement

By Jerry Franken

COLUMBUS, O., May 7.—The 19th Institute for Education by Radio, under auspices of Ohio State University, opened here Thursday (5) and almost from the outset it was apparent that this year's session was an improvement over the past three or four. At the same time, the Institute really caught up with current broadcasting events, with television overshadowing both the scheduled and unscheduled palaver, while maintaining its service to the special groups, educational and (See OHIO INSTITUTE on page 6)

## AFM Welfare Fund Hinges On Labor Bill

### Govt. Studies T-H Revamp

WASHINGTON, May 7.—The future of the welfare fund restrictions of the Taft-Hartley (T-H) Act remains highly uncertain as the House prepares to begin all over again in writing a new labor bill. The Senate, too, appears likely to write its own version of a labor bill, which is likely to include a modification of welfare fund legislation affecting the American Federation of Musicians (AFM) and the music industry.

As the House was tossing the administration's T-H repealer out the window this week, the co-author of the T-H act, Sen. Robert Taft (R., O.) announced that he will support a change in the legislation placing

## BMI Raises Eyebrow to Bruited Change in Pub-Writer Policy

NEW YORK, May 7.—A much bruited publisher and songwriter "policy" change at Broadcast Music, Inc. (BMI), reports of which have been hot along the Lindy's-Brill Building axis for some months, was characterized this week by BMI toppers as nothing at all new and merely the continuation of efforts the org has been following since its inception. The grapevine had reported the following "changes" in the wind at BMI:

1. An intensified "exclusivity" drive; i.e., persuasion of affiliates to operate only BMI firms.
2. Adoption of a writers' plan whereby tunesmiths would be signed

## Result Is Official: Jock's in Webster!

NEW YORK, May 7.—Showbiz enhanced its contribution to the English language last week when the G. and C. Merriam Company added the word disk jockey (Webster's spells it disc, but *The Billboard* sticks to disk) to its *Webster's New Collegiate Dictionary*. A jock, according to Webster, is "one who conducts and announces a radio program of musical recordings, often with interspersed nonmusical comments."

Television also made several contributions to the new lexicon. Among them were coaxial cable, electron gun, iconoscope, kinescope, orthicon, scan, telegenic, televue and video (both as an adjective and a noun).

all union welfare funds under the supervision of the Secretary of Labor. Pending on the Senate calendar is the same T-H repealer, which the House refused to accept. When the measure reaches the Senate floor it (See AFM Welfare on page 18)

to BMI contracts under a new system of compensation.

3. Dropping of the "per plug" (incentive) plan for smaller affiliates.
  4. Enlarging the field promotion staff to expand disk jockey exploitation, especially in large urban areas.
- The first two of these reports were denied, the latter two confirmed.

### "Exclusivity"

Commenting on the "exclusivity" angle, reports of which were set into circulation by an alleged tightening of recent renewals with pubber affiliates, a top BMI exec stated: "We're not concerned with what our publishers (See BMI Raises Eyebrow, page 17)

## NAB Rejects Umpire; May Steal a Base

### But Peace Hopes Persist

By Ben Atlas

WASHINGTON, May 7.—Angrily cold-shouldering a new proposal made yesterday (6) by the American Society of Composers, Authors and Publishers (ASCAP) that television music licensing rates be fixed by a three-man arbitration board, the National Association of Broadcasters (NAB) let it be known here today that TV members will stop using ASCAP music after May 31 unless ASCAP comes up with a "satisfactory" rates system before then.

It was made clear here that, if the present attitude of NAB members prevails, ASCAP music will be "out in the cold" as far as the bulk of the TV industry is concerned after the May 31 deadline of cuffo ASCAP music and that the industry will then turn to use of music in the public domain and music licensed by Broadcast Music, Inc. (BMI), the Society for European Songwriters, Authors and Composers (SESAC), etc. A spokesman for broadcast industry brass declared that only ASCAP's withdrawal of its "arbitration board" proposal and substitution of a "fair system of fees" can change this outlook.

### Quick Wrath

Broadcast bigwigs reacted quickly and indignantly to the ASCAP "arbitration" proposal which came yesterday in the form of a six-page, single-spaced letter from ASCAP prexy, Fred E. Ahlert, to Robert P. Myers, chairman of the television music committee of NAB. On the heels of a critical statement issued by Myers's committee shortly after ASCAP made known its proposal yesterday afternoon, NAB left no doubt of its feeling that ASCAP thus far has failed to offer means for settling the problem.

NAB's let it be known, too, that the video industry, if compelled to (See Video Spurns on page 9)

## VCA Votes 20G To AGVA Fund

HOLLYWOOD, May 7. — Henry Dunn, American Guild of Variety Artists (AGVA) national treasurer, announced that Variety Clubs of America had voted to donate \$20,000 to AGVA's relief fund in return for rights to use AGVA members for prescribed benefit performances. Dunn said variety orgs earmarked the dough to AGVA at the convention held in San Francisco this week.

Money is to be turned over to AGVA August 1 and will be used to pay the first premium of union's new insurance plan. VCA will be granted "the privilege of asking" AGVA members to work their benefits without clearance thru local AGVA offices, but the money gift does not commit the union to supply specific entertainment packages.

## Roxy's Firings In Chorus May Provoke Strike

NEW YORK, May 7.—The Roxy firings, now totaling 21 chorus members, may result in a wildcat strike which the National office of American Guild of Variety Artists (AGVA) as represented by Dewey Barto will be forced to sanction thru pressure brought against it by the New York members.

The Roxy explanation that firings were not discriminatory and was for the purpose of cutting expenses was jeered at the Roxy membership meeting in the New York Wednesday (4). Discharged Roxy staffers pointed to the management's move of hiring fiddle players at \$130 a week to replace dancers and singers who averaged \$60 weekly, as proof that Roxy reasons were not valid.

Executive branch members explained that Barto was against a (See Roxy's Firings on page 42)

### Notice

NEW YORK, May 7.—If you ordered mail-order cigarettes from an ad that ran in *The Billboard* and other publications from September to December, 1948, and never got them because the advertiser went bankrupt, here's how to get your money back. A single company was represented by the three whose names were used in the ad: Popular Mail Service, Allison Tobacco Company and Reliable Mail Order Company, all of Wilmington, Del. This firm went into bankruptcy February 4, 1949. If your money was received by the firm on or before that date, file a claim with William Cahil, referee in bankruptcy, Federal Building, Newark, N. J., before May 18. If the firm received your money later than February 4, orders will be filled and shipped at some later date.

This One



KAPT-BUC-XRAN

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# Jews Warn FCC on G.A. Richards

## Afraid He'll Still Be Boss Of His Outlets

### See Trusteeship a Dodge

WASHINGTON, May 7.—In ruling on the trustee arrangement proposed by G. A. Richards to govern operations of KMPC, Los Angeles; WJR, Detroit, and WGAR, Cleveland (*The Billboard*, April 23), the Federal Communications Commission (FCC) will have under consideration the vigorous opposition to the deal expressed in a petition filed Friday (6) by seven Jewish groups, including the American Jewish Congress (AJC), one of the first to call for a revocation of the licenses of the stations.

#### Four Objections

The organizations filed four main objections to the proposal to transfer operation of the three stations to a group of trustees:

1. "It does not effectively eliminate the possibility that Richards will retain influence over the policies of the three stations."
2. "Assuming that Richards has effectively and completely surrendered control, the proposed delegation of authority is nevertheless improper and should be disapproved."
3. "If the proposed plan is treated not as a delegation but as a transfer of control, it does not meet the Commission's standards for such transfers."
4. "The Commission should, in any case, decide the important issue raised with respect to the charges against Richards without first passing on the propriety of the proposed transfer."

#### "Basic Ambiguity"

The opposition petition protested against what it called the "plan's basic ambiguity." Richards' proposal, declared the petition, "can serve only to becloud rather than clarify the important issues which the Commission has set for public hearing."

Since Richards selected the trustees, the brief said, "what assurances

### Guess Who?

WASHINGTON, May 7.—Capitol Hill is chuckling this week over what happened to Col. Freddie Allen. A visiting fireman asked to see some celebrities, so the colonel took him to the Mayflower Lounge and pointed out a trayful of congressmen and judges. When the two had occasion to visit the powder room, Allen pointed at a customer standing up to the wall and whispered: "That, I think, is the man Truman called an s.o.b." The visitor insisted on verification, so Allen tapped the customer on the shoulder and asked: "Pardon me, aren't you the man Truman called an s.o.b.?"

The stranger hiccupped, kept at his business, and retorted: "No, I'm jush startin'."

can there be that their operation of the stations would be entirely uninfluenced by his policies?"

The brief stated: "There are other aspects of the plan which indicate continued control by Richards. He would have the power to appoint successors to the trustees. He could apply to the Commission for approval of the sale of stock which would oust the trustees entirely. In the case of WJR, the trustees would not have majority control; in fact, they would vote fewer shares than Richards' wife."

In addition to AJC, the petition was filed jointly by the Anti-Defamation League of B'Nai B'Rith, Jewish labor committee, Jewish War Veterans, and the Community Relations Committee of the Los Angeles, Detroit and Cleveland Jewish Community councils. Attorney submitting the brief was Irving Kane, New York.

### One World Show Lined Up

NEW YORK, May 7.—Humphrey Bogart, Jimmy Durante, John Garfield, Walter Huston, George Jessel, Katherine Locke, Groucho Marx, Dinah Shore, Frank Sinatra and other stars of stage, screen and radio will join in a "salute to one world"—part of the program of the fifth annual One World Award presentation ceremonies and dinner at the Plaza here Wednesday (11). George Jessel will be emcee and Norman Corwin will produce the show.

### Visas to France Unneeded

WASHINGTON, May 7.—Entertainers and others visiting France and French possessions for less than 30 days will no longer need visas, the Commerce Department reported this

## New Attempt To Link Oleo And Tax Cuts

WASHINGTON, May 7.—A new attempt to hook a general excise tax cut rider onto the oleomargarine bill is to be made, this time on the Senate floor. With the previous attempt to get such a rider onto the bill having failed by a single vote on committee, the floor vote is expected to evoke heated debate and a close tally. Sen. Alexander Wiley (R., Wis.) this week served notice that he will introduce the excise rider when the oleo bill reaches the floor, thus following up a similar declaration made by Chairman Edwin C. Johnson (D., Colo.) of the Senate Interstate Commerce Committee.

The probability is that only one of the two contemplated riders will be acted on by the Senate. A defeat for the first one offered would doubtless keep the second from being offered, while passage of the first would eliminate the necessity for the second.

#### Will Be Close

From all indications, the vote on a rider will be close, with the decision hinging on a dozen votes. However, if the rider is adopted, the chances are that the oleo bill will then be defeated.

Wiley's rider would return the excise tax structure to the peacetime levels, reducing some taxes and eliminating others. The excise on radio-phonos and parts would be abolished, while levies on admissions, cabarets, transportation and a host of other commodities and services would be reduced. The disk tax would not be affected.

Referring to excises, Wiley declared: "Our people are sick and tired of this arbitrary nuisance burden, which we gave our solemn promise to lift."

#### Plenty of Support

He inserted into the *Congressional Record* a dozen letters he had received on excises. One from the Oshkosh, Wis., Local of the American Federation of Musicians (AFM) read: "We are happy to hear of your efforts to remove wartime excise taxes. They have caused the professional entertainer a great hardship. We will be looking forward to the repeal of these taxes or a substantial reduction."

week. A passport, however, is still necessary. The new ruling applies to France, Andorra, Algeria, Morocco, Tunisia, Guadeloupe, Martinique and Guiana.

## Long Time No Sea

SAN FRANCISCO, May 7.—Local immigration officials are stymied in deportation proceedings against a Negro, long on name but short on memory. Zambia Cobra Soany Powl claims that he entered this country, at the age of six or seven years, in company with a troupe of Ubangis, but is unable to recall the name of the ship he came on, the port of arrival or the names of any members of the troupe.

Apparently the mills of the immigration service grind leisurely as the Ubangis (platter-lipped fems) came over in 1930 to appear with the Ringling Bros. and Barnum & Bailey Circus. The Ubangis being wards of the French government, excessively meticulous re vital statistics, somewhere in the dusty archives of the French Colonial Bureau there should be, all wrapped up in red tape, a neat dossier concerning Zambia Cobra Soany Powl. Try and find it!

## NBC Sets Tues. Summer Nights

NEW YORK, May 7.—The Tuesday night summer schedule of the National Broadcasting Company was virtually completed this week with the replacement set for the Alan Young show and *People Are Funny*. *Behind the Eight-Ball*, featuring George O'Hanlon, will sub for Young in the 8:30 p.m. slot from July 12 to October 4. Tums is the sponsor. Replacing *People* at 10:30 for Raleighs will be *Life in Your Hands*, an Erie Stanley Gardner mystery production.

Still to be set is the summer stand-in for *Lever Bros.* Bob Hope at 9 p.m. However, Dean Martin and Jerry Lewis are considered almost a cinch for that job. Previously set was a show featuring the King's Men to replace *Fibber McGee* for Johnson's Wax at 9:30.

## The Billboard

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#### Managers and Divisions

W. D. Littleford, Gen. Manager Eastern Division 1564 Broadway, New York 19, N. Y. Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division 155 North Clark St., Chicago 1, Ill. Phone: CEntral 6-8761

Sam Abbott, Gen. Manager West Coast Division 6000 Sunset Blvd., Hollywood 28, Calif. Phone: HOlywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division 390 Arcade Bldg., St. Louis 1, Mo. Phone: CHestnut 0443

C. J. Letscha ..... Advertising Director K. Kemper ..... Advertising Mgr., New York M. L. Reuter ..... Advertising Mgr., Chicago

B. A. Bruns ..... Circulation Manager Main Advertising, Circulation & Printing Offices 2160 Patterson St., Cincinnati 22, Ohio Phone: DUmbar 6450

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The Billboard also publishes Vend, the monthly magazine of automatic merchandising Turnover, the monthly magazine for record and phonograph dealers



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## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**FOREVER AND EVER**
- No. 1 Sheet Music Seller  
**CRUISING DOWN THE RIVER**
- No. 1 Most Played on Disk Jockey Shows  
**"A" YOU'RE ADORABLE, P. Como-Fontaine Sisters, M. Ayres Ork.**  
Victor 20-3381
- No. 1 Disk via Dealer Sales  
**RIDERS IN THE SKY, V. Monroe Ork., Victor 20-3411**
- No. 1 Disk in the Nation's Juke Boxes  
**FOREVER AND EVER, R. Morgan Ork. Decca 24569**
- No. 1 Most Played Juke Box Folk Record  
**DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002**
- No. 1 Best Selling Retail Folk Record  
**DON'T ROB ANOTHER MAN'S CASTLE, Eddy Arnold, Victor 21-0002**
- No. 1 Most Played Juke Box Race Record  
**HUCKLEBUCK, P. Williams, Savoy 683**
- No. 1 Best Selling Retail Race Record  
**HUCKLEBUCK, P. Williams, Savoy 683**
- No. 1 Sheet Music Seller in England  
**TWELFTH STREET RAG**

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 22 to 38 in Music Section.



# WILLARD TO HEAD NAB TELE

## 184 Blackouts in FM, 46 AM, In Last Year Put Spotlight On High Death Rate in Radio

10 of Withdrawing Stations Already Had Licenses

WASHINGTON, May 7.—The high casualty list in radio is sharply pointed up in latest figures, which disclosed this week that 184 FM and 46 AM authorizations have been turned back to the Federal Communications Commission (FCC) in the last 12 months. Among those pulling out were 10 FM and nine AM stations which had received licenses. The others giving up the ghost had received construction permits (CP's) or conditional grants (CG's). All 230 had FCC permission to construct stations. Withdrawals of applications were not included in the study.

March, 1949, produced one of the highest station mortality rates in radio history, with 32 FM's and 4 AM's handing back their grants. FM blackouts that month included 27 construction permits, three conditional grants and two licensed stations. Expiring AM's comprised two licenses and two cp's.

**April a Bit Better**

The pace slackened off somewhat in April, when a total of 23 FM-ers and 3 AM-ers dropped out. Six of the

## "Family Hour" Back to B&B

HOLLYWOOD, May 7.—Benton & Bowles (B&B) will recapture production control of Prudential's *Family Hour of Stars* from Music Corporation of America (MCA), beginning June 5 when the stanza launches its summer series.

Ken Burton will handle production reins for the agency, taking over from Jack Johnstone who has megged the show for MCA since last October.

Agency said the control switch was result of B&B's ability to handle the show with agency' Coast personnel. When the show was launched last season, percentage staff was too limited to take on added chores, hence production was farmed out to MCA.

With switch to summer format, powerhouse of stars will be dropped. Line-up of regulars includes Bette Davis, Gregory Peck, Ray Milland, Barbara Stanwyck, Ginger Rogers and Robert Taylor. Show will use free-lance "less expensive" talent during summer, and possibly in the fall. Decision on next season's plans will be withheld for several weeks it was indicated.

## CBS Cancels Deal for Vallee

NEW YORK, May 7.—The Columbia Broadcasting System (CBS) deal with Rudy Vallee is dead. The web had expected to star him in a situation comedy this summer but had a great many differences with the comic-crooner, one of which was his desire to exercise his singing talents. This led to the opinion at CBS that future harmony might be difficult and negotiations were ended.

However, the web does own the property and is shopping around for a replacement. It is in the market for a comic whose forte is portraying stuffed shirts.

FM turnbacks were at the order of FCC, which ruled that the grantees had not gone ahead with their station construction.

Despite the backout rate for the year ending today (30), the number of radio stations continued to expand. On April 30, 1948, there were 1,658 AM stations and 123 FM's licensed to operate. One year later the number had swollen to 1,930 licensed AM stations and 295 licensed FM's. An additional 240 AM's and 650 FM's have FCC authorizations.

The rate of turn-backs during the 12-month period was fairly steady for AM, running from a high of seven in both November and December of last year to a low of one in February, 1949. FM-ers relinquished a high of 32 FCC authorizations last month and a low of six during May, 1948.

In no single month during the last 12 did AM backouts exceed the number of new grants. The closest ratio was in February, 1949, when five new stations were granted and three gave up. On the other hand, FM backouts exceeded new grants in seven months of the past year.

The majority of those giving reasons for backouts in both AM and FM cited the economic situation. For licensed stations this was invariably the case. The stations found that they could not continue to operate at a loss. Many of those who turned back permits to build said they were afraid there were already too many stations in their localities.

Some of the authorizations deleted over the past 12 months were at the instigation of the FCC, which found that the grantees were not proceeding "diligently" with the construction of their stations. In a handful of cases grantees said they were turning back their authorizations because of inability to find suitable transmitter sites in conformance with local zoning laws.

## Industry Views Avco Rule OK

WASHINGTON, May 7.—The proposal of the Federal Communications Commission (FCC) to wipe out the Avco ruling requiring the advertising of station sales has the backing of the broadcasting industry, but the preponderance of broadcast opinion is against its proposal to call for the advertising of intentions to file for renewal or station changes.

About a score of briefs have been submitted to the Commission on the proposed rule, and all hail FCC's tentative decision to abolish the Avco rule. On the other hand, such organizations as National Association of Broadcasters, Columbia Broadcasting System, American Broadcasting Company and the Federal Communications Bar Association (FCBA) claimed that the proposal to require advertising of contemplated actions is needless and cumbersome.

It was generally mentioned that adequate information regarding proposed actions of a broadcaster is available in local papers and in the trade press and that requiring advertising would not only be costly but would also be a nuisance to the broadcaster.

### Notice

NEW YORK, May 7.—If you ordered mail-order cigarettes from an ad that ran in *The Billboard* and other publications from September to December, 1948, and never got them because the advertiser went bankrupt, here's how to get your money back. A single company was represented by the three whose names were used in the ad: Popular Mail Service, Allison Tobacco Company and Reliable Mail Order Company, all of Wilmington, Del. This firm went into bankruptcy February 4, 1949. If your money was received by the firm on or before that date, file a claim with William Cahil, referee in bankruptcy, Federal Building, Newark, N. J., before May 18. If the firm received your money later than February 4, orders will be filled and shipped at some later date.

## Marks Drive To Streamline Present Staff

Miller Gets Committee

NEW YORK, May 7.—A. D. (Jess) Willard, now executive vice-president of the National Association of Broadcasters (NAB), is slated to become the head of the NAB's soon-to-be-formed television department, at the same time yielding his present duties, authoritative reports stated this week. At the same time, the NAB, in line with its move to streamline, and in line with its enforced economy and realignment drive, will begin operating under a new set-up. Essentially, this set-up will find NAB President Judge Justin Miller being advised by an executive committee, rather than by the exec veepee, as now.

The proposal to shift Willard, according to reports, was made within the past 10 days in the form of a letter from Judge Miller to the board members. In it, Miller proposed the change and then asked the directors for their reactions. Insiders declared that by midweek, the directors' replies indicated a majority was assured to approve the change should it come to a vote.

**Committee Execs**

By replacing Willard with the reported executive committee, it is pointed out, Miller will be able to get the trade-hep counsel he feels necessary. Originally, when Miller assumed the NAB presidency, it was arranged, because of his unfamiliarity with radio, to give him an assistant experienced in radio matters. Willard came from the Columbia Broadcasting System (CBS). The new exec committee, it is said, will be comprised of the various NAB departmental heads, including Don Petty, legal; Ken Baker, research; Dick Doherty, labor; Bob Richards, public relations, and Maurice Mitchell, sales. Willard, presumably will also be on this committee.

It is also understood C. E. (Bee) Arney, NAB secretary, will assume some of the functions and duties which Willard now handles. Willard's job, it is said, will be, for at least a year, largely administrative and organizational in nature.

There is some question, it is reported, as to whether the NAB will continue its program department, now administered by Harold Fair. There are several reasons for this, it is declared, a principal element being the NAB's present budget problem, stemming from its \$75,000 advance to the Broadcast Measurement Bureau (BMB) and its financing of the new Broadcast Advertising Bureau (BAB).

Shifting Willard to TV solves two problems for the NAB. One is a (See Willard To Top on page 13)

## Joan Davis To Cut Disk for Show on CBS

HOLLYWOOD, May 7.—Joan Davis this week settled her differences with the Columbia Broadcasting System (CBS) and started work on the show she will do for the web this summer. The chief difficulty was that CBS felt it had the right to an audition record of the contemplated program, while Miss Davis believed her years on radio were sufficient guarantee of a competent performance.

Miss Davis is now to cut the record of the show, a situation comedy about the troubles of a salesgirl in a department store. Her contract guarantees her 21 weeks' work. A click on her new radio show would put her on her feet in the TV picture.

## "Goldbergs" Set In Carson Spot

NEW YORK, May 7.—The *Goldbergs* will return to radio on the Columbia Broadcasting System (CBS) next fall in the Friday 8-to-8:30 p.m. spot for Sanka Coffee, its TV sponsor. The situation comedy will fill the time now being occupied by Jack Carson, who is being canceled after his July 1 broadcast.

The *Goldbergs* was revived as a radio property thru TV, where it has been a big success. On the other hand, Carson didn't produce the AM rating desired by the sponsor. Insiders believe that if he had been available for TV his radio show might have been saved.

## News Directors Sked Miller Confab Speech

NEW YORK, May 7.—National Association of Broadcasters (NAB) Prexy Justin Miller will be the principal speaker on the opening day of the National Association of Radio News Directors' (NARN) 1949 convention set for November 11, 12 and 13 here.

A group of nationally known speakers are being lined up to participate in the convention. The NARN is also planning the most elaborate TV demonstrations in its history.

### Chick Per Watt

WASHINGTON, May 7.—If WTOP, Washington, a 50,000-watt, had the 750,000 watts clear channel stations want, Mark Evans would have new horizons for his chicken peddling. On his early-morning WTOP show Evans sold 50,000 baby chicks in a four-week period, or, as the station proudly points out, "a chick for every watt of WTOP's power."



# OHIO INSTITUTE GETS HYPO

## Video Given Big Hunk of Time in Meet

### Other Facets Treated

(Continued from page 3)

public service, one of its basic intents.

Where video got only two sessions last year, this year's Institute devoted two of its three principal evening general sessions to that field, plus a minimum of eight special interest sessions devoting all or part of their time to tele. The scope of video-based subjects was broad, but the most fruitful meeting was an afternoon session yesterday (Friday) devoted to analyzing the problems of the educator in relation to the new medium.

The improvement in this year's Institute, of which Dr. I. Keith Tyler is director, stemmed from several developments. One was a considerable reduction in conflicts in meetings. Another was the planning of the agenda by a national advisory committee, which used the results of last year's Ohio State survey, conducted by *The Billboard*, as one of its guideposts. Still another was the presence of Kenneth G. Bartlett, Syracuse University, as discussion leader at the general sessions. Bartlett's contribution was to point up and speed up general floor discussions after panel talks. He aided considerably in preventing the talk from wandering afield and in turn was aided, albeit slightly, by another 1949 innovation, the use of a red light to warn speakers they were over time. Unhappily, too few observed the new traffic regulation. The tendency of commercial broadcasters to give Columbus the avoid is still very much in evidence. Out of an attendance expected to run between 1,100 and 1,200, virtually the same as last year's, there was barely more than a handful of commercial broadcasters.

This has been a sore point for some years and the cause of bitter debate. Nevertheless, the Institute, following its showing this year, and with the certainty that video will be of much greater importance next year, has the best chance it's had in a long time to regain the interest and attendance of commercial operators, especially at the top level. It will require careful planning and a more concise and incisive agenda.

While, as always, the Institute again focussed attention on the clash between educators and broadcasters, it also dramatized with glaring detail, the terrific problems confronting educators in getting either TV stations of their own or adequate representation on existing and upcoming stations. Some encouragement was accorded by two developments, black as this picture is. One was a new plan, advanced by Bartlett (See *Ohio Gets Hypo* on page 8)

## WOV To Repeat Prize Winning Seg

COLUMBUS, O., May 7.—WVO, New York, recipient with the Institute for Democratic Education (IDE) of the first foreign language program award made at Ohio State University, will repeat the prize-winning series, *Il Prossimo Tuo*, starting July 4.

The series deals with inter-group relationships from the Italo-American viewpoint. The IDE has plattered the show and is offering it cuff to foreign language outlets.



KLZ Newscaster

## CARL AKERS

Writing and airing KLZ news broadcasts is the forte of Carl Akers—a member of KLZ's highly recognized news department.

KLZ, DENVER

## FCC Probes TV's Attitude Toward Education During Ohio's Institute Meeting

COLUMBUS, May 7.—Federal Communications Commissioner Frieda Hennock last night (Friday) challenged commercial broadcasters on their plans to provide adequate airtime for educational television and, at the same time, implied that where commercial TV stations fail to cooperate with educational, pubserv interests, they might be considered derelict in their duties. Miss Hennock directed her fire toward the networks and most of her remarks toward Oscar Katz, director of research for Columbia Broadcasting System (CBS), in the general discussion period following a panel at the Ohio State U. Radio Institute here on "The effects of TV on American life."

Previously, Katz had warned edu-

cators that if, in video, they failed to heed the requirements of a mass medium by offering programs without broad appeal, they would be bypassed as they had in sound broadcasting. TV could not be regarded as merely a classroom extension, he said; it required showmanship, so that listeners or viewers would not abandon the educational offering. Students cannot leave classrooms, he pointed out, but there is no similar requirement in the selection of a radio or TV program. Consequently, he argued, majority tastes will predominate in the future as in the past. Katz was supported in his stand by Martin Gosch, president of the Independent Television Products Association (ITPA), which also warned that censorship was becoming an increasing video threat and that educators should join commercial operators in preparing a workable TV code.

Edgar Dale, Ohio State University professor, commented during the panel that television presented unprecedented opportunities for broad educational endeavors, in changing attitudes, in modernizing educational procedures, in improving parent and child relationships and in raising educational standards. He saw it as possessing enormous potential in broadening the interests of the public in matters in which their interests flagged but which concern them deeply—the united nationals, international relations and other major social items.

Dale warned that TV could not be regarded only as an entertainment medium, a position taken the night before by Mortimer Loewi, of DuMont Television, at the Institute's opening session. "Too exclusive an interest in producing entertainment for the masses," said Dale, "sometimes means thinking of the masses as them asses."

Loewi, too, had counselled the Institute not to permit TV concentration on entertainment, lest the U. S. become a nation of morons. He was one of the speakers on a panel devoted to AM, TV and FM, with Wayne Coy, chairman of the FCC, who declared that the immediate outlook for AM was risky; that FM licensees should be required to operate full time, rather than on a minimum basis, as a license-protection device; that they duplicate AM schedules completely, and that FM still was the only means of providing large groups of potential listeners with radio service. Coy also repeated his previously recorded optimism on TV, but said progress was retarded by three bottlenecks, the lack of engineering standards, the ultra high frequency problem and network facilities.

John Patt, general manager of WGAR, Cleveland, told the Thursday night audience that predictions as to the demise of AM were unfounded, pointing to the industry's record gross for 1948 and the wide circulation the medium had and would continue to have. He was supported in this view by James Lawrence Fly, former FCC chairman and ITPA counsel, who presided at Friday's session and claimed that radio was far from dead. A challenge to the FCC to act on a year-old petition for a hearing on AM-FM duplication was issued Thursday night by Leonard Marks, counsel to the Frequency Modulation Association (FMA). It was the duty of the FCC, he said, to aid, not hinder FM, but by refusing to act on the FMA petition, the Commission was restraining

(See *TV's Attitude* on page 8)

## Ohio State Program Awards Give Tele First Recognition

COLUMBUS, O., May 7.—For the first time in the 13 years the Institute for Education by Radio has been making program awards, television programing has come in for recognition. In all, five video citations were made, covering that many types of program categories. In addition, the Institute this year made its first foreign language program award.

The full list of laurel-copping shows follows:

Award	Program	Producer	Station or Network
<b>Religious Programs</b>			
First	"Greatest Story"	Radio Prod. Co.	ABC
First	"Way of the Spirit"	CBC	CBC
Honorable Mentions:	"The Eternal Light," NBC; "The Catholic Hour," NBC.		
<b>Agricultural Programs</b>			
First	"Country Journal"	CBS	CBS
Special	"Garden Gate"	CBS	CBS
<b>Literature and the Arts</b>			
First	"Stage '48-'49"	CBC	CBC
First	"NBC University Theater"	NBC	NBC
Special	"CBC Wednesday Night"	CBC	CBC
Special	"You Are There"	CBS	CBS
<b>Music Programs</b>			
First	Boston Symphony Rehearsal	NBC	NBC
Honorable Mentions:	E. Power Biggs, CBS (WEEL, Boston); Alan Lomax, MBS.		
<b>Public Affairs Programs, Drama</b>			
First Award	"Living, 1949"	NBC	NBC
First Award	"V. D."	ABC	ABC
Honorable Mentions:	"Mind in the Shadow," CBS; "Doorway to Life," CBS.		
<b>Public Affairs Programs, Talks and Discussions</b>			
No First Award	"Child's World"	ABC	ABC
Special	"On Trial," ABC; "Cross Section, USA," CBS; "Meet the Press," MBS; "America United," NBC.		
<b>Children's Programs</b>			
First	"Mind Your Manners"	WTIC	WTIC-NBC
Honorable Mention:	"Tell It Again," One-Time Broadcasts.		
First	"V. D."	KNX	KNX-CBS
First	"Dark and Daylight"	ABC	ABC
Special	"One Great Hour"	CBS	WBS-CBS
	Church World Service and H. E. Humphrey Co., ABC, CBS, MBS		
<b>School Broadcasts</b>			
First	"We Build a Nation"	CBC	CBC
First	"Canadians at Work"	CBC	CBC
<b>Television Awards</b>			
First	"Kukla, Fran and Ollie"	WBKB-Burr strom	WBKB-NBC
First	"Nature of Things"	NBC	NBC
First	"Operation Success"	DuMont	DuMont
First	"Studio One" for "Julius Caesar"	CBS	CBS
First	"Old Maid and Thief," "La Boheme"	NBC	NBC
First	"The Medium"	CBS	CBS
<b>Farm Programs</b>			
First	"Rural Reporter"	WNBC	WNBC, N. Y.
Honorable Mentions:	"McClatchy Farm Review," McClatchy Stations; "WOW Farmers Trip," WOW, Omaha.		
<b>Women's Programs</b>			
First	Martha Deane	WOR	WOR, N. Y.
Honorable Mentions:	"Keep Up With the Times," WQXR, New York; "Especially for Women," KOAC, Corvallis, Ore.		
<b>Cultural Programs</b>			
First	"Student Writers' Workshop"	WHA	WHA, Madison, Wis.
First	"Concert or Corn"	KMOX	KMOX, St. Louis
Honorable Mentions:	"Stories for Marmaduke," WOWO, WOWO-FM, Ft. Wayne; "Author Meets Critics," WNBC, New York; "Knowledge in Action," KVOD, Denver; "Natural Treasure," WNBC, New York.		
<b>Personal and Social Problems</b>			
First	"It's Your Life"	Chicago Ind. Health Assn.	WMAQ, Chicago
First	"Destination, Freedom"	WMAQ	WMAQ, Chicago
Honorable Mentions:	"Keeping Well," WFBR, Baltimore; "Knave of Hearts," KLZ, Denver; "Roger Kilgore," WOR, New York; "New World A-Comin'," WMCA, New York; "Inside New York," WMCA, New York; "Man and Medicine," KFEL, Denver.		
Special	"Il Prossimo Tuo" Inst. for Democratic Action and WOV, New York.		

(See *Ohio State Program* on page 8)



## NAEB To Reject Baptist Bid for 5 FM Channels

COLUMBUS, O., May 7.—The National Association of Educational Broadcasters (NAEB) is expected to reject a plan proposed by the Southern Baptists whereby the latter would have NAEB approval in asking for five of the 20 FM channels now set aside for educational stations. The NAEB, which held three meetings here during the annual Institute for Education by Radio, is taking the stand, basically, that colleges have not yet had time to apply for their own FM stations and that the educational FM structure would be imperilled by yielding frequencies now.

The Baptists propose to build 170 FM stations, all of them to be the new 10-watt type recently approved by the FCC and which cost around \$3,500 to put up. They have a highly limited service area. The Baptists propose to build these stations thruout the South, 75 of them in Texas, and operate as non-commercial, community service stations, with full program service.

The NAEB is understood to believe, since many colleges have expressed great interest in the new 10-watters but have not had time to get necessary appropriations, that it is improper to ask for these frequencies when others are available. They also feel that since they are now shut out of AM and TV, they should not be asked to decimate themselves in the only remaining spectrum.

The NAEB also approved its next annual convention dates, October 15 thru 17 at the University of Michigan. NAEB attendance here totaled 38, with an extra dozen attending a luncheon yesterday (Friday). Guests included Frieda Hennock, of the FCC, and James Lawrence Fly, former FCC chairman. Miss Hennock told the educators she felt that government agencies should be more sympathetic to educators' problems in radio, and that "educational programs without educators are like medicine without doctors." Fly commended the NAEB on its recent growth.

## Outlines 4 Low-Cost Ways Pubserv Groups Can Use TV

COLUMBUS, O., May 7.—Despite the terrific costs of video programing, public service, health and welfare agencies can take advantage of the new medium at very low costs, Ed Stasheff, of WPIX, New York, declared yesterday at the 19th annual Institute for Education by Radio here. Stasheff outlined four means by which such groups can avail themselves of TV.

The most economical method, he declared, was to use strip film, six or seven frames each, with either recorded dialog or a script for a staff announcer. Stations should be given two prints on the strips, he explained, so that they may be projected on two channels, thus facilitating dissolves. These cost only \$1 a frame in New York, Stasheff noted, meaning a \$14 per station cost, in addition to the original art work.

Film spots are likewise relatively low in cost, and frequently help station production problems by providing filler when there are difficult studio switching problems. They can run from a half to five minutes, he said. In addition, Stasheff noted that most stations have some sort of feature program using interviews and pubserv groups can avail themselves of these at no cost. He also commented that despite the disfavor in which contests are held, they nevertheless provided a good avenue for pubserv groups willing to undertake the handling of contestant mail.

Earlier, the panel had heard dis-

### TV on Avon

COLUMBUS, O., May 7.—Edgar Dale, of Ohio State University, told the Institute for Education by Radio that Shakespeare long ago anticipated television. As proof, he offered a quote from *Troilus and Crassida*:  
The present eye praises the present object;  
Then marvel not, thou great and complete man,  
That all the Greeks begin to worship Ajax;  
Since things in motion sooner catch the eye  
Than what not stirs.

## NBC's AM Home Study Attracts 5,000 Students

COLUMBUS, O., May 8.—NBC's first experiment in radio-assisted study at home resulted in the enrollment of more than 5,000 listeners from every State at the University of Louisville, Sterling W. Fisher, manager of NBC's Public Affairs and Education Department, said here today at the Institute for Education by Radio. Seven universities are co-operating with the network in its *University of the Air* project.

The initial effort last year in a network home-study course was built around the NBC *University Theater* broadcast series. Working with WAVE in Louisville and the University of Louisville, the network tried a number of teaching techniques during the nine-week summer session, then entered upon a full-scale experiment last fall, Fisher related.

Students who registered by mail were graded on the basis of written reports, after listening to the dramatizations and doing certain required reading. Participants who met university requirements received college credits for work done, at radio's first commencement exercises, April 10.

Three other universities now offer home-study courses in Anglo-American literature. They are the Uni-

versity of Tulsa, Washington State College and Kansas State Teachers College at Pittsburg, Kan. The University of Chicago has built two courses—economics and world politics—around the *University of Chicago Roundtable* broadcasts, and the University of Southern California has a music course based on the network's *Pioneers of Music* series.

quieting comments from several speakers. One, Bruce Wallace, of WTMJ, Milwaukee, lamented the over-supply and poor quality of pubserv material submitted to stations, charging that it showed scant awareness of broadcasters' problems. He urged the groups to develop local angles, citing a WTMJ version of *Lest We Forget*, an Institute for Democratic Education series. By setting up a local committee to select speakers and spark discussions, the presentation was given a much greater interest for WTMJ listeners.

Wallace also declared that pubservers are following a like pattern in video. He declared that they often lacked awareness of their own resources, such as films available from their own files. His arguments were substantiated by Elsie Dick, of the Mutual Broadcasting System (MBS).  
Walter King, of the American Cancer Society, declared that the increased demand for pubserv-educational time meant that the organizations will have to develop better programs and better program techniques, and that the test of radio directors will be that much more severe. He also said that the society had had considerable success with TV film at an outlay of \$5,600.

A reported move to set up a federation plan, whereby radio time for all such groups would be cleared by one organization, akin to the advertising council procedure, did not ma-

(See Pubserv TV on page 8)

## Tells How Colleges Can Get In Tele Sans 250G Bankroll

COLUMBUS, O., May 7.—A cooperative plan, whereby colleges can get into television without minimum expenditures of \$250,000 and whereby commercial video stations can save the costs of extensive and expensive studio installations, was outlined yesterday to the 19th annual Institute for Education by Radio by Kenneth G. Bartlett, director of the Syracuse University Radio Center. Insofar as the college was concerned, Bartlett declared, it meant the school would have all the advantages of a TV station, at a cost slightly under \$100,000 and with greatly reduced operating costs as well.

Bartlett's plan calls for the construction by a school, or the conversion of existing sound broadcasting facilities of a complete video studio layout, including a three-camera chain (three cameras and all necessary additional equipment). It further calls for an agreement with a local commercial TV station whereby the latter will air the school's productions and use its facilities, thereby reducing its own construction costs to those involved only in transmitter, antenna, film studio remote and relay equipment. Such a plan, he says, is mutually advantageous to a considerable extent, reducing operating costs for the station in several ways. One is in construction, another is in personnel drain, another in maintenance costs. On the college side, he said, it can save at least \$150,000 construction costs and enormous operating costs.

In addition, Bartlett declared, the schools would be able to function as tho they had a facility on the air, enabling a complete curriculum in television and full use of all program sources available at colleges.

Bartlett's proposal followed that of a detailed, and to the school officials attending, a somewhat alarming re-

port by Carl Menzer, WSUI, operated by the State University of Iowa. Menzer declared that WSUI had filed for a TV station over a year ago—the application is still pending because of the FCC freeze on TV allocations—and that figures submitted with the application showed minimum construction costs of \$228,000, which, with increased costs effective since then, would add \$150,000 to the original figure. This did not include operating expenses.

Among the items cited by Menzer were \$96,000 for a 5-kw. transmitter, \$18,250 for the antenna, \$73,000 for studio equipment, \$10,000 for a relay to transmitter, \$5,000 for spare parts and \$25,000 installation costs. Should an attempt be made to cover the entire State, booster stations would run to millions, he declared. He estimated operation costs at \$50,000 for the first year. Should the FCC approve ultra-high-frequency transmission for television, he said, the construction costs would be even higher.

Menzer declared that the early results of a survey he had under way showed considerable college interest in TV, but as far as is known, only Syracuse and Iowa are actually planning active TV participation. It is understood that Syracuse is on the verge of announcing an agreement with a commercial station in that area.

I. Keith Tyler, director of the Institute, who proceeded Bartlett and Menzer, outlined some of the potentialities of TV as an educational medium. It was particularly well adapted, he said, for demonstration teaching, involving skills and handicrafts, for scientific instruction, for promoting inter-regional understanding, for the presentation of historic events as they transpired, for school rooms and for home viewers. He took a dim view, however, of in-school TV, pointing out that even today only 20 per cent of U. S. school rooms have radio speakers.

Tyler also declared that some fields offered no advantage for video, these include music, news and discussion programs, noting that visual interest is mandatory. Sight alone does not add educational value since it may not mean greater penetration even tho it does enlarge the possibilities of learning.

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# FCC-er Learns Via "Court" Quiz at Institute Meeting

COLUMBUS, O., May 7.—Frieda Henneck, of the Federal Communications Commission (FCC), contributed a new wrinkle at the Ohio State Institute when, via a courtroom type of quizzing, she set about filling up the chinks in her knowledge concerning radio, TV and educator problems. She also made it clear that while her basic intent was to develop greater understanding of communications problems, she was gravely concerned over the plight of educators as it exists now in radio and as it seems likely to exist in television.

Miss Henneck's first session was an unscheduled get-together Thursday night (5) and didn't get under way until after midnight and kept going until 4 a.m. with a group representing various phases of radio at hand. The principal items discussed concerned the disposition of TV channels as far as educators were concerned and the raison d'être of the Institute for Education by Radio itself. Other participants in the talks included Kenneth G. Bartlett, Syracuse University; Al Zink, WRGB, Schenectady, N. Y.; Henrietta Harrison, YMCA; Ted Lamb, WICU, Erie, and WTOP, Toledo; Ted Hefernan, National Conference of Christians and Jews; Natalie Flatow, Girl Scouts; Dick Hull, WOI, Ames, Ia., and Morris Novik, consultant.

The problem insofar as it was concerned was essentially how to preserve some guarantee that educational programs would be adequately provided and how colleges and universities could get a proper share of TV frequencies. It was argued that without some assurance that the FCC would provide room for non-commercial, public service operation, the accepted balance under the American radio system would be gravely endangered. It was also declared that the history of relations between educators and sound broadcasters showed every evidence of repeating itself in video, with indications that educators and pubserv organizations might be getting the short end of the stick in the future.

The other side of the argument raised the claim that educators had loused themselves up in radio, both AM and FM, that in AM many had voluntarily deleted themselves years ago, and that in FM they had not taken advantage of the frequencies set aside for them by the FCC. It was argued that to set aside TV channels for non-commercial educational stations, which cost so much more than AM or FM installations,

would be to give one group of potential broadcasters special privilege, and that it reflected skepticism on the entire licensing system. Since theoretically, at least, commercial operators are required to provide pubserv time the implication was that in TV they wouldn't.

Miss Henneck raised the question whether organizations attending the Institute—schools, welfare, social and health agencies—did so as pressure groups in an attempt to get more time on the air. She was told that instead, these organizations came for an exchange of ideas and procedures, designed to improve their programs and their radio relationships and for the betterment of all pubserv, educational radio. Miss Henneck also lamented the absence of top-level radio and educational brass, but was told that since the concern was programming, rather than policy, the Institute's present attendance served much of its purpose.

## Lawrence Tells 4 Methods for TV Newscasting

COLUMBUS, O., May 7. — Four primary methods of television newscasting were described this morning by James Lawrence, news editor of KSD, St. Louis, at this week's Institute for Education by Radio.

The first, he said, approximates the traditional radio newscast. It involves a news reporter who points to still photographs, charts, graphs, newspaper headlines and other props. It is the simplest to stage.

Spot news, or location, telecasting, is the second technique, he said. This requires mobile equipment, Lawrence said, but it is the second easiest to produce. Lawrence told the audience how his station was once able to televise a police raid on a bookie joint by bounding the transmitting beam off the side of a building to the pick-up point atop a downtown skyscraper.

The third method involves the use of 16mm. motion picture film, either local or national in origin. He said that the great difficulty in using this medium is the time element. Many so-called "news" telecasts, he said, are actually feature programs.

The fourth method is a combination of the first three.

## PUBSERV TV

(Continued from page 7)  
terialize. However, Eloise Walton, of Community Chests, warned that the plethora of time demands might lead to a move to co-ordinate such requests, and Nate Rudick, of the Independent Television Producers' Association (ITPA) declared that clearance thru a foundation set-up had been offered as the solution to the problem. However, many top organizations have refused to participate in any plan, declaring it would be contrary to autonomous operation and would give participants inadequate representation.

A report on the effectiveness of various types of programs used in the venereal disease campaign was made by Erik Barnouw, Columbia University. Most effective, he said, was song narrative production employing folk music, while dramatic programs did poorly and documentaries even more so.

## OHIO GETS HYPO

(Continued from page 6)  
lett, for co-operation between TV stations and institutions of learning. The other was the interest shown in educator problems by Frieda Henneck, of the Federal Communications Commission (FCC). These aspects are covered elsewhere in the Radio Department of this issue.

# Ohio State Program Awards Give Tele First Recognition

(Continued from page 6)

Forums			
First	"Generation on Trial"	WLW	WLW, Cincinnati
Honorable Mention:	"State of the City,"	WCAU, Philadelphia.	
News Interpretation			
First	"Reporter at Large"	WMAQ	WMAQ, Chicago
Honorable Mention:	"This Week in History,"	CJOR, Vancouver.	
International Understanding			
First	"WOW Farmers' Trip"	WOW	WOW, Omaha
First	"Destination, Palestine"	CJOR	CJOR, Vancouver
Special	"U. N. Jingles"	WNEW	WNEW, N. Y.
One-Time Broadcasts			
First	"Malice Toward None"	WMAQ	WMAQ, Chicago
First	"24 Hours Under Communism"	Detroit News	WWJ, WWJ-FM, Detroit
First	"And Sudden Death"	Don Lee	Don Lee
Special	"Search of a University"	McGill U.	CBM, Montreal
Children's (Out of School)			
First	"Children's Book Shelf"	Junior League, Pittsburgh	WCAE, Pittsburgh
First	"Santa Claus Land"	WBNS	WBNS, Columbus
Honorable Mention:	"Children's Song Bag,"	WCOP, Boston.	
Teen-Agers (Out of School)			
First	"Record Rendezvous"	WPTB	WPTB, Albany, N. Y.
First	"Youth Forums"	WQXR-N. Y. Times	WQXR, N. Y.
Honorable Mentions:	"Mind Your Manners,"	WTIC, Hartford;	"Youth Looks at the News," KDKA, Pittsburgh.
In School, Primary Grades			
First	"Music Time"	Kansas City Pub. Schools	KMBC, KFRM, Kansas City
Honorable Mention:	"Radio Express,"	WFIL, Philadelphia.	
In School, Intermediate Grades			
First	"Standard School Broadcast"	Stand. Oil, Calif.	KNBC, San Francisco
First	"Healthy Living"	U. of Texas	KTBC, Austin, Tex.
First	"Going Places"	State Univ., Iowa	WSIU, Iowa City
Honorable Mentions:	"Journey Thru Musicland,"	WWL, New Orleans;	"Music in the Air," WFIL, Philadelphia.
In School, High School			
First	"Experiencing the Bookshelf"	B. C. Dept. Educ.	CBE, Vancouver
Honorable Mention:	"Ecoutez,"	CBE, Vancouver.	
Local Organization and Local Station Awards			
Religious Programs			
No First Award			
Honorable Mentions:	"Religion Views the News,"	WTRY, Troy, N. Y.;	"Chapel Chimes," WAER, Syracuse.
Farm Programs			
First	"Noon Times Neighbors"	Ag. Extn. Svce.	WCRC, WBOX-FM Louisville
Cultural Programs			
First	"Behind Scenes in Music"	Natl. Orchestral Assn.	WNYC, N. Y.
Honorable Mentions:	"Hands Across the Seas,"	WNYC, New York;	"Ray Zaner, Foot Scout," WSBA, York, Pa.
Personal and Social Problem			
No First Award			
Honorable Mention:	"City Rent Laws,"	WNYC, New York.	
Forums			
First	"American Crisis"	Syracuse Univ.	WFBL, Syracuse
Honorable Mention:	"Crossroads of the Future,"	WEEI, Boston.	
News Interpretation			
No First Award			
Honorable Mention:	"Views on the News,"	KCVN, Stockton, Calif.	
International Understanding			
First	"U. N. Proceedings"	WNYC	WNYC, N. Y.
Honorable Mention:	"Your United Nations,"	WAER, Syracuse.	
One-Time Programs			
First	"Estrallita"	Syracuse Univ.	WAER, Syracuse
First	"Election Day, 1948"	WBZ	WBZ, Boston
Honorable Mention:	"Snatch-Cat and Tourneapauz,"	KUSD, Vermillion, S. D.	
Children's Programs (Out of School)			
First	"Cuddles and Tuckie"	Junior League, Kansas City	WDAF, Kansas City
Honorable Mentions:	"Stoney Fair,"	WNYC, New York;	"Junior Journey," WEAW and WEAW-FM, Evanston, Ill.
Teen-Agers (Out of School)			
No First Award			
Honorable Mention:	"Junior Achievement Radio Workshop,"	WICC, Bridgeport, Conn.	
In School, Primary Grades			
No First Award			
Honorable Mention:	"Lady Make Believe,"	WBZ, Boston.	
In School, High School			
First	"Grand Jury"	N. Y. C. Bd. of Educ.	WNYE-FM, a and WNYC, N. Y.
Honorable Mention:	"America in Song and Story,"	WNYE-FM, Brooklyn;	WNYC and WNYC-FM, New York.
TRANSCRIBED PROGRAM AWARDS			
Religious Programs			
First	"All Aboard for Adventure"	Joint Religious Radio Committee	
Honorable Mentions:	"Ave Maria Hour,"	Franciscan Friars;	"Families Need Parents," Upper Room Radio Parish.
Cultural			
First	"University Hour"	University of North Carolina	
Honorable Mention:	"Favorite Story,"	Fred Ziv Co.;	"Songs of the People, University of Tennessee.
Personal and Social Problems			
First	"Fride of Service"	Army Air Force	
First	"Fellowship"	Army Air Force	
Honorable Mentions:	"Stories to Remember,"	Institute for Democratic Action;	"Marriage for Millions," Family Service Assn.;
Special	"VD Radio Project"	Columbia University	
Forums			
First	Displaced Persons Series	Citizens Committee on Displaced Persons	
International Understanding			
First	"Quaker World Service"	American Friends Service Committee	
Honorable Mentions:	"Operation U. N.,"	United Nations;	"Stories of Today and Yesterday," CBC.
One-Time Programs			
First	"Christmas in New York"		N. Y. State Dept. of Commerce

## Critic

COLUMBUS, O., May 7.—Most interesting registration at the Ohio State University Institute this week was that of a Mrs. Florence Zuber, of Columbus, who signed in with the comment, "One of the millions being made frantic by intolerable, idiotic commercials." And Dick Hull, head of the Educational Broadcasters' Association, was listed in the registration roster as president, "National Association of Education Products."

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## MULSON STUDIO

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## TV'S ATTITUDE

(Continued from page 6)

FM progress. Marks's stand on the value of duplication was termed invalid by Edward Lamb, owner of

WTOD, WTOD-FM, Toledo, and WICU-TV, Erie, Pa. WTOD-FM did not make any money until he programmed the station independently, Lamb said, and consequently it was now in the black with a monthly operating nut of \$1,500 or so.



# NBC DE-EMPHASIZES CHICAGO

## Western Div. Secure; May Prune Costs

### Stress Job Realignment

HOLLYWOOD, May 7.—National Broadcasting Company's (NBC) re-trenchment drive will not affect job holders in the net's Western division, a web spokesman here said this week. Altho the web expects to do considerable streamlining of local operations, belt-tightening moves will stress job realignment rather than axing of personnel.

The net officials said the Western division is already tightly organized and that further job slashes would cripple the operation. With a hyped programing drive to begin this summer, the skein will need all key personnel now employed plus additional help in certain undermanned departments.

Principal savings will come from pruned departmental budgets, including curtailed travel allowances and similar costs. Both AM and tele operations will be re-examined, however, to cut more corners where possible, the spokesman said.

## NBC Cuts Audition Of Giveaway Show

HOLLYWOOD, May 7.—First audition platter of the National Broadcasting Company's (NBC) giant giveaway, *Hollywood Calling*, will be cut here Sunday (8). Web is rushing production plans on the show to meet tentative starting deadline of mid-June.

Audition platter will feature film actor George Murphy as emcee, with a cast of AFRA supporting players. Al Hollander, veepee of Louis Cowan Productions, package owners, will arrive in Hollywood today to represent the package. Max Hutto will produce for NBC, with Coast program director Homer Candfield supervising.

Stanza, slated for the 6:30-7:30 p.m. time slot Sunday evenings, will use film stars as question-askers, working on tie-ups with major pic studios. Loot limit will be flexible but jackpot will average \$35,000 weekly. Questioning gimmicks will stress film music as well as spoken lines, with the pic stars recreating scenes from famous flickers.

Audition disk is one of several to be cut before the show is finally airborne. Another test run, with Walter O'Keefe as emcee, is in the planning stage. Ork conductor and vocalists are still to be named.

## Aw, Thwo Up!

NEW YORK, May 7.—Ad execs who live in the suburbs and have outdoor barbecue grills are likely to be wearing aprons with the call letters of WOR, New York, this summer as they sizzle their weiners. The station's advertising and promotion manager, Joe Creamer, this week sent 1,500 aprons to leading time buyers and advertisers as a promotion stunt. The aprons bear the names of 199 WOR advertisers stamped on them, along with a reminder that "They're cooking on WOR."

## FCC To Go to Supreme Court Over Non-Newspaper Policy

WASHINGTON, May 7.—The Federal Communications Commission (FCC) is ready to appeal to the Supreme Court for support of its policy of preferring non-newspaper bidders after a successful lower-court challenge of the policy by Plains Radio Broadcasting Company in a decision by the U. S. Court of Appeals this week.

The court did not question the FCC's right to make a choice based

on greater diversification of news media control but ruled that the commission must also consider an applicant's interest in other radio stations as well as in newspapers—outside as well as within a community.

The FCC decision granting a station in Lubbock, Tex., to the Lubbock County Broadcasting Company was appealed by Plains Radio on the grounds that while Plains controlled a Lubbock newspaper, the favored bidder had interest in radio stations and papers outside of Lubbock.

In sending the dispute back to the commission for another decision, the court declared: "It seems to us that in considering the public interest in the maintenance of competition in the dissemination of news, the commission cannot select the one fact that one applicant is the owner of the town's only newspaper and ignore the fact that the other applicant is directly related to several newspapers and radio stations in the same general section of the country (altho not in this immediate community)."

The court added: "A concentration of news dissemination by a chain of stations over an area would seem to us to be a factor in a comparative valuation from the standpoint of competition in news dissemination."

## Archie Exits "Tavern" To Shop Around

### Several Offers on Griddle

HOLLYWOOD, May 7.—Ed (Archie) Gardner (*Duffy's Tavern*) asked for and was granted his release by Bristol-Myers Friday (6), effective with June 29 broadcast over National Broadcasting Company (NBC). Altho the pact had another year to run, Gardner, thru attorney Martin Gang, began negotiations for release several weeks ago in order to become a free agent. Release was understood to have been worked out personally by Gardner, with no aid from the William Morris Agency, comic's radio rep. Gardner's insistence on breaking with Bristol-Myers centered on his demand for a long-term deal. Gardner wanted a minimum three-year pact and more dough, with the bankroller reluctant on both counts.

Spokesman for Gardner said the comic was mulling offers from several networks and bankrollers and would accept the best deal. Several possibilities rumored included a new pact with (NBC) which would contain capital gains benefits. It was also reported that Pabst Beer was interested in *Duffy's Tavern* as a radio show only, with Eddie Cantor, currently bankrolled by Pabst, switching exclusively to video.

Gardner is vacationing in Honolulu and is due in Hollywood May 15.

Altho trade reports said Gardner was anxious to break the Bristol-Myers pact, release was unexpected inasmuch as the sponsor had already indicated Gardner's option would be lifted for next season. Root of trouble was said to be the bankroller's insistence that Gardner make a definite commitment for television in 1950, which the comic refused to do. In view of the uncertainty of his tele plans, the sponsor chose to give Gardner his requested release rather than continue with no video guarantee.

## ABC Plans Crosby, Marx Replacements

HOLLYWOOD, May 7.—American Broadcasting Company (ABC) will build its own packages to replace the Bing Crosby and Groucho Marx shows, snared for next season by Columbia Broadcasting System's (CBS) Bill Paley.

This was disclosed here by ABC Exec Veepee Robert Kintner who said his net will spend as much as \$7,000 per package to create a number of good salable programs from which will come replacements for the shows lost to CBS.

## "Brooks" To Fill "Ozzie" Time?

NEW YORK, May 7.—Colgate-Palmolive-Peet is considering buying the Sunday evening 6:30 to 7 p.m. slot made vacant by the departure of *Ozzie and Harriet* from the Columbia Broadcasting System (CBS) and shifting *Our Miss Brooks* into the spot next fall. International Silver theoretically owns this time as it is the sponsor of *Ozzie and Harriet*, but it is certain to drop it, since it is in the market for a TV show.

If *Our Miss Brooks* were to precede Jack Benny, it would leave the 9:30 to 10 p.m. slot open. The conjecture at CBS is that Colgate might see fit to install Dennis Day into that time. Day, injected into the strong CBS Sunday evening line-up next fall, would really pull a rating, insiders claim.

## WAAT Obeys FCC And Gets Slapped With 800G Suit

NEW YORK, May 7.—WAAT, Newark, as a result of giving air time Monday (2) to the political opponents of Mayor Frank Hague Eggers of Jersey City found itself smack in a \$2,800,000 libel and slander suit filed this week in the New Jersey Superior Court in Trenton. The indie outlet is being sued for \$800,000 as defendant in the action.

The mayor and his Freedom Party antagonists have been going at it hot and heavy in the election to be held Tuesday (10) for five new commissioners in Jersey City. The station gave James V. Kenny time to state the Freedom Party's views, in accord with Federal Communications Commission (FCC) rules, and did not censor what had been said (that also would have been against FCC regulations).

If the Freedom Party's statements are proven libelous, WAAT is liable, according to New Jersey State law, for damages.

## Unimportance As AM and TV Center Cause

### To Be O.-and-O. Operation

NEW YORK, May 7.—Eventual elimination of Chicago as a divisional headquarters of the National Broadcasting Company (NBC) was augured this week when over 30 employees of the division were given dismissal notices. Altho Chicago executives of the network said the firing was done only to eliminate unnecessary minor personnel, it was said here by an authoritative source that Chi is slated to be a typical o.-and-o. operation, similar to the net's branches in Cleveland and San Francisco. The Chi layoffs eliminated about 10 per cent of the employees.

Eventually, it was stated, the Chicago AM program and sales staff will be cut to an absolute minimum. The television operation will be maintained by a skeleton staff. Reasons behind the move, it was said, is the growing unimportance of Chicago as an AM and TV sales and programing center.

### Minimize Cuts

Chicago NBC execs expressed opinions that the move was for greater efficiency only, pointing out that most of those let go were minor employees. But it was stated here that more dismissals would follow.

Principal cut in Chi was in the press department. In this former nine-man department, six were dismissed. Some of those formerly in the press department were moved to minor jobs in the program department and elsewhere. Of real significance and considered a tip-off that Chicago will lose its divisional standing, is the fact that from now on network AM and TV press relations for the Midwest will be handled here, and Chicago will take care of only WMAQ and WNBQ.

In Chicago, Art Jacobson, program director, said no producers or directors were dismissed.

### Sales Staff Status

Paul McCluer, Chicago sales manager, said no salesmen were fired. He also said he did not know if any would be let go in the future. Word here is that there will be a slash in the Chicago sales staff.

In conjunction with the Chicago shake-up, rumors about the status of Chick Showerman, divisional vice-president, again cropped up. No definite decision has been made yet, but it appears likely at this time that Showerman will be brought East to be put in charge of television sales for the network. Final decision on the status of Showerman and other top NBC execs is not expected to be made until Booz, Allen & Hamilton complete its survey of the entire network personnel picture and executive line-up (*The Billboard*, May 7).

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# SPORTS PROMOTERS BITE TV

## Huge Asking Prices Thin Tele's Purse

### Coast Negotiations On

HOLLYWOOD, May 7. — Over-zealous sports promoters and loot-hungry college athletic officials are well on the way to "pricing themselves out of the television royalty market," according to well informed Coast tele sources. A check of local telecasters and agency men by *The Billboard* disclosed that the video industry is building up strong resentment against "unreasonable" demands for tele rights to various sporting series in Southern California. Accordingly, those who have the strongest voice in purchasing such rights are growing more adamant and clamouring for united action to stop "blackjacking" by colleges, pro ball clubs, etc.

Situation has been quietly simmering since last fall, when the rights to the USC-UCLA football frays were sold for a record \$75,000. With negotiations now beginning for next fall's football coverage, the squabble came to the front again this week. The picture is different this year only in that tele station ops have said they will not go for any deal considered out of line. Colleges, however, continue to maintain a policy of "let the highest bidder be heard," much to the disgust of the local trade.

Preliminary talks with various officials at both USC and UCLA have concluded, but no definite plan for selling video rights to the combined local football skeds has been agreed to by either the schools or video men. One prominent Coast telecaster, who admitted he would like to snare the games, claimed that school officials will refuse to consider any bid under \$100,000. A school rep confirmed the fact that no price tag would be set, stating only that "we'll sell it for the highest price—or there'll be no television."

Another report, stemming from a source close to the management of the Los Angeles Dons, pro football club, said the Dons have hinted they, too, want \$100,000 for tele rights to six local games. Video men stated flatly that such a request was "ridiculous." L. A. Rams, the town's other pro football club, hasn't set a price, but is reported shooting for at least \$75,000 for the season. Last year the Rams peddled tele rights for about \$25,000 and seemed happy to get it.

The fact that the UCLA-USC sked brought \$75,000 last season is said to have set a dangerous precedent. Series was sold to KLAC-TV after spirited competitive bidding sparked by the fact that KLAC-TV was about to become airborne at the time and needed a programing hypo badly. Station was willing to spring for the heavy sugar required on the theory that snaring the football series would cause plenty of talk and afford the outlet a first-rate exploitation device. Series was only partially bankrolled and KLAC-TV took a heavy financial loss.

With Southern California one of nation's top football areas, stations

### Burp Concerto

PHILADELPHIA, May 7. — Must have been plenty of eyebrow raising among the lovers of good music the other evening. "Stay tuned to this station for the finest music known to man," was the pleading of the radio announcer just before *Music in Good Taste*, sponsored by the Snellenburg department store, went on the air at WPEN for the first time. But before the announcer could start spinning the classical records making up the *Music in Good Taste* seg, out came the familiar sounds of the Pepsi-Cola jingle.

are willing to loosen purse strings considerably to acquire rights. No station op, however, feels justified in spending far in excess of possible revenue, and all fear that continued submission to sports people will put a higher price on tele rights with each succeeding season until costs will be out of sight for even the richest bankroller.

Still another sore spot is the fact that schools have not opened bidding to bankrollers, limiting sale to tele stations only. Reason is said to be the desire to control tele coverage, with school officials feeling they can police station ops easier than bankrollers. For the first time, however, stations will be allowed to peddle games to cigarette makers, thus opening a strong source for potential bankrolling. Fact that KLAC-TV was unable to pitch sponsorship of last year's USC-UCLA sked to cig, beer or wine companies was one reason for lack of a full season's bankrolling.

Two alternative (and cheaper) plans are being talked, altho neither appears likely to be accepted. First idea, which colleges advance, is to sell rights on a "seat guarantee" basis whereby a bankroller would guarantee to reimburse schools should attendance drop below a previously computed average attendance figure. Plan has been advanced by University of Michigan and shelved because no station or sponsor was willing to gamble on customer attendance. For the same reason, such a plan has little chance of clicking here. Second suggestion, advanced by several agency execs, would be to set a flat price on tele rights and make sponsorship available to all comers. While the selling price would be far below current demands, schools could peddle rights to three or four local outlets and enjoy a higher gross take, it is argued.

## WGAL - TV Sees Operation In Black From June Bow On

LANCASTER, Pa., May 7.—WGAL-TV here will make its formal air debut June 1, and will probably begin operating in the black from its first day out. The station is now on the air with test patterns and some film, but is holding up regularly scheduled service until the coaxial cable service comes into Lancaster June 1.

Several elements enter into the fact that WGAL-TV will reverse the usual red-ink operation of newly air borne TV stations. One is the fact that it is aligned with all four video networks, and is getting, among other things, a hefty hunk of business from the National Broadcasting Company (NBC), of which its AM adjunct is a full-time affiliate. In addition, the other three webs will

## ABC's Thursday Evening TV Sked Registers Solid Hit

NEW YORK, May 7.—The new Thursday evening video line-up of the American Broadcasting Company (ABC) bowed in this week and shaped up as a solid smash. Starting with *Blind Date*, at 7:30 p.m. and running thru *Actor's Studio* which winds up at 10 p.m., there is hardly a weak link in the chain.

*Blind Date*, Bernard Schubert's refurbished radio show supplied an interest-snaring opener. With Arlene Francis proving a vivacious, sexy femsee, the program moved swiftly if not exactly on a lofty plane. Three females each received bids from two collegians who sought to talk themselves into a free evening at the Stork Club, courtesy of the program. The gags flew thick and fast as the lads scrambled for that free meal.

This show is reported to have several potential sponsors hot after it. Altho its appeal is elementary, it is also elemental and should make for a lively start to the night's proceedings.

### TV "Music" Version

One of ABC's most valued radio shows, *Stop the Music*, bowed in its tele version in the 8 to 9 p.m. period. It looks like another winner, with emcee Bert Parks mugging like crazy and getting into the act almost as often as Milton Berle. Apart from Parks' antics, the show, of course, hands out a veritable bonanza, as does its AM brother.

Singers Jimmy Blaine, Estelle Loring and Betty Anne Grove performed creditably. Visual hints on song titles were given by cartoons, pantomime and general carry-on. Viewers in various Eastern and Midwestern TV cities were called. The laugh of the night came when one named as the "mystery melody" the title being sought by the radio version of the show. Admiral's commercials in the first 30 minutes utilized demonstrations of its products which were given away. Old Gold, second-half bankroller, used straight plugs by Dennis James and the sound registered poorly, possibly because of the mike's position.

### Eve's Backbone

The backbone of the evening was *Crusade in Europe*, the video film version of General Eisenhower's memoirs. Sponsored by *Time* and *Life* magazines, it lived up to its ballyhoo, with moving visual material emphasizing its major points. This show is bound to attract one of video's largest loyal followings.

Perhaps the weakest element of the night was the five-minute film

briefing, titled *Story of the Week*, sponsored by Pal Blades. Virtually an editorial on the Chinese situation, it registered stridently following the measured material of *Crusade*.

Winding things up on the regular schedule was *Actors' Studio*, which International Silver reportedly is considering buying. The award-winning show again hit the jackpot with Budd Schulberg's opus, *Somebody Had To Be Nobody*. Top thesping jobs were turned in by Myron McGrath, Lou Polan and Russell Collins. In aggregate, ABC's Thursday will be mighty tough to match. Sam Chase.

## Death of Tax On Tavern TV Okayed in Pa.

HARRISBURG, Pa., May 7.—Gov. James H. Duff has signed into law a bill passed by the 1949 Legislature removing television receiver sets from the category of amusements for purposes of the Pennsylvania Liquor Control Board's amusement permit requirements. Under the new law TV sets may be operated in any bar, tavern or liquor-licensed restaurant without a licensee being required to have an amusement permit from the Liquor Authority.

The governor's signature ended a year-long controversy over the legality of a Liquor Authority regulation requiring all taverns to pay a special tax for TV sets. This tax was in the form of an annual amusement permit, which cost one-fifth of the annual liquor license fee—in Philadelphia \$120 a year.

The Legislature has also passed a bill prohibiting installation or use of TV sets in automobiles.

## CBS Mulls Future Of "Ignorant" in TV

NEW YORK, May 7.—The Columbia Broadcasting System (CBS) is considering either putting *It Pays To Be Ignorant* on a TV simulcast, while it airs on radio Sunday evening 10:30 to 11 p.m. or doing the program only for video. In any case, the web intends to hang on to the property and to see how it can be further exploited thru TV.

The Tom Howard and George Shelton show has been around for quite a while, but the web expects it to go still better on video as Howard, especially, is regarded a good visual comic.

### 44,500 TV SETS IN D. C.

WASHINGTON, May 7.—There were 44,500 TV sets operating in the nation's capital as of May 1, the Washington Television Circulation Committee estimated this week. This figure represents an increase of 3,750 sets over the April 1 mark.

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## WLW-T Sponsor List Up 161% Jan. Thru April

CINCINNATI, May 7.—Gains of 161 per cent in the number of sponsors have been reported by WLW-T for the period from January thru April. Figures released this week by Don Miller, head of the station's research department, show a total of 73 sponsors on WLW-T during April. This compares with 57 in March and 40 in February.

During January 35 sponsors were represented on the station. In December the number was 28. The figures for April represent the highest sponsor total in WLW-T's 15-month commercial history.

Dollar volume spent by sponsors on WLW-T is also at an all-time high, according to Milton F. Allison, station sales manager.

Television set estimates for Crosley-station areas total 34,000 as of May 1, according to figures released this week by the station's research department.

The tabulation is based on no duplication, i.e., a set within the slight overlap area of WLW-T, Cincinnati, and WLW-D, Dayton, O., is counted for only one of the stations, not for both.

The breakdown follows:

	Private Homes	Public Places	Totals
WLW-T Area (Cincinnati) .....	21,220	1,780	23,000
WLW-D Area (Dayton, O.) .....	4,830	470	5,300
WLW-C Area (Columbus, O.) .....	5,510	290	5,800
<b>Total for All Three Areas .....</b>	<b>31,560</b>	<b>2,540</b>	<b>34,100</b>

## Ozzie, Harriet Nix AM Return; Plan TV Show

NEW YORK, May 7.—Ozzie and Harriet, who are parting company with International Silver, this week were reported determined not to return to AM broadcasting. The couple, whose family comedy show airs on the Columbia Broadcasting System (CBS) at 6:30 p.m. Sundays, were said to have decided to devote full time to development of a video package.

Their plans are believed to include airing the tele show from Hollywood, with Eastern stations using kinescope versions. CBS program execs were said to be disturbed by the decision, fearing possible acquisition of the team by the National Broadcasting Company.

## \$2,500,000 Fund For ABC's Coast Tele Operations

HOLLYWOOD, May 7.—American Broadcasting Company (ABC) will sink \$2,500,000 into its Hollywood tele operations. Amount includes the net's expenditures on its 20-acre Television Center and its Mount Wilson transmitter. Figure, revealed here by ABC Exec Veepee Robert E. Kintner, is the largest segment of the web's \$6,250,000 budget allotted to its five owned-and-operated video outlets. (These are KECA-TV, Hollywood; KGO-TV, San Francisco; WJZ-TV, New York; WENR-TV, Chicago, and WXYZ, Detroit.)

KECA-TV will kick off August 1, with plans calling for a 50-hour per week sked from the start. Local station will be on the air from 2 p.m. until midnight, five days a week. By present standards, this would give the LA area the most TV airtime from any single station.

## TV Long Range

WASHINGTON, May 7.—Upon video station WNBW here are not only the eyes of Texas but also of Oklahoma and Arkansas. The station announced this week that it has been receiving letters from viewers in those three States reporting that both the audio and video signal of WNBW have been picked up halfway across the country.

## Willard To Top NAB Television

(Continued from page 5)

somewhat personal problem, involving Willard himself, who has been subjected to off-the-record criticism by NAB members, none of whom, apparently, cared to make any official representations. While Willard has had both critics and supporters, many broadcasters felt that the failure of the question to come out into the open was an injustice to the NAB exec veepee.

### Dilemma Eased

One of the factors which entered into the Willard situation was the feeling that any change should have originated with Judge Miller himself, since he is free to choose his own executive right hand. It was also argued, however, that Miller could not act, unless the problem was brought directly before him. Thus, the change for Willard to video—which, it is generally agreed, cannot be regarded as a demotion—helps solve an NAB dilemma.

In addition, there is a saving of at least \$15,000 involved in Willard's new assignment, this being the minimum (and not too satisfactory a minimum, at that) the TV post would have paid had NAB brought in an outsider. This would have been in addition to Willard's 25G a year, and since NAB now has its back up against the financial wall, it's a question as to where the TV dough would have come from. As it is, NAB is now in the midst of squeezing its budget to keep the home fires burning, and in all likelihood will trim its staff, which now numbers 70 employees, as part of its economy drive.

The Willard announcement is expected momentarily, with the further problem of the NAB realignment to be Item 1 on the agenda at the next NAB board meeting, to be held this summer on Cape Cod.

## Parents Nix School Marm's View That TV Has Adverse Effect on Kids, Poll Shows

By Cy Wagner

CHICAGO, May 7.—Despite the views of some educators that television is having a detrimental effect upon children, most parents in Chicago apparently think the medium is having a beneficial one upon their offspring. This was revealed in a mail survey of over 500 Chicago television homes conducted for *The Billboard* by the Jay & Graham Video research organization.

This is the final article in a four-part series devoted to results of the survey.

Seventy-four per cent of the respondents asserted television has had an effect upon their children, while 24 per cent gave negative answers. Two per cent did not answer. Of those replying in the affirmative, 87 per cent said it was beneficial. Good effects, in order mentioned, were given as follows: "Makes children content to be home more," "improves their vocabulary," "makes them more calm," "strengthens their powers of concentration," "causes them to mature much faster."

### Juvenile Audience

Of significance to advertisers and programers attempting to reach certain age levels were the facts concerning the age of the potential juvenile video audience here. Approximately 70 per cent of all the children were in the elementary school brackets.

The girl groups were broken down as follows: Under 2 years, 7 per cent; 2 to 5, 20 per cent; 6 to 8, 36 per cent; 9 to 11, 19 per cent; 12 to 14, 6 per cent; 14 and over, 12 per cent.

Boys were classified in the following age groups: Under 2, 15 per cent; 2 to 5, 26 per cent; 6 to 8, 21 per cent; 9 to 11, 18 per cent; 12 to 14, 11 per cent; 14 and over, 9 per cent.

Best hours to reach the grade school level were indicated as those after school and until bedtime. The majority, 77 per cent, returned home from school between 3 and 4:30 p.m. and 68 per cent were put to bed between 8 and 9 p.m.

Refuting the frequently expressed view that television is keeping children in TV homes up too late, 66 per cent of the respondents said television had not changed their children's retirement time.

Parental displeasure with some

television programing was revealed in answers to the question, "Have you felt that any of the TV programs are not suited to children? If so, which?" Forty-eight per cent answered, "yes," and 52 per cent stated, "no." Types not suited for children, in order of mentioned frequencies, were the following; Gangster films, Western movies and mystery shows.

Altho some educators have pointed out that television viewing prevents children from doing their homework, most parents apparently disagree. Sixty-nine per cent said their children devoted the same amount of time to homework, while 28 per cent said they spent less time, and 3 per cent said there was more time spent on homework.

That television is not yet being utilized as a recognized education medium was revealed by the fact that 72 per cent said their children's teachers had never recommended a television show. Twenty-eight per cent said they had. Programs recommended were the President's inauguration, travelogues, spelling bees, *Kukla, Fran and Ollie*, *Uncle Mistletoe*, *Americana* and *Kiddie Parade*.

### Tele Effects

The most teachers apparently have not recognized television as an educational medium at the present, parents think its educational effect will be great, at least much greater than that of radio. The questionnaire asked, "What part do you believe TV will play in your children's education?" Ninety-six per cent said it would "play a greater part than radio"; 3 per cent said it would "have the same effect as radio," and only 1 per cent said it would have "less effect than radio."

Another section of the questionnaire gave results which indicated the role television should play in the advertising plans of any manufacturer of children's products, Allan Jay and Edward Graham stated. These results showed that 94 per cent of the children of 10 or older viewed television three hours or more per day. Children between 6 and 9 also viewed TV three hours or more per day, and a similar amount of video watching was done by 68 per cent of children, 5 or younger.

Jay and Graham stated that results of the childhood viewing portion of *The Billboard's* study indicated subject matter which needs more detailed study. For this reason they are planning to undertake a separate project in an attempt to glean "all possible information on these fields of television behavior." When this additional study is completed, the results will be reported in *The Billboard*.

## Tex and Jinx Get 13-Wk. Reprieve

NEW YORK, May 7.—*Preview*, the Tex and Jinx TV show, which seemed slated for an axing, received a reprieve this week when Philip Morris Cigarettes, thru the Biow Agency, decided to renew the show for another 13 weeks. This will bring the show into the first week of August, by which time the sponsor hopes to build a listening audience.

The agency had been shopping for a replacement but reportedly had been unable to unearth anything that the client considered a good buy. It was decided, insiders state, to go along with Tex and Jinx until the fall and see what warm weather could produce in the way of a rating. The program is on the Columbia Broadcasting System Monday evenings, 8 to 8:30 p.m.

## Para Seeking FCC Removal Of Anti-Trust Proceedings

WASHINGTON, May 7.—Paramount Pictures is conducting an all-out drive to get the Federal Communications Commission (FCC) to remove the anti-trust hook on which Paramount's TV off-spring have been impaled for several months. Both the parent company and the United Detroit Theaters filed petitions this week asserting that the divorce of Paramount's theater and film interests changes the situation.

Thru Paramount's battery of lawyers, the flicker company for the first time described officially to the FCC the result of the consent decree signed with the Justice Department. Para said all the theaters and the Balaban-Katz Chicago station, WBKB, go to the new theater company, while the new picture company takes over the flicker end as well as KTLA, Los Angeles, and the Para interest in the TV holdings of Allen B. DuMont Laboratories.

### Justice Dept. Okay

Paramount's lawyers argued that since the outfit is in the clear with the Justice Department and that since

the theaters and films are now two separate entities, the FCC should remove the "temporary license" stigma from WBKB, KTLA and the DuMont stations.

The two successor companies to Paramount Pictures, Inc., "will stand before the Commission free from whatever inhibitions the Commission may have thought to exist by reason of prior anti-trust proceedings," the legalists declared.

Going under control of the new theater company under the consent decree, the United Detroit Theaters put in a pitch for a reopening of the docket in which it is vying with the G. A. Richards' station, WJR, for a Detroit channel. United Detroit pointed out that the Para divorce changes the picture, since now the new theater company has an interest only in WBKB, as far as TV is concerned.

At the time of the Detroit hearing, said United Detroit Theaters, the FCC was taking into account the far-flung TV interests of the whole Paramount brood.



# UP-TO-THE-MINUTE NETWORK

SUNDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00	Super Circus (Derby Foods) Needham, Louis & Broby	Scrapbook		
6:00 TO 6:30	Cartoon Teletales			
6:30 TO 7:00	Singing Lady (Kellogg) N. W. Ayer & Son		Flight to Rhythm	
7:00 TO 7:30			Amateur Hour (P. Lorillard) Lennen & Mitchell	Danton Walker's Broadway Scrapbook
7:30 TO 8:00	ABC Tele Players	Wesley		The Hartmans (Textron) J. Walter Thompson
8:00 TO 8:30	Jacques Fray Music Room	Toast of the Town (Lincoln-Mercury) Kenyon & Eckhardt		Lamb's Gambol (General Foods) Benton & Bowles
8:30 TO 9:00	Celebrity Time (Goodrich) BBDGO			Author Meets the Critics (General Foods) Young & Rubicam
9:00 TO 9:30	Sing Copation Film Shorts	Fred Waring Show (General Electric) Young & Rubicam		NBC Drama Theater
9:30 TO 10:00	Treasure Quest			
10:00 TO 10:30	Action Autographs (Bell & Howell) Henri, Hurst & McDonald	News & Reviews (Barbasol) Erwin Wasey		Around the Town
10:30 TO 11:00	Bowling Headliners			Leon Pearson and the News

MONDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody
6:00 TO 6:30			Small Fry (Co-Op)	
6:30 TO 7:00		Lucky Pup (Joe Lowe) Blaine-Thompson	Teen-Time Tunes Vincent Lopez	
7:00 TO 7:30		Your Sports Special	Inside Photoplay	Kukla, Fran and Ollie (RCA) J. Walter Thompson
7:30 TO 8:00	On Trial	CBS News (Oldsmobile) D. P. Brother Manhattan Showcase	A Woman To Remember (W)	Mohawk Show-room (Mohawk Carpets) Kimball
8:00 TO 8:30		Preview (Philip Morris) Biow	Newsweek Views Co-Op	Camel Newsreel (Reynolds) Wm. Esty
8:30 TO 9:00	ABC Barn Dance	Arthur Godfrey's Talent Scouts (Thos. J. Lipton) Young & Rubicam	Doorway to Fame (Co-Op)	
9:00 TO 9:30	Identity (A. Stein) Louis A. Smith Skip Farrell	* (1) Ford Theater (Ford) Kenyon & Eckhardt		Colgate Theater (Colgate-Palmolive-Peet) Ted Bates
9:30 TO 10:00				Americana (Firestone) Sweeney & James
10:00 TO 10:30		People's Platform	Camel Caravan Fights (R. J. Reynolds) William Esty	
10:30 TO 11:00				

THURSDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody
6:00 TO 6:30			Small Fry (Co-Op)	
6:30 TO 7:00		Lucky Pup	Teen-Time Tunes Oky Doky Ranch	
7:00 TO 7:30		Your Sports Special		Kukla, Fran and Ollie (RCA) J. Walter Thompson
7:30 TO 8:00	Blind Date	CBS News	A Woman To Remember	Mohawk Show-room (Mohawk Carpets) Kimball
8:00 TO 8:30	Stop the Music (Admiral) Kudner	54th Little Show		Camel Newsreel (Reynolds) Wm. Esty
8:30 TO 9:00	Stop the Music (P. Lorillard) Lennen & Mitchell			Hank Ladd Show (Cluett-Peabody) Young & Rubicam
9:00 TO 9:30	Crusade in Europe (Time) Young & Rubicam (W) Story of the Week (Pal Blade) Lefton		Morey Amsterdam Show (DuMont TV Dealers) Buchanan	Lanny Ross (Swift) McCann-Erickson
9:30 TO 10:00	Actors' Studio	Dione Lucas (Wine Advisory Board & Scott Towels) J. Walter Thompson		Gulf Road Show (Gulf) Young & Rubicam
10:00 TO 10:30	Roller Derby			Bigelow Show (Bigelow-Sanford) Young & Rubicam
10:30 TO 11:00				Young Broadway

FRIDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody
6:00 TO 6:30			Small Fry (Co-Op)	
6:30 TO 7:00		Lucky Pup (U. S. Rubber) Fletcher D. Richards	Teen-Time Tunes Vincent Lopez	
7:00 TO 7:30		Your Sports Special	Inside Photoplay	Kukla, Fran and Ollie (RCA) J. Walter Thompson
7:30 TO 8:00		CBS News (Oldsmobile) D. P. Brother Manhattan Showcase	A Woman To Remember	Mohawk Show-room (Mohawk Carpets) Kimball
8:00 TO 8:30		Adventures in Jazz	Admiral Broadway Revue (Admiral) Kudner	Camel Newsreel (Reynolds) Wm. Esty
8:30 TO 9:00	Ladies, Be Seated	What's It Worth?		Admiral Broadway Revue (Admiral) Kudner
9:00 TO 9:30	Break the Bank (Bristol-Myers) Doherty, Clifford & Schenfield	Johns Hopkins Science Review	Front Row Center	Benny Rubin Show (Bona fide) Leon
9:30 TO 10:00	Film Shorts		Key to the Missing	Your Show Time (American Tob.) N. W. Ayer
10:00 TO 11:00	Sparring Partners			
11:00 TO 11:30				Boxing



# TELE PROGRAM SCHEDULES

TUESDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				<b>Howdy Doody</b> (Colgate-Palmolive-Peet) Wm. Esty and (Mason, Au & Magenheimer) Moore & Hamm
6:00 TO 6:30			<b>Small Fry</b> (Co-Op)	
6:30 TO 7:00		Lucky Pup	Teen-Time Tunes	
			Oky Doky Ranch	
7:00 TO 7:30		Your Sports Special		<b>Kukla, Fran and Ollie</b> (RCA) J. Walter Thompson
7:30 TO 8:00	Joe Hazel Sport Show	CBS News Manhattan Showcase	A Woman To Remember	<b>Mohawk Show-room</b> (Mohawk Carpets) Kimball <b>Camel Newsreel</b> (Reynolds) Wm. Esty
8:00 TO 8:30	Feature Film	Court Is in Session		<b>Texaco Star Theater</b> (Texaco) Kudner
8:30 TO 9:00				
9:00 TO 9:30		<b>We, the People</b> (Gulf) Young & Rubicam	<b>Ted Steele Show</b> (DuMont TV Dealers) Buchanan	<b>Fireside Theater</b> (P. & G.) Compton
9:30 TO 10:00		<b>Suspense</b> (Electric Auto Lite) Newell-Emmett		<b>Believe It or Not</b> (Motorola) Courfain-Cobb
10:00 TO 10:30	Miller High Life Fight Show	<b>Backstage</b> (Household Finance) Levally		Wrestling
10:30 TO 11:00				

WEDNESDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Howdy Doody
6:00 TO 6:30			<b>Small Fry</b> (Co-Op)	
6:30 TO 7:00		<b>Lucky Pup</b> (Phillips Packing) Aitkin-Kynett	Teen-Time Tunes Vincent Lopez	
7:00 TO 7:30		Your Sports Special		<b>Kukla, Fran and Ollie</b> (RCA) J. Walter Thompson
7:30 TO 8:00		<b>CBS News</b> (Oldsmobile) D. P. Brothier <b>Masters of Magic</b> (Pioneer Polaroid) Cayton	A Woman To Remember	<b>Mohawk Show-room</b> (Mohawk Carpets) Kimball <b>Camel Newsreel</b> (Reynolds) Wm. Esty
8:00 TO 8:30	Feature Film	<b>Arthur Godfrey and His Friends</b> (Chesterfield) Newell-Emmett		Leave It to the Girls
8:30 TO 9:00				
9:00 TO 9:30	Fashions on Parade	<b>Mary Kaye and Johnny</b> (Whitehall) Dancer-Fitzgerald-Sample	Court of Current Issues	<b>Kraft TV Theater</b> (Kraft) J. Walter Thompson
9:30 TO 10:00		Kobbs Korner		
10:00 TO 10:30	Wrestling	<b>Studio One</b> (Westinghouse Electric) McCann - Erickson		Meet the Press Newsreel Village Barn
10:30 TO 11:00				

SATURDAY	ABC	CBS	DuMONT	NBC
5:30 TO 6:00				Children's Sketchbook
6:00 TO 6:30				
6:30 TO 7:00		Lucky Pup		
7:00 TO 7:30				
7:30 TO 8:00	Hollywood Screen Test	In the First Person Blues by Bary		<b>Maggi's Private Wire</b> Leon Pearson and the News
8:00 TO 8:30	Stand by for Crime			Television Screen Magazine
8:30 TO 9:00	Criminal Hunt			Eddie Condon's Floor Show
9:00 TO 9:30	Paul Whiteman's TV Teen Club			<b>Who Said That?</b> (Crosley) Benton & Bowles
9:30 TO 10:00				Saturday Night Jamboree
10:00 TO 10:30	Roller Derby			Dave Garroway Show
10:30 TO 11:00				Three Flames

The current program schedules of the four television networks are shown on these pages.

Sustaining programs are indicated in light-face type. Commercial programs are in bold-face, together with sponsor in parentheses and agency.

\* (1) Monday, 9-10, CBS: Ford Theater is once monthly. Other weeks schedule is: 9-9:30, "Through the Crystal Ball" (Ford), Kenyon & Eckhardt; 9:30-10, "The Goldbergs" (Sanka), Young & Rubicam.



## Congress Due To Crack Down On PX Price Slash of Sets

WASHINGTON, May 7.—A current probe by a House armed services subcommittee appears likely to end the preferential position of army post exchanges and navy ships service stores in the selling of such articles as radios, phonos, TV sets, disks and other items. Such stores are selling commodities subject to excise taxes tax-free, while the retailer must add the levy to the sales price.

The probe was launched at the instigation of Rep. Wright Patman (D., Tex.), chairman of the House Small Business Committee. Patman told the armed services group that with the general availability of merchandise, competition of army and navy stores has been seriously injuring the independent retailer.

### 650 Million a Year

Still in the preliminary stage, the probe has already turned up the fact that stores operated by the army and navy are doing a gross business of \$650,000,000 a year.

The armed services subcommittee is thinking along two lines. The most drastic plan is to recommend that all of the stores operated by the armed forces in Continental United States be

closed. Military leaders, however, complain that numerous servicemen are stuck in remote posts and are unable to purchase merchandise at regular retail stores.

### Taxes Proposed

The other plan being considered by the subcommittee is a recommendation that all goods sold by army-navy stores be subject to the same taxes as retailers. This would have the effect of bringing selling prices of army-navy stores in line with those of the general retailer.

Subcommittee members are now examining regulations on the subject of army-navy stores to find out whether the proposed lines of action can be accomplished by a simple military order, or whether new legislation must be passed by Congress.

## Farnsworth Is Going to IT&T

NEW YORK, May 7.—Despite opposition from a group of stockholders led by Robert R. Kenny, former California Attorney General and chairman of the Stockholders' Protection Committee, a plan for sale of Farnsworth Television & Radio Corporation to International Telephone & Telegraph Company (IT&T) was approved at the Fort Wayne, Ind., special stockholders meeting.

Phil T. Farnsworth, vice-president, said the stockholders passed resolutions on formation of a separate corporation, Capehart-Farnsworth Corporation, and assignment to it of properties, assets and business of the Farnsworth firm. Also approved were resolutions to change the name of the present Farnsworth Corporation to F. A. R. Liquidating Corporation and transfer of Capehart-Farnsworth shares to IT&T in exchange for approximately 140,048 shares of IT&T.

In the meantime, IT&T announced formation of Capehart-Farnsworth Corporation, and stated that steps would be taken immediately to place the company in full production.

## Warner Drops Bid For Color Permit

HOLLYWOOD, May 7.—Warner Bros. this week decided to drop their application for an ultra high frequency (UHF) experimental tele permit. Move comes on the heels of Harry M. Warner's order last week (*The Billboard*, May 7) that all tele operations be terminated at the Burbank, Calif., film studio. Prior to this directive, Warners had applied to the Federal Communications Commission (FCC) for withdrawal without prejudice of their Chicago tele license bid.

At one time the film tycoon said he would invest \$50,000,000 or more in tele, and started experimentation on theater video. Warner's order to stop video operations came after he was unable to get a yes or no answer from the Commission on the WB bid for KLAC-TV.

Altho the Commission hasn't rejected the application, Warner interprets FCC's long silence as unofficial refusal. However, if the commission okays the deal Warner intends to throw his resources behind video.

## Bendix Names Norton Chief

BALTIMORE, May 7.—Frank R. Norton has been appointed chief engineer of the Bendix Radio-Television and Broadcast Division of Bendix Aviation Corporation. Norton, who served as principal research engineer prior to the appointment, had been in charge of TV and receiver development. He joined Bendix Radio in 1945.

## Giant TV Sales Promosh in D. C.

WASHINGTON, May 7.—In a king-sized pitch to stimulate TV sales, Lubar, Inc., this week launched a television exposition, which started off Sunday (1) with a special TV section in *The Washington Post*, plus a special cocktail party Sunday night for the press.

The store is holding what it calls "open house" for the public to wander in and view TV sets and motion pictures on the development of TV and meet local video performers. Lubar is remaining open in the evenings in order that prospective buyers may watch the best television programming.

The special Post section comprised a dozen magazine-size pages packed with editorial matter on the exposition and ads from other concerns congratulating Lubar on the opening of the TV exposition.

The preview for the press was arranged and thirsty scribes were plied with cocktails and then escorted around the floor where numerous TV receivers were displayed. A dozen video performers were on hand.

The exposition was conceived and carried out by the Epstein Advertising Agency, which handles the Lubar account.

## Krasno Heads Col.'s Kidisks

NEW YORK, May 7.—Hecky Krasno this week joined Columbia Records to assume charge of the firm's children and educational disk departments. Krasno is a noted kidisk expert, having written a tome on child records as well as having written a number of kidisk items for such firms as Caravan and Musicraft.

Ben Selvin last week was relieved of his children record duties in order to devote full time to his chore at the helm of the diskery's West Coast pop artists and repertoire department.

## Terwilliger to Motorola

NEW YORK, May 7.—N. H. Terwilliger has been appointed assistant manager in advertising and sales promotion for Motorola, Inc. Terwilliger was sales promotion manager at Zenith for 10 years and at various times was advertising manager of Sperton and sales manager for Victor tape recorders.

## How They're Selling Them

(As advertised in the nation's press.)

WHILE NO NEW TRENDS ARE APPARENT in this week's check on radio-phono-TV ads, the overwhelming majority of ads were based on competitive price selling. Such catch phrases as "lowest ever," "\$4 a week" and "90 less" keynoted most of the ads.

"RENT A MOTOROLA TV SET FOR only \$1 a day." Minimum rental period of 15 days with \$20 deposit is required, which will be applied toward purchase price if you decide to buy. Price of table model, installed, \$195.90.—The Fair, Chicago.

"SAVE MORE THAN 40 PER CENT—Chicago's greatest TV value. Big 61-square inch picture . . . due to low, low, price we cannot mention the maker's name . . . regular price, \$399.95 . . . you pay only \$239.95 . . . install it yourself."—Hudson-Ross, Chicago.

"NO AERIAL WITH MUNTZ TV" IS the headline of the factory-showroom ad. Table model set features 65-square inch picture and one-knob tuning at \$269.50.—Muntz TV, Chicago.

"SAVE \$50 TO \$130 WITH OUR LIBERAL trade-in allowance. Beautiful low prices, beautiful performance and beautiful cabinets are all yours with a Bendix radio or television instrument."—Mandel Bros., Chicago.

"SAVE \$90 NOW! POWERFUL 8-TUBE G. E. FM-AM automatic radio-phono-graph offered for \$169.50." Similar reductions offered on a console and a table model.—Lazarus, Columbus, O.

"MAY SALE OF DE LUXE RADIO-PHONO-graph combinations." Scott, Capehart, Packard, Bell and RCA Victor sets offered at reduced prices.—Aeolian Company, St. Louis.

FREE TRIAL IN YOUR HOME. TWO-page layout praises Admiral's console model. Special deal for installation of 500 sets given in "Mirror readers' homes" for 10-day period. Promotion is tied in with 25th anniversary of radio store. Ad mentions no prices, featuring, instead, fact that "you don't have to wait for television."—Platt Radio Stores, Los Angeles.

ASK YOUR NEIGHBOR. "WHO MAKES the best television receiver, who gives the best television service? Ask your neighbor!" Distributor's full-page ad follows thru on RCA Victor radio spot campaign in metropolitan area.—Bruno-New York, New York.

"DELIVERED AND INSTALLED WITHIN 24 hours." The G. E., Model 805, is offered at \$239.95, plus tax and installation. Only \$2.50 weekly after small down payment.—Bedford Radio & Television, New York.

"NOW YOU CAN OWN A TELEVISION set for only 30 cents a day." store announces in large type, followed by "after down payment" in small type. Ad plugs the GE 10-incher at \$239.95.—Electrical Center, Washington.

"TELEVISION CLEARANCE." CHAIN of 23 stores offers saving up to \$300 on 500 floor samples of table models, consoles and combinations. No manufacturers' names used.—Davega, New York.

"SURE CURE FOR DATELESS TUESdays—Better living prescribes DuMont—the finest in television. You just don't rate if you're not in the television set—the sure cure for dateless Tuesdays, Wednesdays—and always!"—Better Living Appliances, New York.

"THE PICTURE'S THE THING!" SEARS announces its Silvertone tele line with full-page ad, stressing that "you get the best in Silvertone regardless of price." Ad features a console radio-TV set at \$399.95 and table model receiver for \$299, both with 10-inch tubes.—Sears Roebuck & Company, Los Angeles.

"SEE THE KENTUCKY DERBY IN ITS thrilling entirety." store advises in ad plugging Westinghouse receiver. Copy is written over a picture of a horse race and adds: "One alone stands out in a race . . . Westinghouse television is outstanding."—Ellis Radio, Arlington, Va.

BALTIMORE DEALERS AND DISTRIBUTORS went all-out on a large-scale TV campaign when The Baltimore Sun ran a special Sunday section on TV. Larger dealers used as much as three and four full pages. Many stressed service policies and store name in addition to sales points of specific sets. The Television Company of Maryland stressed "service really counts," with photos of 23 servicemen and nine service trucks.

## Major TV Distributors Latch Onto WHTM Promosh Plan

ROCHESTER, May 7.—Debut June 11 of WHTM, the companion television station of the National Broadcasting Company (NBC) outlet, WHAM, will be accompanied by one of the most lavish promotional campaigns staged by a new TV percolator. Outstanding in the planning is a TV exhibition to be held for one week, June 11 thru June 18, in the Knights of Columbus Auditorium. The affair will be sponsored by the Electrical Association of Rochester and will be participated in by leading TV receiver manufacturers. Regional distributors of the manufacturers are taking space to display their companies' products.

Distributors of the following companies are already signed up for space: Admiral, Westinghouse, RCA, Victor, Stromberg-Carlson, Emerson, Zenith, Philco, General Electric, Motorola and DuMont.

The exhibit will be exclusively TV, with radio or electrical appliances barred. It's expected that 100,000 will attend the exhibit.

Far-reaching promotion is scheduled in addition to the exhibit. This includes (1) special TV supplement by *The Rochester Times-Union*; (2) promotion in the Rochester Gas & Electric's house organ; (3) special supplement by *The Rochester Catholic Courier-Journal*; (4) TV luncheon sponsored by the Chamber of Commerce, with Justin Miller, prexy of

the National Association of Broadcasters (NAB), scheduled to speak; (5) TV supplement by *The Rochester Democrat & Chronicle*, Sunday paper; (6) extensive promotion by car cards and leaflets.

## Playtalk, Recording Toy, To Bow in June

SYRACUSE, May 7.—The Playtalk, a new electronic toy for kiddies, has been developed by the specialty division of the General Electric Company here. The device uses a grooveless paper disk coated with powdered iron to magnetically record and reproduce music or voice.

Resembling a child's toy phonograph, the device has a three-and-a-half-inch loudspeaker which also serves as a microphone. This unit is housed in a small metal case connected to the Playtalk by an extension cord. The paper records are eight inches in diameter and hold about two minutes of recording. Disks may be used over and over again, since recordings can be erased with a permanent magnet as the record revolves.

Production of the toy will begin in June.

## Max Gordon Joins DuMont

NEW YORK, May 7.—Broadway producer Max Gordon this week signed to join the DuMont TV network as program consultant. The veteran producer's position with DuMont will not interfere in any way with his Broadway operations. He will continue to produce plays for the legit theater.

## Jerrold Picks Estersohn

PHILADELPHIA, May 7.—Harry Estersohn has been appointed sales manager of the Jerrold Electronics Corporation, manufacturer of TV accessories. Estersohn was formerly sound sales engineer with the Lafayette-Concord Radio Corporation of New York.



# Writer-Diskers Deals Irk Pubs

## 2 Microgroove Items Debuted In Middle West

CHICAGO, May 7. — Two new pieces of record playing equipment, designed to meet the needs of microgrooved platters, were announced last week by Midwestern firms.

Milwaukee Stamping Company, West Allis, Wis., national supplier of record changer equipment, will release a three-way automatic record changer June 1. It will handle 7, 10 and 12-inch 78, 45 and 33 r.p.m. platters without use of center-hole adapters. John C. McDonald, sales chief for the firm, said the player will shuttle 45 r.p.m. disks from the edge of a la conventional equipment, rather than from the edge of a la Victor playing equipment. The player will have one pick-up arm, equipped with a needle carrying both a microgrooved and conventional 78 point. Price will be competitive to any low-priced three-way automatic now being produced.

A new 45 r.p.m. record changer unit will bow May 15 when Oak Manufacturing Company, Chicago radio parts maker, introduces its player which will be basically the same in appearance as the Victor 45 r.p.m. unit but will differ technically. The Oak player has seven moving parts as opposed to Victor's 12. It handles 10 to 14 records, while the Victor's maximum is 8 to 10. The Oak player has an "on-off" switch in conjunction with the reject mechanism. It has a free-tone arm, which makes it possible to handle the tone arm during the record play without putting the changer out of cycle or making the tone arm inoperative. Oak will make only a changer and not the self-contained player unit. The unit will be priced at the same level as the Victor unit.

Oak is currently making two types of radio set mountings for 45 r.p.m. players, on which both their own and the Victor models will fit. The mounting can either be screwed to a piece of furniture or the side of a radio set, so that the double track mounting will hold the player securely. The track makes it possible to push the player, connected on the back of a radio set, out of view when not in use.

## Capitol Signs Boyd to Paper

HOLLYWOOD, May 7. — Video-spurred popularity of *Hopalong Cassidy* last week led to Capitol Records signing his screen creator, Bill Boyd, to a long-term contract. Always a fave among kids, the *Hopalong* character zoomed to new heights in popularity as a result of TV airing of the old films.

According to Alan Livingston, Cap's kidisk department head, *Cassidy* will be presented on wax in a manner entirely different from what has been attempted heretofore in the moppet wax field. He refused to make further comment on this, indicating it would tip off competitors. Cap was the first diskery to use record readers, a device which helped boost its kidisk sales.

Inking of Boyd gives Cap's already potent kidisk department its second major kid attraction in ditto number of weeks. Last week, diskery signed Smiley Burnette to a recording contract and promised to promote the Western pic song comic in a manner that would cash in on his film popularity. Boyd will be recorded in the immediate future with his initial release to be sometime in late summer.

## BMI Raises Eyebrow to Bruited Change in Pub-Writer Policy

(Continued from page 3)

ers do with their ASCAP firms. We are interested only in the way they fulfill their contractual obligations with us and the performances and records they produce for us. We've always tried to arrange matters so that our affiliates are productive for BMI, and we're continuing to do so."

The same exec denied that BMI feelings have been ruffled by pubber affiliates with dual firms who reportedly throw choice tunes or picture scores into their ASCAP catalogs, or that such actions might have affected recent renewal agreements.

### Writer Policies

As to a new writers plan, it was admitted that Bob Sour, in charge of BMI's production activities, "would be devoting a larger part of his time to songwriter relations." It was flatly denied, however, that a new plan for attracting and holding songwriters has been devised, nor was it indicated when such a plan might be instituted.

Nevertheless, tradesters feel certain that some sort of writers' plan has been worked out, and may even actually be already operating. BMI's taciturnity on the matter is attributed by observers close to the situation to a fear that publicity on the plan at this time, in its early stages, might draw unwelcome attention and jeopardize its success.

The "per plug," or "incentive" system, is slated to go by the boards in the near future, it was indicated. The plan has been difficult to administer, and is considered by many music men

## N. Y. Statler List Adds Kaye Ork

NEW YORK, May 7.—Continuing to follow thru on a complete return to a policy of using only top name bands, the Hotel Statler this week inked Sammy Kaye's ork for a five-week engagement which will begin November 14. Kaye will follow Vaughn Monroe's ork into the room. Also in the Statler line-up are Henry Busse, Ray Anthony and Dick Jurgens, who follows the current tenant, Eddy Howard. Figuring to appear at the Cafe Rouge sometime in the fall is the Tommy Dorsey crew.

This Statler date will mark Kaye's initial appearance in the famed Cafe Rouge. His other New York location dates have been at the Hotel Commodore's Century Room, no longer in the name band business, the Hotel Astor and the Hotel New Yorker.

## Loesser Forms New Pub Firm

NEW YORK, May 7.—Songwriter Frank Loesser is reported to have set up a new pubbing firm under the name of Frank Music Corporation. Loesser, who has a pub-writer deal with the E. H. Morris pubbery under the name of Susan Music, is believed to have set up this new firm to handle those of his copyrights which have returned and will return to him under terms of the individual pacts he made for his tunes originally.

Loesser's new firm will handle those of his songs which he recently picked up when he picked up the Saunders music catalog, which contains such tunes as *In My Arms* and *Moon of Manakura*. Loesser also will shortly receive some copyrights from the Famous-Paramount pubbery.

as an invitation to payola for chiseling small-time band leaders.

As to expanding field activity, BMI plans to add a man in the New York area, and perhaps one in the Hollywood area, to do station contact work, with emphasis on deejay promotion.

## 4 Tunes to MGM For "Duchess"

HOLLYWOOD, May 7. — Metro-Goldwyn-Mayer last week bought four Al Rinker-Floyd Huddleston cleffings to be used in the Joseph Pasternak film production, *Duchess of Idaho*. Tunes will be published by one of the MGM subsid firms. Songs are *You Can't Do Wrong Doing Right*, *It's Happened Before*, *Warm Hands*, *Cold Heart*; *Beguine*, and a ballad, *Or Was It Spring?*

Deal was closed with Metro by George (Bullets) Durgom, who handles the tunesmith. *You Can't Do Wrong* was recorded by Phil Harris and intended for release in the near future, but since it will be featured in the film, release date on the disk has been restricted until pic hits the screen.

## Wald To Open Detroit Park

DETROIT, May 7.—Jerry Wald and his orchestra will open the season for Eastwood Gardens at Eastwood Amusement Park here, May 27. Bookings for the season have been set, with the exception of two tentative dates, according to Milton Wagner, partner in the park. All bookings, set by either the Music Corporation of America or the General Artists Corporation, are as follows:

June 3, Ted Weems; 10, Woody Herman; 17, Tex Beneke; 24, Elliot Lawrence; July 1, Blue Barron; 8, Tony Pastor; 15, Skitch Henderson; 22, Gene Krupa; 29, Johnny Long; August 5, Edy Howard; 12, Louis Prima; 19, Sammy Kaye (tentative); 26, Ray McKinley, and September 2, Ray Anthony (tentative).

## Philly Academy May Be "Unfair"

PHILADELPHIA, May 7.—Local 77, American Federation of Musicians (AFM), has advised its membership that on or after July 1 the Academy of Music will go on the "unfair" list unless the management comes to terms before that date.

However, Harold Mason, general manager of the concert hall, said he wasn't worrying over the "unfair list" designation, calling it just a device "to get us together and talk things over during the summer." Since the Academy is shuttered thru July, August and most of September, Mason thought the July 1 deadline was "very considerate" of the union.

The union local had its first contract with the Academy, providing for a minimum number of men to be used at all concerts, musicals, operas and even jam sessions, for the 1947-'48 season. However, the season just completed went by without any formal binder. The union and the management were never able to come to terms. The "unfair list" threat was a means used by the union to reopen negotiations for the coming 1949-'50 season.

## Plans Upset Via Bypassing Techniques

### Departure From Tradition

By Bill Simon

NEW YORK, May 7.—The songwriters' practice of taking tunes directly to record companies, an occasional thing prior to the ban, now is blossoming forth as a major source of irritation to front-line publishers. The latter point out numerous reasons for opposing such procedure, claiming that they alone can act consistently in the best interest of both writers and recorders. These pubbers cite recent incidents where tunesmiths making their own record deals have fouled up the publishers' well-laid plans. However, many writers who have been able to place songs with companies after they have been rejected by publishers, now feel they are wasting time making the publisher rounds first with new tunes.

This switch, it is generally felt, has resulted from the company's eagerness to get there first with tunes and in some cases to obtain special royalty concessions. This may be done by paying royalties to the writers only, eliminating the publishers' half of the take. Diskeries owning their own publishing houses will also often encourage writers to see them first. For a while some publishers would take any song that was on a record and pay the writers an advance. Writers were advised, "Get a record first, then we'll take your song." Now pubbers themselves are reversing this attitude, with one commenting, "The day of shelling out dough on the basis of any record is gone. It has to be a major." In order to earn back a \$1,000 advance to a writer, 100,000 records must be sold, and this doesn't take into consideration such incidental expenses as printing and preliminary exploitation. Few indies have the power to sell that many disks today, according to that pubber, and if they do, "try to collect the royalties," but the monster has been created, and the diskers' open doors to writers have recently caused much embarrassment to several publishers.

### Incidents

One case cited is that of the tune *Lovers' Gold*, cleffed by Morty Nevins and Bob Merrill. The writers had been showing the tune around, and several name artists were clamoring for exclusives when Eddie Joy picked the tune up for his Oxford Music. The publisher set a July 1 release date for records, and set its major label artists, but the indie King label, with whom the pubber had not been in contact, jumped the gun and released its disking of the tune without first re- (See *Writer-Diskers Deals* on page 40)

## Johnson Resigns Peer Pub Post

NEW YORK, May 7.—Jerry Johnson resigned this week as general professional manager of the Peer International Corporation. Johnson, whose contract was to expire the end of June, and the pubbery settled on a mutually satisfactory basis.

Mark Shreck, contact man with Peer, replaces Johnson as general professional manager.



# ASCAP-TV Love Talk Torpedoed

## NAB Rejects Arbitration, Talks of Non-ASCAP Music; Peace Hopes Still Persist

By Ben Atlas

(Continued from page 9)  
ment covering the balance of the period under discussion."

In offering the new arbitration proposal, Ahlert acknowledged that months-long attempts by ASCAP and the NAB TV committee "to arrive at a solution on the problems presented may be futile." He added that ASCAP "therefore" deems it "advisable to record a complete account of past and present negotiations, in the hope that by so doing we may (a) clarify the issues and thereby yet arrive among ourselves at a fair and mutually satisfactory settlement, and (b) avoid the confusion and condemnation that unfortunately surrounded our radio negotiations some 10 years ago."

Ahlert then went on to describe ASCAP's make-up and purposes and said that it gave the television industry "full license to use its (ASCAP's) repertoire of serious and popular music without monetary or other compensation of other kind" but that "now television has arrived" and members of ASCAP are asking for "adequate compensation for the use of their music."

### Wide Apart

That ASCAP and the NAB television committee are wide apart in their views on what constitutes "adequate" compensation was made clear in the Ahlert letter. Ahlert insisted the TV industry has proposed that ASCAP composers and authors and their publishers allow the use of their music "at rates far below those applicable to radio." The net effect of the NAB offer, Ahlert said, would be a 58 per cent reduction for television networks and a 40 per cent reduction for local television stations below those rates operating for radio. Rates of compensation asked by ASCAP, he said, are 2 3/4 per cent, with a ceiling on individually licensed special uses, minus a discount not to exceed 15 per cent to compensate for advertising agency fees, minus an additional discount of not over 15 per cent to compensate local stations for payments to national spot representatives, minus a further discount not to exceed 5 per cent to reimburse TV nets in part for the cost interconnecting stations.

This offer, Ahlert stated in his letter to Myers, was declined by the TV industry, "which asserted that the industry would not agree to any plan which reserved to the individual composers, authors and publishers the right to bargain independently for special uses."

"Should TV find itself unwilling to

## GAC To Book N. Y. Park Dates

NEW YORK, May 7.—For the eighth consecutive year, the General Artists Corporation (GAC) will book the annual series of public park summer one-nighters run off in this city under the sponsorship of the Consolidated Edison Company. The deal was arranged by local GAC one-night booker, Howard Sinnott, who also has been responsible for obtaining this series of dates for the agency in the past.

The series will constitute about 54 one-nighters and will begin June 23.

accept this proposal," stated Ahlert, "we have only one alternative—to inform our membership that the Society's negotiations on its members' behalf with the television industry have failed."

"The consequence of this would be that the individual television network or local television station, the individual sponsors or their advertising agencies, would find it necessary to deal for each individual use with the composer, author and publisher of each work."

## Williams Near Alexander Pact

NEW YORK, May 7.—Gene Williams's young band is close to inking a management pact with the Willard Alexander Agency. Williams's personal manager, Barbara Belle, will sell her interest in the band to the ork's backer, Eddie Furst. The orkster apparently will operate without a personal manager.

The Williams crew, in business for about nine months, has never previously been exclusively attached to an agency. It's an 11-piece crew and has etched some sides for the Mercury waxery.

## RCA Has New Breakage Slant

NEW YORK, May 7.—RCA Victor has authorized a new breakage policy, simply crediting dealers with an extra 1 per cent on every invoice. Dealers will not have to list and return broken platters to Victor under the new policy, which is nationally effective immediately.

The 5 per cent return privilege continues as before, with the new 1 per cent an added discount.

## Welfare Funds Uncertain As Govt. Mulls Labor Bills

(Continued from page 3)

is certain to be drastically amended with Taft, himself, ready to propose a score of amendments including the welfare fund modification.

The eventual fate of welfare funds is anybody's guess. The outcome will rest in the hands of a joint House-Senate conference which will meet after both houses have passed a labor-management bill. The conference will have to iron out the inevitable difference between the two versions.

### No Bill Now

Altho the Senate has the T-H repealer on its docket, there is no labor bill before the House at the present time, as a result of the vote by which the House recommitted to the Labor Committee the Wood substitute for the T-H repealer.

The Wood Bill, which failed to pass by the slim margin of three votes, would keep intact the T-H welfare fund provisions. The language in the two pieces of legislation is identical. The duty of the Labor Committee now is to rewrite the Wood substitute so

## ASCAP and TV's Opposite Views

NEW YORK, May 7.—Statements issued by the American Society of Composers, Authors and Publishers (ASCAP) and the television music committee of the National Association of Broadcasters (NAB) relative to the deadlock over TV music rights are very strong in their presentation of the opposing points of view. Both statements, however, voice the hope that a mutually satisfactory agreement will be reached. As yet the situation has not deteriorated to the name-calling stage of 1940-'41, and it's known that influential parties in both the TV and ASCAP corners would regard it as akin to tragedy if both parties couldn't get together.

The last session between the negotiating parties wound up with some heat engendered. TV people believed, for instance, that the ASCAP statement, proposing arbitration, had been prepared and mimeographed in advance of the session's wind-up. This didn't sit too well with them. An ASCAP spokesman Friday night, however, pointed out that the Society was definitely conciliatory and anxious to try again.

### United Front Possible?

TV men, queried as to what would be their next step in the event no quick settlement was forthcoming, suggest that TV stations and programmers were thinking of the possibility of clearing certain types of music rights at the source in order to get dramatic-music performances for specific programs. Such an eventuality, of course, raises the problem of esprit de corps among the ASCAP membership. Would the publishers and writers present a united front, or would some of them be amenable to individual deals with TV stations and advertisers? Some rumors on the subject were bruited about, one of them to the effect that the Warners Music interest, comprising a tremendous portion of the ASCAP standard catalog, would formulate a TV licensing plan. A Warners spokesman branded this report as ridiculous.

It was also reported that certain TV facilities had already taken "dry runs" on their programming in order to ascertain whether they could manage without ASCAP music. BMI licenses all the 50-odd TV stations—being paid on a local station basis. SESAC gives TV stations a gratis license currently.

It's pointed out by TV people that, all in all, TV is in a stronger position musicwise than standard broadcasting was in 1940-'41. However, it's also admitted that, in this development stage of the industry, with programming admittedly not so hot, it is important that TV have access to the ASCAP catalog.

### No \$ Crisis for ASCAP

Another point is worth bearing in mind. From a financial end, the current deadlock poses no immediate crisis for ASCAP. The Society derives nearly \$7,000,000 annually from radio, with which it holds a long-term pact. True, TV is expected by many to replace radio and ultimately become the Society's chief source of income, hence the necessity for a sound pact from ASCAP's point of view. But this would be protection for the future, not the present.

Gist of the statement of ASCAP Prexy Fred Ahlert is contained in the lead ASCAP story in this issue. NAB's statement plays up the following angles: (1) Fees on TV must bear a reasonable relationship to TV's ability to pay; (2) TV has been operating at terrific losses; (3) TV cannot agree to a plan which presumes to offer a blanket license but actually offers only a limited license and reserves to individual authors and pubs the right to bargain independently for special uses.

Apropos of the latter, NAB states: "This is a right which cannot be arbitrated even if there were available as arbitrators any disinterested persons capable of comprehending the extremely complicated procedure under which ASCAP operates in its relations with users of music."

## La Knight To Get Gold Disk Honor

NEW YORK, May 7. — Thrush Evelyn Knight will be presented with a solid gold etching of her *Little Bird Told Me* Decca dishing within the next couple of weeks as a token of the record's having attained a sale of over 1,000,000 platters. The disk now is hovering around the 1,500,000 mark in sales.

The presentation will be made to the chirp by the Decca veepee in charge of artists and repertoire, Dave Kapp, who left here for the West Coast yesterday.

## London Inks Distrib Of Exclusive in N. Y.

NEW YORK, May 7.—London Records this week took over the distribution of Exclusive records for the metropolitan area. London acquired the premises of Exclusive Record Company Distributors on 10th Avenue, with Gloria Friedman continuing in charge of that office.



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LULLABY LAND Bing Crosby  
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- AGAIN  
SKIP TO MY LOU Gordon Jenkins  
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- I DON'T SEE ME IN YOUR EYES ANYMORE  
BECAUSE YOU LOVE ME The Stardusters  
with Gordon Jenkins Orchestra  
Decca 24576
- CARELESS HANDS  
MEMORIES Bing Crosby  
Decca 24616
- "A"—YOU'RE ADORABLE  
BEAUTIFUL EYES Larry Fortine  
Decca 24579
- SOMEONE LIKE YOU  
I COULDN'T STAY AWAY FROM YOU Ella Fitzgerald  
Decca 24562
- BARROOM POLKA  
PUT YOUR SHOES ON, LUCY Russ Morgan  
Decca 24608
- MERRY-GO-ROUND WALTZ  
CANADIAN CAPERS Guy Lombardo  
Decca 24624
- WHILE THE ANGELUS WAS RINGING  
NEED YOU Guy Lombardo  
Decca 24614
- SO IN LOVE  
WHY CAN'T YOU BEHAVE Bing Crosby  
Decca 24559
- ONCE IN LOVE WITH AMY  
MAKE A MIRACLE (with Allyn McLerie) Ray Bolger  
Decca 40065\*
- FIVE FOOT TWO, EYES OF BLUE (Has Anybody Seen My Girl?)  
YOU CAN'T BUY HAPPINESS Guy Lombardo  
Decca 24615
- HURRY! HURRY! HURRY! (Back To Me)  
I DIDN'T KNOW THE GUN WAS LOADED Andrews Sisters  
Decca 24613
- EVERYWHERE YOU GO  
HOW IT LIES, HOW IT LIES, HOW IT LIES! Bing Crosby and Evelyn Knight  
Decca 24612
- COLE SLAW (Sorghum Switch)  
EVERY MAN TO HIS OWN PROFESSION Louis Jordan  
Decca 24633
- WEDDIN' DAY  
BE-BOP SPOKEN HERE Bing Crosby and the Andrews Sisters  
Bing Crosby and Patty Andrews  
Decca 24635
- YOU'RE SO UNDERSTANDING  
IT'S TOO LATE NOW Evelyn Knight  
Decca 24636

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- SOME ENCHANTED EVENING
- THERE IS NOthin' LIKE A DAME
- HONEY BUN
- A WONDERFUL GUY
- A COCK-EYED OPTIMIST
- I'M GONNA WASH THAT MAN RIGHT OUTA MY HAIR
- HAPPY TALK

Orchestra directed by Gordon Jenkins

Orchestra directed by Gordon Jenkins

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Decca 24609
- Danny Kaye  
Decca 24637
- Evelyn Knight  
Decca 24640
- Ella Fitzgerald  
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## Pluggers Win \$75 Minimum In New Pact

NEW YORK, May 7.—Members of the Music Publishers' Contact Employees' Union (MPCE) this week ratified the new employment contract, which has already been okayed by pubber representatives. The pact, which must be signed by individual publishers and the union, extends from the date of signature until December 31, 1952.

The pact is substantially the same as the one which expired last year, with provisions for minimum pay, severance pay and minimum employment period the important exceptions. The new minimum is \$75 a week for experienced pluggers and \$50 for neophytes. Severance pay is limited to \$1,500, and men hired without a written contract must be kept for at least eight weeks. The usual clauses against payola, cut-ins and other evils are included. The sought-after pension plan is not.

## Coronet, New Music Supply Org, Formed

NEW YORK, May 7.—Coronet, a new music supply firm, has been organized by Harry Pearl, Mac Nioporent and Ben Ostrow.

The men were formerly with Ashley, which recently turned over its jobbing interests to the Music Dealers Service (MDS).

## Billy Shaw Confounds Paree With Le Jazz Hot et le Jazz Old Hat

NEW YORK, May 7.—Jazz will have its day in France when the annual International Jazz Festival gets under way Monday (9) in Paris at the Salle Pleyel. The clambake, which goes on for a week and spots a series of eight concerts by hot tootlers of seven nations, will spotlight a contingent of American jazzmen rounded up for the affair by Billy Shaw, head of the new Shaw Artists Corporation (SAC).

The Yank group, which includes types running from the extreme bopster to the old-hat Dixieland proponent, will realize a net of some \$6,800 for the week's efforts. All expenses and transportation fees are being paid for by the sponsors of the jazz week. Sponsors include the Spectacles International of Monte Carlo, Blue Star Records, the Jazz Parade and Charles Delauney's Hot Club of Paris. The annual affair is endorsed by the city government of Paris. Participating nations, aside from the United States and France, include England, Sweden, Belgium, Switzerland and Italy.

### U. S. Reps

Representing Uncle Sam in the series of concerts will be Charlie Parker, Kinny Durham, Al Haig, Tommy Potter, Max Roach, Miles Davis, Tadd Dameron, James Moody, Kenny Clarke, Lips Page, Sidney Bechet, Big Chief Russell Moore, Jimmy MacPartland, Don Byas, Bill Coleman and Rex Stewart. The latter three tootlers have been in Europe for some time and will join the remainder of

the Americans on their arrival. They left New York by plane Thursday (5) with Shaw's assistant, Billie Miller, supervising the trip.

France will be represented by Claude Luter, Aime Barelli, Andre Ekyon, Hubert Rostaing, J. C. Fohrenak, Leo Shauliar, Django Rheinhardt and the Quintet of the Hot Club of France. England's hot tootler contingent will include Vic Lewis' ork and Carlo Krahmer. Switzerland's group includes the Hazy Osterwald Quintet and Ernst Hollenhagen. Belgium is represented by Toots Thielmans Trio and the Bopshots. Italy's emissary is Amando Trovajoli, while Sweden was due to send an all-star group.

## Lombardo Inks Pact With Decca

NEW YORK, May 7.—Guy Lombardo this week finally inked a new waxing pact with the Decca Records firm after several months of negotiation, which were interrupted by the death of Jack Kapp. It is believed that the maestro renewed with the firm, for which he has etched some 15 years, for an additional five years.

The deal was completed by Lombardo and Dave Kapp, Decca's veepee in charge of artists and repertoire.

## Cole Gets 55G Guarantee for Southern Tour

HOLLYWOOD, May 7.—Nat (King) Cole and his trio are guaranteed a minimum of \$55,000 for a Southern tour which starts May 26 at Norfolk. Group will play 37 dates and will get a \$1,500 guarantee per appearance plus a privilege of 60 per cent of the gross above the guarantee. This will be the first time since Cole formed his group 10 years ago that it has dipped into the Southern States for a p. a. junket.

Dates set so far include Norfolk, May 26; Richmond, Va., 27; Charleston, W. Va., 28; Chattanooga, 30; Birmingham, June 1-2; Tuskegee, Ala., 3; Macon, Ga., 4; Raleigh, N. C., 6; Greensboro, N. C., 7; Columbia, N. C., 8; Charleston, S. C., 9; Maxton, N. C., 10; Durham, N. C., 11; Atlanta, 12; Knoxville, 13; Greenville, S. C., 14; Danville, Va., 15; Roanoke, Va., 16; Charlotte, N. C., 17; Charleston, W. Va., 18; Richmond, Va., 19; Nashville, 21; New Orleans, 26; Beaumont, Tex., 27; Galveston, Tex., 28; Little Rock, 30; Dallas, July 1, Shreveport, La., 2; Houston, 3-4; San Antonio, 5.

Following their Southern tour, Cole and the threesome will head Coastward, where they will open at Los Angeles Million Dollar Theater July 12. After a week at the theater, the group will open a two-week stand at the Casbah, L.A. nitery, on July 19.

## Col's New LP Player To Bow

NEW YORK, May 7.—Columbia Records' long-awaited new and improved long-playing record player attachment will debut next week in New York. The machine will retail at \$9.95 in New York and will be sold by Times-Columbia Appliances, local Columbia disk distrib, to dealers at \$8.95. The distrib will make no profit on the new machine which will replace the older Philco attachment. The new machine is being produced for Columbia by the VM firm, of Chicago, and it features the recommended sapphire pick-up and an improved heavy duty 33½ r.p.m. motor. Each local distrib will work out its own deal with the sale of the machine, but it is believed that the others will follow the New York price line.

George Hayes, Times-Columbia disk sales chief, believes that each purchaser of the new machine should figure to pick up about \$10 in LP disks each month. Hayes reports that the Times-Columbia biz in LP represents about 55 per cent of the distrib's local disk sales. He added that the sale of the new VM attachment will be a straight deal and will not involve any free disk giveaway incentives.

## 3 Peppers Are Back Together

PHILADELPHIA, May 7.—The Three Peppers, top instrumental-vocal unit until a half dozen years ago and before the King Cole Trio took over the triplet honors, will reorganize with the same three original Peppers. The threesome, which played the top spots around the country, made flickers and waxed for Decca last, is being brought together again by Jolly Joyce, local theatrical agency head, who managed the Peppers in the old days.

Bob Bell, featured singer and guitarist, is disposing of his interests in a restaurant in New York's Harlem to revive the trio. It was his entrance into the bistro field that broke up the trio. Pianist Roy Branker, who had been carrying on as a single under the Joyce aegis, gives up his solo days, bassist Walter Williams quits the local dance bands.

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# Crosby Cuts 16 Hymns, 8 Pop & Xmas Platters

HOLLYWOOD, May 7. — Bing Crosby began a five-day recording spree Friday (6) during which the Groaner is skedded to cut 24 sides for Decca. Series is Crosby's most intensive dinking effort since the recording ban was lifted, and will include a group of 16 religious sides, covering hymns of all religious denominations. Sacred songs will be done with backing of the Ken Darby choir, using no ork.

In addition, Der Bingle is waxing six tunes from his forthcoming Paramount films, *Top of the Mornin'* and *Riding High*, as well as several new Christmas tunes. Entire dinking date, to be supervised by Decca topper Dave Kapp and Coast recording exec Sonny Burke, is skedded to be completed by Wednesday (11). Plattery will not release the religious series in album form, planning instead to press in a manner which will enable buyers to purchase only religious music of their faith. Special exploitation and promotion tie-ups to push the series are in the works.

# Col's "Pacific" Passes "Kate"

NEW YORK May 7.—Advance sale of Columbia Records' original-cast *South Pacific* album is larger than the advance sale which Columbia chalked up on Cole Porter's *Kiss Me, Kate* score.

No official figures are available, but it is understood that the advance on the Rodgers-Hammerstein opus is already over 30,000. Shipments will begin Monday (9).

# Chapell Gets 20 'Bride' Recorders In 6-Hour Spurt

NEW YORK, May 7.—Everybody Kissed the Bride, the Chappell & Company, Inc., tune cleffed by Dick Manning and Jack Wolf, was set with about 20 recording companies Wednesday (4). The entire job was wrapped up by Larry Spier, Chappell general professional manager, in less than six hours—a feat considered almost impossible to accomplish in such a brief time.

The tune has been taken by Victor, Columbia, Capitol, Decca, Mercury, MGM, London and a flock of others, with cutting dates being rapidly scheduled. Victor is slated to do the tune Monday (9) with the Three Suns.

# Hi-Tone Bowing Its Albumette

NEW YORK, May 7.—Hi-Tone, the cheap-priced subsidiary label of the Signature diskery, next week will make initial shipments of its new "albumette" envelope series which offers three 10-inch disks for \$1.25. Most of the records in the new series will be drawn from the Signature catalog. The first release will contain 12 "albumettes."

In the release are Ray Block Favorites, Hazel Scott accompanied by Tutti Camaratta's ork; Irish songs spotting such artists as Connie Haines and Larry Douglas; folk songs by Tom Scott; *Rhapsody in Blue* on two 12-inchers at \$1.25 by Paul Whiteman and his ork; polkas, Westerns, Hawaiian songs, square dances, American waltzes by Ray Block's ork and piano solos and jazz sides spotting Eddie Heywood.

# Cheap Labels' Big Volume Attracts Names for Disking

NEW YORK, May 7.—The volume business success of cheap-priced, direct sales diskeries like the Hi-Tone Varsity and Spotlight firms has attracted a bevy of top and medium-bracket artists willing to accept either non-royalty or fraction-of-a-cent royalty deals just for the opportunity of drawing a record contract which would give them a crack at some top songs of the day. These firms, whose disks retail at from 35 to 39 cents, have been dependent more on song material than artists' name power for sales incentive.

Only Hi-Tone, the Signature Records owned cheap-priced label, has gone in for the use of some of these names. Hi-Tone a couple of weeks ago announced the absorption of the parent Signature firm's catalog, which included disks by Ray Block, Connie Haines, Johnny Long, Alan Dale and Monica Lewis. It also announced that Johnny Long's crew, Block and Dale would record for Hi-Tone. This week the firm grabbed the veteran Cab Calloway, who for many years etched for the Columbia diskery, as a recording regular. Also virtually set for the label are such vet orksters as Henry Busse, Bobby Byrne, Del Courtney and Sam Donahue. In the discussion stages to join the label are such others as fem flick singing stars Vivian Blaine and Frances Langford and one-time Majestic recording artist Georgia Gibbs.

All of the Hi-Tone artists will draw—at the very most—a fraction of a cent royalty, with most being made content with a small flat fee plus standard American Federation of Musicians (AFM) rate expenses. The artists are being proffered at these low rates either personally or via their booking agencies. In either case, both proclaim that they are willing to let the potential of making

money from disks go by the wayside in exchange for being able to draw some proved hit tunes for recording and for the publicity which could be extracted from the wide co-operative newspaper advertising which the direct sales diskers encourage and use as their leading means of stirring interest in their product.

Hi-Tone thus far is the only one of the cheap label diskers to go for the names. If the diskery succeeds with these artists, then it is likely that Varsity and Spotlight both will be forced to give up their unknown talents and accept many of the artists who have been trying in vain to land any kind of a deal with these firms. And the triple-barrelled combination of a reputable talent, hit song and cheap price could certainly stack up to give the major diskeries a shake for their money in the competition on a current tune.

Varsity, a leader in the cheap-price field, started in business on the basis of imitating the top dinking of a hit tune and has stuck to this policy. Only if the diskery breaks this policy will it be able to accept the names, who would offer their own styling rather than the conceptions of the original hitmakers.

# Burgess Named For RCA Sales

NEW YORK, May 7.—Jack Burgess, who served on the RCA Victor a. & r. committee from its inception following the end of the record ban until the recent revamping of the committee (*The Billboard*, April 30), has been named to a sales post in Victor's Eastern regional offices here. Burgess will direct record sales activities for the New York region.

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A SENORITA'S BOUQUET  
BILLY ECKSTINE  
M-G-M 10368

**OPEN THE DOOR POLKA**  
WHOSE GIRL ARE YOU  
BLUE BARRON  
and his Orchestra  
M-G-M 10412

**AGAIN**  
FIVE FOOT TWO, EYES OF BLUE  
ART MOONEY  
and his Orchestra  
M-G-M 10398

**CRUISING DOWN THE RIVER**  
POWDER YOUR FACE WITH SUNSHINE  
BLUE BARRON  
and his Orchestra  
M-G-M 10346

**RIDERS IN THE SKY**  
THE LITTLE OLD CHURCH NEAR LEICESTER SQUARE  
DERRY FALLIGANT  
M-G-M 10404

**KISS ME SWEET**  
KITCHY KITCHY KOO  
JUDY VALENTINE  
M-G-M 10394

**A CHAPTER IN MY LIFE CALLED MARY**  
YOU BROKE YOUR PROMISE  
JOHNNY DESMOND  
M-G-M 10393

**WHAT'S MY NAME**  
SOMEHOW  
BILLY ECKSTINE  
M-G-M 10383

**YOU'RE SO UNDERSTANDING**  
MISSISSIPPI FLYER  
BLUE BARRON  
and his Orchestra  
M-G-M 10369

**THE HUMPHREY BOGART RHUMBA**  
JOHNNY GET YOUR GIRL  
BETTY GARRETT  
M-G-M 10367

**I DON'T SEE ME IN YOUR EYES ANYMORE**  
WHY IS IT  
HELEN FORREST  
M-G-M 10373

**EVERYWHERE YOU GO**  
SHE'S A HOME GIRL  
FRANKIE MASTERS  
and his Orchestra  
M-G-M 10386

**AS YOU DESIRE ME**  
I'LL REMEMBER APRIL  
DERRY FALLIGANT  
M-G-M 10308

**"A" YOU'RE ADORABLE**  
DON'T SAVE YOUR KISSES FOR TOMORROW  
THE BUDDY KAYE QUINTET  
M-G-M 10310

**CLANCY LOWERED THE BOOM**  
HOORAY, HOORAY, I'M GOIN' AWAY  
THE KORN KOBBLERS  
M-G-M 10384

**I THOUGHT I WAS DREAMING**  
TENNESSEE TANGO  
FRANCIS CRAIG  
and his Orchestra  
M-G-M 10378

**SO IN LOVE**  
ALWAYS TRUE TO YOU IN MY FASHION  
JANE HARVEY  
M-G-M 10359

**FOLK and WESTERN**

**LOVESICK BLUES**  
NEVER AGAIN  
HANK WILLIAMS  
M-G-M 10352

**WEDDING BELLS**  
I'VE JUST TOLD MAMA GOODBYE  
HANK WILLIAMS  
M-G-M 10401

**CANDY KISSES**  
TENNESSEE BORDER  
BUD HOBBS  
M-G-M 10366

**LADY OF SPAIN**  
CARELESS HANDS  
ARTHUR (Guitar Boogie) SMITH  
M-G-M 10380

..... ORDER FORM .....  
(FILL OUT—SEND TO YOUR M-G-M RECORDS DISTRIBUTOR)

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
STREET \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS

**Part I**

**The Nation's Top Tunes**

Based on reports received last three days of Week Ending May 6

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

**HONOR ROLL OF HITS**

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

This Week Last Week

1. **FOREVER AND EVER** 2  
By Frank Winkler-Malla Rosa  
Published by Robbins (ASCAP)  
Records available: H. Carroll & the Carolers, Mercury 5252; Perry Como-M. Ayers, Victor 20-3347; Russ Morgan Ork, Decca 24569; D. Shore-H. Zimmerman Ork. Columbia 38410. M. Whiting, Capitol 15386; P. Reed, Dance-Tone 312; Fran Allison, Rondo 185.  
Electrical transcription libraries: Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus; Russ Morgan, World; Lucille Norman, Standard; David Street, Standard.
2. **CRUISING DOWN THE RIVER** 1  
By Beadell and Tollerton  
Published by Henry Spitzer (ASCAP)  
Records available: B. Barron Ork, MGM 10346; Jack Smith-The Clark Sisters, Capitol 15372; Frankie Carle, Columbia 38411; H. Carrol, Mercury 5249; R. Morgan, Decca 24568; The Three Suns, Victor 20-3349; N. Alexander, Monogram 111; Primo Scala, London 256; Ames Brothers, Coral 60035; The Riddlers-The Hi Tonians, Hi-Tone 104; The Paulette Sisters, Spotlite 505; L. Monti's Tu-Tones, Double Feature DF 2010.  
Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus, Buddy Weed, Associated; Russ Morgan Ork, World; Lawrence Welk, Standard.
3. **"A"—YOU'RE ADORABLE** 3  
By Kaye, Wise and Lippman  
Published by Laurel (ASCAP)  
Records available: P. Como-Fontane Sisters, Victor 20-3381; L. Potine Ork, Decca 24579; J. Pace-G. Ellis Ork, Keystone 1600; R. Paige-The New Yorkers, Spotlite 510; T. Pastor Ork, Columbia 38449; P. Reed, Dance-Tone 311; J. Stafford-G. MacRae-P. Weston Ork, Capitol 15393; A. Vincent-J. Carroll Ork, Mercury 5253; Buddy Kaye Quintet, MGM 10310.  
Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World.
4. **CARELESS HANDS** 4  
By Carl Sigman and Bob Hillard  
Published by Melrose (ASCAP)  
Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 6170; J. Desmond, MGM 10349; S. Kaye Ork, Victor 20-3321; J. Laurenz, A. Vincent, Mercury 5245; Shorty Long & The Santa Fe Rangers, Victor 21-007; L. McAuliffe, Columbia 20546; A. Smith, MGM 10380; M. Torme, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507; J. Price, Rich-R-Tone 443; P. Reed, Dance-Tone 310; B. Crosby-K. Darby Singers, Decca 24616; M. Smith-H. Heidt Ork, Magnolia MS 1002; Bing Crosby-K. Darby Singers, Decca 24616; Tex Ritter, Capitol 57-40155; J. Denis & His Ranchers, London 428.  
Electrical transcription libraries: Monica Lewis-Mack Stewart Quartet, World; Larry Clinton, Lang-Worth; Sammy Kaye, NBC Thesaurus.
5. **RIDERS IN THE SKY** 7  
By Stan Jones  
Published by Mayfair (ASCAP)  
Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Falligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411; P. Lee, Capitol 57-608; F. Willing & His Riders of the Purple Sage, Capitol 57-40164.  
(No information on electrical transcription libraries available as The Billboard goes to press.)
6. **AGAIN** 6  
By Newman and Cochran  
Published by Robbins (ASCAP)  
From 20th Century-Fox film, "Road House."  
Records available: V. Damone-G. Osser Ork, Mercury 5261; D. Day-The Mellomen, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mooney Ork, MGM 10398; M. Scott-The Paulette Sisters, Spotlite 516; M. Torme, Capitol 15428; L. Rucker & C. McLin Combo, Aristocrat 10001.  
Electrical transcription libraries: Linda Stevens-Rene Durant, Standard.
7. **RED ROSES FOR A BLUE LADY** 5  
By Sid Tepper and Roy Browsey  
Published by Mills (ASCAP)  
Records available: J. Laurenz, Mercury 5201; G. Lombardo, Decca 24549; V. Monroe, Victor 20-3319; B. Lee-The Keynotes, London 392; L. Douglas & Hi-Tone Serenaders, Hi-Tone 103; B. Breen-B. Martin Ork, Spotlite 507.  
Electrical transcription libraries: Charlie Spivak, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; Michael Douglas, Standard.
8. **SUNFLOWER** 8  
By Mack David  
Published by Famous (ASCAP)  
Records available: D. "Two-Ton" Baker, Mercury 5239; S. Browne-The Squadronaires-J. Miller, London 394; J. Fulton-E. Ballantine, Tower 1454; J. Kilty, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Deuce Spriggins-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302; Gene Autry, Columbia 20579.  
Electrical transcription libraries: Charlie Spivak, World; The Swingtones-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.
9. **I DON'T SEE ME IN YOUR EYES ANYMORE** 9  
By Bennie Benjamin and George Weiss  
Published by Laurel (ASCAP)  
Records available: B. Clark-E. Hagen Ork, Columbia 38408; P. Como-M. Ayres Ork, Victor 20-3347; H. Forrest, MGM 10373; J. Garber Ork-T. Reardon, Capitol 15402; K. Kallen-M. Miller Ork, Mercury 5265; V. Lynn-S. Browne-B. Farnon Ork, London 403; J. Pace-G. Ellis Ork, Keystone 1500; The Stardusters-G. Jenkins Ork, Decca 24576.  
(No information on electrical transcription libraries available as The Billboard goes to press.)
10. **SOME ENCHANTED EVENING** 10  
By Rodgers and Hammerstein  
Published by Williamson (ASCAP)  
From the Broadway musical, "South Pacific"  
Records available: Perry Como-M. Ayres Ork, Victor 20-3402; B. Crosby-J. E. Trotter Ork, Decca 24609; J. Laurenz-J. Carroll Ork, Mercury 5276; Frank Sinatra, Columbia 38446; J. Stafford-P. Weston Ork, Capitol 57-544; H. Winterhalter Ork, MGM 10399.  
Electrical transcription libraries: Dick Haymes-Carmen Dragon Ork, World; The Music of Manhattan; NBC Thesaurus.



# Now the new ones are on 45 RPM!

And every one is released on 78 RPM too!

**FREDDY MARTIN**



—ON 45 RPM THIS WEEK



**RAY MCKINLEY**

—ON 45 RPM THIS WEEK



**JIM BOYD**



**SONNY BOY WILLIAMSON**

—ON 45 RPM THIS WEEK

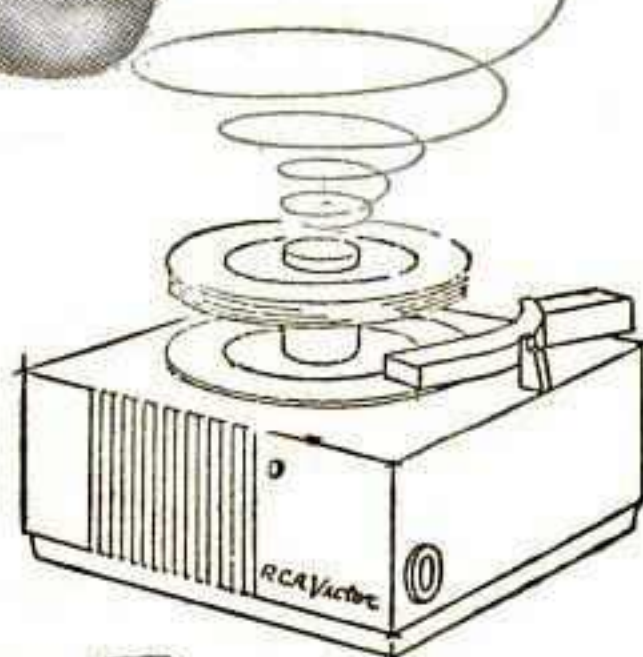


**SPADE COOLEY**

—ON 45 RPM THIS WEEK



**CHARLIE MONROE**



The stars who make the hits are on

● Effective right now, practically all new RCA Victor releases announced in Billboard are on both 45 rpm and 78 rpm records! And that's going to be true of RCA Victor releases from now on! The 45 rpm system is going places fast!

**RETAILERS:** tell your customers all about it—regular new releases of 45 rpm records give you a great talking point, to push sales of the RCA Victor 45 rpm system!

**DISK JOCKEYS:** Your station will be hearing about RCA Victor's special 45 rpm offer . . . a way to easier programming, better reproduction!

## THIS WEEK'S RELEASE!

(Both 78 rpm and 45 rpm. Numbers marked \* are 45 rpm.)

### POPULAR

- |                                   |                      |
|-----------------------------------|----------------------|
| Portrait of Jennie                | <b>FREDDY MARTIN</b> |
| If You Could Care                 | 20-3439 (47-2906*)   |
| I'm Not Too Sure Of My L'Amour    | <b>RAY MCKINLEY</b>  |
| I Wanna Be Loved                  | 20-3436 (47-2904*)   |
| I Had My Heart Set On You         | <b>SPADE COOLEY</b>  |
| Don't Take My Word, Take My Heart | 20-3437 (47-2905*)   |

### POP-SPECIALTY

- |                       |                                 |
|-----------------------|---------------------------------|
| Bar Room Polka        | <b>MERRIE MUSETTE ORCHESTRA</b> |
| The Miller's Daughter | 20-3440 (48-0045*)              |

### FOLK

- |                                 |                       |
|---------------------------------|-----------------------|
| They Didn't Believe It Was True | <b>CHARLIE MONROE</b> |
| Rosa Lee McFall                 | 21-0054 (48-0046*)    |
| Dear John                       |                       |
| (I Brought Your Saddle Home)    | <b>JIM BOYD</b>       |
| One Heart, One Love, One Life   | 21-0055 (48-0047*)    |

### BLUES

- |                           |                             |
|---------------------------|-----------------------------|
| Bring Another Half A Pint | <b>SONNY BOY WILLIAMSON</b> |
| Little Girl               | 22-0021 (50-0005*)          |

**DEALERS!** Are you ringing up those extra profits with RCA Victor's new Multi-Play Needle? Counter displays, Co-op Mats, and national advertising add up to easy sales.

### CLIMBING FAST!

- |                              |         |
|------------------------------|---------|
| <b>SAMMY KAYE</b>            |         |
| Love Me, Love Me, Love Me    | 20-3366 |
| <b>THE FONTANE SISTERS</b>   |         |
| Candy Kisses                 | 20-3429 |
| <b>SONS OF THE PIONEERS</b>  |         |
| Little Gray Home In The West | 21-0024 |
| The Whiffenpoof Song         |         |

### THE CERTAIN SEVEN

- (Best-sellers that no dealer can afford to be without)
- |                  |                                |                      |
|------------------|--------------------------------|----------------------|
| 20-3347=47-2892* | Forever and Ever               | <b>Perry Como</b>    |
| 20-3411=47-2902* | Riders in the Sky              | <b>Vaughn Monroe</b> |
| 20-3381=47-2889* | "A" You're Adorable            | <b>Perry Como</b>    |
| 20-3321=47-2901* | Careless Hands                 | <b>Sammy Kaye</b>    |
| 21-0002=48-0042* | Don't Rob Another Man's Castle | <b>Eddy Arnold</b>   |
| 20-2806=48-0001* | Bouquet of Roses               | <b>Eddy Arnold</b>   |
| 11-8851=49-0176* | Claire de Lune                 | <b>Jose Iturbi</b>   |

\*Now available on 45 rpm



# RCA VICTOR Records



Deejays: Program These Discs During Big Drive May 13-22

# Walter Winchell In New York

That hit... the song,  
"Five Foot Two, Eyes of Blue."  
The biggest thing in the west  
in the record biz.

Recorded by

- BROTHER BONES .....Tempo
- KEN GRIFFIN .....Rondo
- TINY HILL .....Columbia
- HUGH & SHUG'S .....Coral
- GUY LOMBARDO .....Decca
- JOHNNY LONG .....Hi-Tone
- ART MOONEY .....M-G-M
- BENNY STRONG .....Tower

LEO FEIST, INC. · 1619 Broadway, N. Y. 19  
HARRY LINK, Gen. Prof. Mgr.

There's a  
**NEF-O-LAC**  
COMPOUND  
for any record  
requirement

**"1110"** Vinylite break resistant compound with superb transcription qualities. Resist buckling and warping.

**"905"** A top performing break resistant compound for making long-wearing records with minimum surface noises. Moderately priced.

Sample biscuits of any type will be sent at your request on your letterhead. Note: We are not record pressers. Biscuits for test purposes only will be sent.

**"709"** A conventional high strength compound. Desirable where reduced record costs are important.

**"730"** A shellac-blend, top grade conventional type. A leader in the field.



**BINNEY & SMITH COMPANY**  
41 EAST 42D STREET NEW YORK 17, N. Y.  
Exclusive Sales Agents for U. S., Canada, Central and South America

The Billboard  
**MUSIC POPULARITY CHARTS**  
PART II  
Sheet Music  
Based on reports received last three days of Week Ending May 6

### 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 Last   This		Song	Publisher
Weeks to date	Last Week	Week	Week		
14	1	1	1	1. CRUISING DOWN THE RIVER (R)	Spitzer
10	2	2	2	2. FOREVER AND EVER (R)	Robbins
8	4	3	3	3. "A" YOU'RE ADORABLE (R)	Laurel
5	7	4	4	4. AGAIN (F) (R)	Robbins
3	8	5	5	5. RIDERS IN THE SKY (R)	Mayfair
7	6	6	6	6. CARELESS HANDS (R)	Melrose
10	5	7	7	7. SUNFLOWER (R)	Famous
15	9	8	8	8. RED ROSES FOR A BLUE LADY (R)	Mills
3	10	9	9	9. SOME ENCHANTED EVENING (M) (R)	Williamson
21	3	10	10	10. FAR AWAY PLACES (R)	Laurel
2	14	11	11	11. BALI HA'I (M) (R)	Williamson
6	11	12	12	12. I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
6	11	13	13	13. SOMEONE LIKE YOU (F) (R)	Harms, Inc.
17	—	14	14	14. POWDER YOUR FACE WITH SUNSHINE (R)	Lombardo
4	13	15	15	15. IT'S A BIG, WIDE, WONDERFUL WORLD (R)	BMI
1	—	15	15	15. CANDY KISSES (R)	Hill & Range

### ENGLAND'S TOP TWENTY

POSITION		Weeks Last   This		Song	English	American
Weeks to date	Last Week	Week	Week			
9	1	1	1	1. TWELFTH STREET RAG	Chappell	Shapiro-Bernstein
12	2	2	2	2. FAR AWAY PLACES	Leeds	Laurel
5	4	2	2	2. LAVENDER BLUE (Dilly, Dilly)	Sun	Santly-Joy
4	3	4	4	4. POWDER YOUR FACE WITH SUNSHINE	Chappell	Lombardo
6	4	5	5	5. IN A SHADY NOOK BY A BABBLING BROOK	Keith Prowse	Stasny
11	6	6	6	6. ON THE FIVE FORTY FIVE	Strauss Miller	Shapiro-Bernstein
7	9	7	7	7. PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON	Connelly	Remick
21	7	7	7	7. CUCKOO WALTZ	Keith Prowse	Criterion
19	8	9	9	9. HEART OF LOCH LOMOND	Unit	Chappell
18	10	10	10	10. ON A SLOW BOAT TO CHINA	Morris	Melrose
12	12	11	11	11. IT'S MAGIC	Campbell-Connelly	Witmark
5	11	12	12	12. HOW CAN YOU BUY KIL-LARNEY	Peter Maurice	Peter Maurice
32	13	13	13	13. WHEN YOU'RE IN LOVE	Bradbury Wood	Chappell
10	17	13	13	13. FOR YOU	Feldman	Witmark
2	15	15	15	15. PUT YOUR SHOES ON, LUCY	Noel Gay	Bourne, Inc.
1	—	15	15	15. EASTER PARADE	*	Berlin
9	19	17	17	17. CRYSTAL GAZER	Daah	Leeds
31	14	17	17	17. BUTTONS AND BOWS	Victoria	Famous
1	—	19	19	19. BRUSH THOSE TEARS FROM YOUR EYES	Leeds	Leeds
5	18	20	20	20. CIGARETTES, WHISKEY, WILD, WILD WOMEN	Chappell	Tim Spencer Music, Inc.

\*Publisher not available as The Billboard goes to press.

### CANADA'S TOP TUNES

Songs listed are sheet music best sellers in Canada. Listing is based on records received from the seven largest retailers in the Dominion.

POSITION		Weeks Last   This		Song
Weeks to date	Last Week	Week	Week	
7	1	1	1	1. FOREVER AND EVER
15	1	2	2	2. CRUISING DOWN THE RIVER
6	7	3	3	3. "A" YOU'RE ADORABLE
10	6	3	3	3. FAR AWAY PLACES
15	4	5	5	5. RED ROSES FOR A BLUE LADY
7	2	6	6	6. SUNFLOWER
25	5	6	6	6. GALWAY BAY
6	5	8	8	8. CARELESS HANDS
17	8	9	9	9. POWDER YOUR FACE WITH SUNSHINE
3	11	10	10	10. I DON'T SEE ME IN YOUR EYES ANYMORE
2	13	11	11	11. SOMEONE LIKE YOU
1	—	12	12	12. AGAIN
11	10	13	13	13. SO TIRED
12	14	14	14	14. I'VE GOT MY LOVE TO KEEP ME WARM
7	—	15	15	15. CLANCY LOWERED THE BOOM



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART III**  
**Radio Popularity**  
 Based on reports received last three days of Week Ending May 6



**RECORDS MOST PLAYED BY DISK JOCKEYS**

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

Weeks to date	Last Week	This Week	POSITION	Title	Artist	Label	By
5	1	1	1.	"A" YOU'RE ADORABLE...	P. Como - Fontaine Sisters - M. Ayres Ork.	Victor 20-3381	ASCAP
15	3	2	2.	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346	ASCAP
3	5	3.	3.	RIDERS IN THE SKY	V. Monroe	Victor 20-3411	ASCAP
11	2	4.	4.	CARELESS HANDS	M. Torne-S. Burke Ork.	Capitol 15379	ASCAP
8	4	5.	5.	FOREVER AND EVER	P. Como - M. Ayres	Victor 20-3347	ASCAP
4	7	6.	6.	FOREVER AND EVER	M. Whiting	Capitol 15386	ASCAP
12	6	7.	7.	RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319	ASCAP
7	8	8.	8.	FOREVER AND EVER	R. Morgan Ork.	Decca 24569	ASCAP
11	9	9.	9.	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568	ASCAP
12	11	10.	10.	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321	ASCAP
15	10	11.	11.	SO TIRED	R. Morgan	Decca 24521	ASCAP

(Continued on page 121)

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

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

Week of April 29-May 5

Songs	Pub	Sustaining Instrumental		Sustaining Vocal		Commercial Instrumental		Commercial Vocal		Add. Sur. Tot. Pts.				
		SI	SV	CI	CV	SI	SV	CI	CV					
A Chapter in My Life Called Mary	Shapiro-Bernstein	4	16	1	5	7	18	2	10	12	0	5	10	214
A Wonderful Guy (South Pacific)	Williamson	5	11	1	12	3	5	3	13	6	5	1	9	6 213
"A" You're Adorable	Laurel	0	2	1	4	0	2	1	4	2	8	1	5	87
Again (Road House)	Robbins	2	12	0	11	1	7	5	11	6	6	0	15	217
Bali Ha'i (South Pacific)	Williamson	2	6	0	6	5	5	3	8	7	3	0	4	10 133
Beyond the Purple Hills	Goldmine	6	10	0	3	2	2	0	3	1	1	0	3	71
Candy Kisses	Hill & Range	5	13	0	7	7	12	6	11	7	14	0	8	5 224
Careless Hands	Melrose	2	6	0	4	2	4	0	5	3	2	0	3	24 103
Comme Ci Comme Ca	Leeds	4	6	0	1	0	6	4	4	1	8	0	1	81

(Continued on page 121)

**SONGS WITH GREATEST RADIO AUDIENCES (ACI)**

(Beginning Friday, April 29, 8 a.m., and ending Friday, May 6, 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. The music checked is preponderantly (over 60 per cent) alive. (F) Indicates tune is 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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**The Top 30 Tunes (plus ties)**

A Chapter in My Life Called Mary (R)	Shapiro-Bernstein	ASCAP
A Wonderful Guy (M) (R)	Chappell	ASCAP
"A" You're Adorable (R)	Laurel	ASCAP
Bali Ha'i (M) (R)	Chappell	ASCAP
Beyond the Purple Hills (R)	Goldmine	ASCAP
Candy Kisses (R)	Hill & Range	BMI
Careless Hands (R)	Melrose	ASCAP
Crushing Down the River (R)	Henry Spitzer	ASCAP
Don't Cry, Cry Baby (R)	Santly-Joy	ASCAP
Everywhere You Go (R)	Lombardo	ASCAP
Far Away Places (R)	Laurel	ASCAP
Forever and Ever (R)	Robbins	ASCAP
Havin' a Wonderful Wish (F) (R)	Paramount	ASCAP
I Got a Gal in Galveston (R)	Republic	BMI
It's a Big, Wide, Wonderful World (R)	BMI	BMI
Kiss Me Sweet (R)	Advanced	ASCAP
Look for the Silver Lining (R)	T. B. Harms	ASCAP
Once and for Always (F) (R)	Burke & Van Heusen	ASCAP
Powder Your Face With Sunshine (R)	Lombardo	ASCAP
Red Roses for a Blue Lady (R)	Mills	ASCAP
Riders in the Sky (R)	E. H. Morris	ASCAP
So in Love (M) (R)	T. B. Harms	ASCAP
So Tired (R)	Glenmore	ASCAP
Some Enchanted Evening (M) (R)	Chappell	ASCAP
Someone Like You (R)	Harms, Inc.	ASCAP
Someone To Love (R)	Warren Publications	BMI
Streets of Laredo (F) (R)	Famous	ASCAP
Sunflower (R)	Famous	ASCAP
The Little Old Church Near Leicester Square (R)	Oxford	ASCAP
Three Wishes (R)	Herbert Music	BMI
You Broke Your Promise (R)	Pic Music	ASCAP

**Tops 'em all!**

**CORAL RECORDS**



**TWO GREAT NEW HITS on ONE record!**

**"ST. BERNARD WALTZ"**

**"OH, YOU SWEET ONE"**  
 (The Schnitzelbank Song)

coupled with

**AMES BROTHERS**

Both Vocal Quartet with Orchestra

Directed by Roy Ross

**CORAL 60065**

Price 75¢ (plus tax)

**CORAL DISTRIBUTORS**

<b>BALTIMORE, MD.</b> General Distributing Co.	<b>GREAT FALLS, MONT.</b> Music Service Company	<b>PITTSBURGH, PA.</b> Standard Distributing Co.
<b>BEVERLY HILLS, CALIF.</b> Yaros and Co. (for export only)	<b>HARTFORD, CONN.</b> Plesco Distributing Co.	<b>PORTLAND, ORE.</b> Oregon Record Distributing Co.
<b>BOSTON, MASS.</b> Music Suppliers of New Engl., Inc.	<b>HOUSTON, TEXAS</b> South Coast Amusement Co.	<b>SALT LAKE CITY, UTAH</b> S. R. Ross, Inc.
<b>CHARLOTTE, N. C.</b> F and F Enterprises	<b>KANSAS CITY, MO.</b> Millner Record Sales Co.	<b>SAN ANTONIO, TEXAS</b> Tanner Record Company
<b>CHICAGO, ILL.</b> Remco, Inc.	<b>LOS ANGELES, CALIF.</b> Modern Distributing Co.	<b>SAN FRANCISCO, CALIF.</b> Kaemper & Barrett
<b>CINCINNATI, OHIO</b> Hit Record Distributing Co.	<b>NASHVILLE, TENN.</b> Tennessee Music Sales, Inc.	<b>SEATTLE, WASH.</b> Dealers Supply Company
<b>DALLAS, TEXAS</b> Dunbar Distributing Co.	<b>NEW YORK, N. Y.</b> Cosnat Distributing Corp.	<b>ST. LOUIS, MO.</b> Millner Record Sales Co.
<b>DENVER, COLO.</b> Auto Equipment Co.	<b>OKLAHOMA CITY, OKLA.</b> Burns Distributing Co.	<b>ST. PAUL, MINN.</b> G and S Distributing Co.
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The **Billboard** MUSIC POPULARITY CHARTS  
**Part IV**  
**Retail Record Sales**  
Based on reports received last three days of Week Ending May 6

**BEST-SELLING POPULAR RETAIL RECORDS**

Records listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) indicates tune is in a film, (M) indicates tune is in a legit musical. The B side of each record is listed in italic.

POSITION		Weeks		Record	Label
Week	Last	This	Week		
4	4	1	4	RIDERS IN THE SKY.....V. Monroe Ork..... <i>Single Saddle</i> .....Victor 20-3411—ASCAP	
12	1	2	12	CRUISING DOWN THE RIVER.....R. Morgan Ork..... <i>Sunflower</i> .....Decca 24568—ASCAP	
9	2	3	9	FOREVER AND EVER.....R. Morgan Ork..... <i>You, You, You Are the One</i> .....Decca 24569—ASCAP	
6	5	4	6	"A" YOU'RE ADORABLE...P. Como - Fontaine Sisters - M. <i>When Is Sometime?</i> .....Ayres Ork..... .....Victor 20-3381—ASCAP	
9	3	5	9	FOREVER AND EVER.....P. Como-M. Ayres..... <i>I Don't See Me in Your Eyes Anymore</i> .....Victor 20-3347—ASCAP	
4	8	6	4	AGAIN.....G. Jenkins Ork-Joe Graydon..... <i>Skip To My Lou</i> .....Decca 24602—ASCAP	
9	9	7	9	CARELESS HANDS.....M. Torme-S. Burke Ork..... <i>Always True to You in My Fashion</i> .....Capitol 15379—ASCAP	
7	11	8	7	"A" YOU'RE ADORABLE...J. Stafford and G. MacRae-P. <i>Need You</i> .....Weston Ork..... .....Capitol 15393—ASCAP	
5	13	9	5	AGAIN.....M. Torme-P. Rugolo Ork..... <i>Blue Moon</i> .....Capitol 15428—ASCAP	
16	6	10	16	CRUISING DOWN THE RIVER.....B. Barron Ork. MGM 10346—ASCAP <i>Powder Your Face With Sunshine</i>	
6	12	11	6	I DON'T SEE ME IN YOUR EYES ANYMORE.....G. Jenkins Ork-The Stardusters <i>Because You Love Me</i> .....Decca 24576—BMI	
14	7	12	14	CARELESS HANDS.....S. Kaye Ork..... <i>Powder Your Face With Sunshine</i> .....Victor 20-3321—ASCAP	
7	15	13	7	NEED YOU.....J. Stafford and G. MacRae-P. <i>"A" You're Adorable</i> .....Weston Ork..... .....Capitol 15393—ASCAP (Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3418; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckeroos, Victor 20-0040; J. Cooper & M. Scott-The Paulette Sisters-B. Martin Ork, Spotlite 518)	
17	10	13	17	RED ROSES FOR A BLUE LADY.....V. Monroe Ork..... <i>Melancholy Minstrel</i> .....Victor 20-3319—ASCAP	
8	18	15	8	AGAIN.....V. Damone-G. Osser Ork..... <i>I Love You So Much It Hurts</i> .....Mercury 5261—ASCAP	
4	17	16	4	ONCE IN LOVE WITH AMY. R. Bolger...Decca 40065—ASCAP <i>Make a Miracle</i> (F. Martin Ork, Victor 20-3324; F. Sinatra, Columbia 38391; B. Brees-The Brite Sisters, Spotlite 514)	
10	16	17	10	SUNFLOWER.....R. Morgan Ork..... <i>Cruising Down the River</i> .....Decca 24568—ASCAP	
12	19	18	12	RED ROSES FOR A BLUE LADY.....G. Lombardo Ork..... <i>Everywhere You Go</i> .....Decca 24549—ASCAP	
24	14	19	24	SO TIRED.....R. Morgan..... <i>I Hear Music</i> .....Decca 24521—ASCAP (P. Terry-The New Yorkers, Spotlite 509; R. Goff, London 354; L. Johnson, King 4263; F. Martin Ork-M. Griffin, Victor 20-3350)	
3	26	20	3	SOME ENCHANTED EVENING.....P. Como-M. Ayres Ork..... <i>Bail Ha'</i> .....Victor 20-3402—ASCAP	
9	20	21	9	BLUE SKIRT WALTZ.....F. Yankovic and His Yanks-The <i>Charlie Was a Boxer</i> .....Marlin Sisters..... .....Columbia 12394-F—ASCAP (H. Harding, Grand G-25013; H. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3358; Socach-Habat Polka Ork, Decca 45068; V. Zemrusky, Continental C-1260; Harmony Bells Ork-J. Conway & The Wayfarers, Dana 2042)	
1	—	22	1	"A" YOU'RE ADORABLE...T. Pastor Ork..... <i>It's a Cruel, Cruel World</i> .....Columbia 38449—ASCAP	
1	—	22	1	RIDERS IN THE SKY.....B. Ives...Columbia 38445—ASCAP <i>Wayfaring Stranger</i> <i>Woolie Boogie Bee</i>	
5	29	24	5	FOREVER AND EVER.....M. Whiting..... <i>Dreamer With a Penny</i> .....Capitol 15386—ASCAP	
1	—	25	1	BABY, IT'S COLD OUTSIDE.....D. Shore-B. Clark..... <i>My One and Only Highland Fling</i> .....Columbia 38463—ASCAP (E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, Dir., MGM 30197; D. Cornel-S. Kaye Ork, Victor 20-3448; M. Whiting & J. Mercer-P. Weston Ork, Capitol 57-567)	
1	—	25	1	I DON'T SEE ME IN YOUR EYES ANYMORE.....M. Ayres Ork-P. Como..... <i>Forever and Ever</i> .....Victor 20-3347—BMI	
4	31	27	4	SLAUGHTER ON 10TH AVENUE, Parts I and II.....L. Hayton Ork..... .....MGM 30174—ASCAP (Phil Green & Ork, London R-10034; D. Lynn-P. Weston Ork, Capitol 15354)	
10	27	28	10	CRUISING DOWN THE RIVER.....J. Smith-The Clark Sisters-F. <i>Coca Roca</i> .....DeVol Ork..... .....Capitol 15372—ASCAP	
1	—	29	1	RIDERS IN THE SKY.....B. Crosby-K. Darby Singers..... <i>Lullaby Land</i> .....Decca 24618—ASCAP	
1	—	30	1	BABY, IT'S COLD OUTSIDE.....J. Mercer-M. Whiting-P. Weston <i>I Never Heard You Say</i> .....Capitol 57-567—ASCAP	
17	24	30	17	GALWAY BAY.....B. Crosby...Decca 24295—ASCAP <i>My Girl's an Irish Girl</i> (A. Shelton, London 287; J. McNally-P. Green Ork, MGM 10270; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. Pickens, Victor 20-3238; D. Day-The Rhythmairs, Victor 20-3413; P. Terry-S. McWilliams, Spotlite 506; F. Allison-E. Ballantine Ork, Rondo R 184; J. Mungal-H. Heldt Ork, Magnolia MS 1004; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; C. Dennis-B. Cole Ork, Capitol 15403)	

**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.



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART IV**  
**Retail Record Sales**  
 Based on reports received last three days of Week Ending May 6

**BEST-SELLING CHILDREN'S RECORDS**

Records listed are those children's 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	Label
48	1	1	1	LITTLE TOOT (One Record) Don Wilson-The Starlighters.....	Capitol DAS-80
48	3	2	2	BOZO AT THE CIRCUS (Two Records) Billy May With Ork-Vance "Pinto" Colvig....	Capitol BBX-34
15	4	3	3	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director..	Capitol DB-124—Capitol DD-109
33	6	4	4	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig, Billy May Ork.....	Capitol DBX-99
48	5	5	5	BUGS BUNNY (Three Records) Mel Blanc.....	Capitol CC-64
37	2	6	6	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May.....	Capitol DBX-93
31	12	7	7	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes.....	Decca CU-102
25	12	8	8	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians.....	Decca CUS-7
16	10	9	9	TUBBY THE TUBA (Two Records) D. Kaye.....	Decca CU-106
38	9	10	10	BOZO SINGS (Two Records) Billy May With Ork-Vance "Pinto" Colvig....	Capitol DBS-84
18	11	11	11	LITTLE ENGINE THAT COULD (Two Records) P. Wing.....	Victor Y-341
26	—	12	12	BAMBI ALBUM (Three Records) S. Temple-Chorus, P. Smith, Director.....	Victor Y-395
24	13	13	13	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers.....	Victor Y-375
37	7	14	14	NURSERY RHYMES (Two Records) Frank Luther.....	Decca CS-5
38	8	15	15	BOZO AND HIS ROCKET SHIP (Two Records) Billy May With Ork-Vance "Pinto" Colvig....	Capitol BBX-65

**BEST-SELLING RECORDS BY CLASSICAL ARTISTS**

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
184	1	1	1	Clair de Lune Jose Iturbi.....	Victor 11-8851
60	5	2	2	Bluebird of Happiness Jan Peerce, RCA Victor Ork, S. Levin, director.....	Victor 11-9007, Victor 10-1454, Victor 18-1074
175	3	3	3	Chopin's Polonaise Jose Iturbi.....	Victor 11-8848
127	2	4	4	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pia list.....	Victor 11-8863
16	—	5	5	Fiddle Faddle Boston Pops, Arthur Fiedler, conductor.....	Victor 10-1397
1	—	5	5	Kol Nidrei Adagio for Cello Op. 47 G. Piatigorsky, cello, Philadelphia Ork; E. Ormandy, conductor.....	Columbia 12882-D

**BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS**

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers), according to The Billboard's weekly record dealer survey. Albums are listed according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record	Label
21	1	1	1	I Can Hear It Now (Five Records) Edward R. Murrow, Narrator.....	Columbia MM-800
97	4	2	2	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist, NBC Ork; Vladimir Gloschmann.....	Victor 1075
25	2	3	3	Chopin's Favorites (Three Records) First Piano Quartet.....	Victor MO-1227
6	2	4	4	Beethoven: Fifth Symphony (Four Records) NBC Symphony Ork, Toscanini, director.....	Victor DM-640
1	—	5	5	Symphony No. 3 in A Minor Op. 56 (Four Records) Scotch Symphony, Chicago Symphony Ork; A. Rodzinski.....	Victor DM-1285

**BEST-SELLING POPULAR RECORD ALBUMS**

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on The Billboard's weekly survey among dealers in all sections of the country. Albums are listed numerically according to greatest sales.

POSITION	Weeks to date	Last Week	This Week	Record	Label
12	1	1	1	KISS ME KATE (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond.....	Columbia C-200
6	2	2	2	TO MOTHER (Three Records) E. Arnold.....	Victor P-239
17	5	3	3	WORDS AND MUSIC (Four Records) L. Horne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern-L. Hayton Ork.....	MGM 37
19	3	4	4	I CAN HEAR IT NOW (Five Records) Edward R. Murrow.....	Columbia MM-800
2	7	5	5	A CONNECTICUT YANKEE (Three Records) B. Crosby-R. Fleming-W. Bendix-Sir C. Hardwicke.....	Decca A-699
118	6	6	6	GLENN MILLER (Four Records) Glenn Miller.....	Victor P-148
25	7	7	7	ROSES IN RHYTHM (Four Records) F. Carle.....	Columbia C-174
7	7	8	8	JAZZ AT PHILHARMONIC, VOL. IX (Three Records) I. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-B. Hayes.....	Mercury JATP Vol. 9
8	—	8	8	SUPPER CLUB FAVORITES (Three Records) P. Como-R. Case-The Satisfiers-L. Shaffer Ork.....	Victor P-237
16	—	10	10	VAUGHN MONROE SINGS (Four Records) V. Monroe Ork.....	Victor P-234

**Sensational Hit!!!**  
**"SWEET HEART OF MINE"**

**POLKA**  
**CHESTER BUDNY'S Orch.**  
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**SENSATIONAL BULLET RELEASES**

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**1077B GOTTA LOVE YOU TILL I DIE**

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A Great New Song  
 sung by Frank Sinatra in M-G-M's  
*Take Me Out To The Ball Game*

# THE RIGHT GIRL FOR ME

Lyric by BETTY COMDEN and ADOLPH GREEN • Music by ROGER EDENS

*with these smash recordings*

FRANK SINATRA...Columbia SAMMY KAYE...RCA Victor  
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## MY ONE AND ONLY HIGHLAND FLING

Lyric by Ira Gershwin • Music by Harry Warren

Recordings by

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## The Billboard MUSIC POPULARITY CHARTS

### Juke Box Record Plays

PART V

Based on reports received last three days of Week Ending May 6

#### 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 operators in all sections of the country. Lists 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.

Weeks to date	POSITION Last Week	POSITION This Week	Record	Label
9	2	1	FOREVER AND EVER.....R. Morgan Ork.....Decca 24569—ASCAP	ASCAP
12	1	2	CRUISING DOWN THE RIVER.....R. Morgan Ork.....Decca 24568—ASCAP	ASCAP
13	4	3	CARELESS HANDS.....S. Kaye Ork.....Victor 20-3321—ASCAP	ASCAP
13	8	4	CRUISING DOWN THE RIVER.....Blue Barron Ork.....MGM 10346—ASCAP	ASCAP
8	3	5	FOREVER AND EVER.....P. Como-M. Ayres.....Victor 20-3347—ASCAP	ASCAP
3	16	6	RIDERS IN THE SKY.....V. Monroe Ork.....Victor 20-3411—ASCAP	ASCAP
12	6	7	SUNFLOWER.....R. Morgan Ork.....Decca 24568—ASCAP	ASCAP
6	13	8	"A" YOU'RE ADORABLE.....Jo Stafford and G. MacRae-P. Weston Ork.....Capitol 15393—ASCAP	ASCAP
5	9	9	"A" YOU'RE ADORABLE.....P. Como-Fontaine Sisters-M. Ayres Ork.....Victor 20-3381—ASCAP	ASCAP
18	5	10	RED ROSES FOR A BLUE LADY.....V. Monroe Ork.....Victor 20-3319—ASCAP	ASCAP
14	10	11	RED ROSES FOR A BLUE LADY.....G. Lombardo Ork.....Decca 24549—ASCAP	ASCAP
6	7	12	NEED YOU.....J. Stafford and G. MacRae-P. Weston Ork.....Capitol 15393—ASCAP	ASCAP
7	12	13	CARELESS HANDS.....M. Torme-S. Burke Ork.....Capitol 15379—ASCAP	ASCAP
23	14	14	SO TIRED.....R. Morgan Ork.....Decca 24521—ASCAP <small>(N. Donovan, De Luxe 1165; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4263; F. Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509)</small>	ASCAP
4	18	15	I DON'T SEE ME IN YOUR EYES ANYMORE.....G. Jenkins Ork-The Stardusters.....Decca 24576—BMI	BMI
8	15	16	BLUE SKIRT WALTZ.....F. Yankovic and His Yanks-The Marlin Sisters.....Columbia 12394-F—ASCAP <small>(H. Harding, Grand G-25013; H. Carroll &amp; Carolers, Mercury 5252; L. Duchow Red Raven Ork, Victor 20-3358; Socach-Habat Polka Ork, Decca 45068; V. Zembrusky Continental C-1260; Harmony Bells Ork-J. Conway &amp; Toe Wayfarers, Dana 2042)</small>	ASCAP
3	20	17	AGAIN.....G. Jenkins Ork-Joe Graydon.....Decca 24602—ASCAP	ASCAP
19	11	18	FAR AWAY PLACES.....B. Crosby-K. Darby Choir.....Decca 24532—ASCAP	ASCAP
6	17	19	YOU, YOU, YOU ARE THE ONE.....R. Morgan Ork.....Decca 24569—BMI <small>(D. James-H. Smart, London 391; Jackie Brown Quartet, MGM 10336; M. Law-B. Martin Ork, Spotlite 511; Three Suns, Victor 20-3322; K. Griffin, Rondo R-186)</small>	BMI
1	—	20	AGAIN.....V. Damone-G. Osser Ork.....Mercury 5261—ASCAP	ASCAP
8	19	21	EVERYWHERE YOU GO.....G. Lombardo.....Decca 24549—ASCAP <small>(B. Crosby-E. Knight-J. Conlon's Rhythmairs, Decca 24612; J. Pace-G. Ellis Ork, Keystone 1800; F. Masters Ork, MGM 10386; D. Day-The Mellomen, Columbia 38467; W. King Ork, Victor 20-3394; J. Garber Ork, Capitol 15397; E. Howard Ork, Mercury 5248)</small>	ASCAP
1	—	22	I DON'T SEE ME IN YOUR EYES ANYMORE.....P. Como-M. Ayres Ork.....Victor 20-3347—BMI	BMI
2	25	23	BARROOM POLKA.....R. Morgan Ork-The Rhythmairs.....Decca 24608 <small>(Merrie Musette Ork, Victor 20-3440; Ames Bros., Coral 60052; A. Mooney Ork, MGM 10418; L. Welk Ork, Mercury 5294)</small>	ASCAP
1	—	24	AGAIN.....A. Mooney Ork.....MGM 10398—ASCAP	ASCAP
1	—	24	ONCE IN LOVE WITH AMY.....R. Bolger.....Decca 40065—ASCAP <small>(D. Martin, Capitol 15329; L. Laurenz, Mercury 5226; B. Brees-The Brite Sisters, Spotlite 514; F. Martin Ork, Victor 20-3324; P. Sinatra, Columbia 38391)</small>	ASCAP
10	30	26	CRUISING DOWN THE RIVER.....J. Smith-The Clark Sisters-F. De-River Vol Ork.....Capitol 15372—ASCAP	ASCAP
18	22	27	GALWAY BAY.....B. Crosby.....Decca 24295—ASCAP <small>(A. Shelton, London 287; J. McNally-P. Green Ork, MGM 10270; B. Johnson, Columbia 38279; B. Lester, Rainbow 70015; J. Pickens, Victor 20-3238; D. Day-The Rhythmairs, Victor 20-3413; P. Terry-S. McWilliams, Spotlite 506; F. Allison-E. Ballantine Ork Rondo R 184; J. Mungal-H. Heldt Ork, Magnolia MS 1004; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; C. Dennis-B. Cole Ork, Capitol 15403)</small>	ASCAP
20	24	28	POWDER YOUR FACE WITH SUNSHINE.....E. Knight-The Stardusters.....Decca 24530—ASCAP <small>(D. Byron-T. Black Ork, Dana 2031; Primo Scala &amp; His Banjo &amp; Accordion Ork-The Keynotes, London 367; D. Day-B. Clark, Columbia 38394; E. Baird-The Hi-Tonians, Hi-Tone 103; O. Tucker Ork, Double Feature DF 2000; S. Kaye Ork, Victor 20-3321; P. Reed, Dance-Tone 302; J. Tucker-Spotlite Ork, Spotlite 500; B. Barron Ork, MGM 10346; A. Vincent-J. Laurenz, Mercury 6247; D. Martin-P. Weston Ork, Capitol 15351)</small>	ASCAP
2	28	28	CARELESS HANDS.....B. Crosby-K. Darby Singers.....Decca 24616—ASCAP	ASCAP
1	—	30	BALI HA'I.....P. Como-M. Ayres Ork.....Victor 20-3402—ASCAP <small>(A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10399; B. Crosby-J. S. Trotter Ork, Decca 24609; P. Lee-D. Barbour Ork, Capitol 57-543; P. Sinatra, Columbia 38446)</small>	ASCAP
1	—	30	FOREVER AND EVER.....D. Shore-H. Zimmerman Ork.....Columbia 38410—ASCAP	ASCAP

#### WARNING:

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*Only Columbia brings you*

**MARY MARTIN** **EZIO PINZA**



**"SOUTH PACIFIC"**



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*Original Broadway Cast*

**MUSIC BY RICHARD RODGERS**  
**LYRICS BY OSCAR HAMMERSTEIN II**

Another smash hit musical success  
with all the direct-from-the-stage  
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**ALL 16 OF THESE CAPTIVATING SELEC-  
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Overture • Dites Moi • A Cockeyed Optimist • Twin Soliloquies  
(Wonder How It Feels) • Some Enchanted Evening • Bloody Mary  
There is Nothing Like A Dame • Bali Ha'i • I'm Gonna Wash That  
Man Right Outa My Hair • A Wonderful Guy • Younger Than  
Springtime • Happy Talk • Honey Bun • Carefully Taught  
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**COLUMBIA'S "SOUTH PACIFIC,"**

hot on the heels of "Kiss Me, Kate," means another  
stampede to your store, on your coin machines. Get  
ready for a rush of business! Order now, don't get  
caught with a short supply.

**Complete on a single Columbia**

**LP Long Playing Record**

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# THANKS

CLEVELAND—DETROIT—CINCINNATI

MUSIC OPERATORS

for Selecting My Wife's Tune

## "DON'T TELL MY HEART"

Buddy Kaye Quintet—MGM Record 10387

HIT TUNE for the MONTH OF MAY

Also THANKS to the many artists and band leaders who have already arranged and placed "Don't Tell My Heart" in their books and are playing it regularly. And thanks to my many disk jockey friends for their very marvelous co-operation.

Jack Cohen

Also My Special Thanks to the Ops of the "Five State Phonograph Convention" (Minnesota, Wisconsin, North Dakota, South Dakota and Iowa) for Choosing "DON'T TELL MY HEART" as THEIR HIT TUNE FOR THE MONTH OF MAY.

J. C. MUSIC COMPANY, 4816 EUCLID AVE., CLEVELAND, OHIO

# The Billboard MUSIC POPULARITY CHARTS

PART VI

## Folk Record Section

Based on reports received last three days of Week Ending May 6



### MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are hillbilly 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 folk records.

POSITION	Weeks to date	Last Week	This Week	Record	Artist	Label
12	1	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
11	4	2	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
6	5	3	1	I'M BITING MY FINGERS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
8	2	4	1	CANDY KISSES	G. Morgan	Columbia 20547—BMI
7	8	5	1	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
28	3	6	1	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
6	7	7	1	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
7	11	8	1	TILL THE END OF THE WORLD	E. Tubb	Decca 46150—ASCAP
6	8	9	1	CANDY KISSES	R. Foley	Decca 46151—BMI
1	—	10	1	RAINBOW IN MY HEART	G. Morgan	Columbia 20563
1	—	11	1	TAKE AN OLD COLD TATER	J. Dickens	Columbia 20548—BMI
1	—	12	1	I WISH I HAD A NICKEL	J. Wakely and Cowboy Band	Capitol 57-40153
48	15	13	1	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Playboy and His Guitar	Victor 20-2806—BMI
11	10	13	1	CANDY KISSES	Cowboy Copas	King 777—BMI
1	—	13	1	WEDDING BELLS	H. Williams and His Drifting Cowboys	MGM 10401

### 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.

### FOLK TALENT AND TUNES

By Johnny Sippel

Paul Cohen, of Decca, has inked Kenny Roberts, WLW, Cincinnati, yodeler, formerly with Vitacoustic label, and Jimmy Work, the writer of "Tennessee Border," which he cut originally on Alben, the new Detroit label. . . . Bob Wills and the Texas Playboys (MGM) returned to Wills Point, Sacramento ballroom and park, April 29, following a 15-week tour. During the tour, Bob became ill and spent a month in a Fort Worth hospital, but he is now back fronting the band. Bob has resumed his six-time per week show from the ballroom over KXOA, Sacramento. . . . WLS, Chicago, celebrated the 25th anniversary of its "National Barn Dance" show with a special seven-hour show April 23. Among the former WLS stars who appeared were Sheriff Tom Owens, Bradley Kincaid, Uncle Ezra and Malcolm Clair.

Sally Foster (Decca) has moved from WRNL, Richmond, Va., to WCCO, Minneapolis, where she has her own show daily. Her hubby, Earl Steele, former emcee of many folk music radio shows, is announcing shows for the station. . . . Bill Boyd (Victor) is known as the Cowboy Rambler and is not leader of the Texas Ramblers as was erroneously reported previously. . . . The Lazy H. Ranch Boys (Comar), of WSID, Baltimore, have an hour-long show daily over the station, doubling their previous stint. . . . Hillbilly Park, Newark, O., opens May 15 with the Pleasant Valley Boys, WLW, Cincinnati; the Scioto Valley Boys, WVKO, Columbus, O., who will act as house band for the entire season, and Danny Johnson and his magic act. . . . Jimmy Wakely (Capitol) set for the El Reno (Okla.) Rodeo July 7-9. . . . When Bill Carlisle (King) departed from WSB, Atlanta, for WNOX, Knoxville, he took Fiddling Sandy with him. Little George Tanner, the steel man, joined Lynn Davis and Molly O'Day (Columbia) at Greensboro, N. C.

Jack Swanson, the Syracuse pubber, has cut his first sides for John Bava's Cozy label. . . . Tex Don and Sally are now at WHEN, the Syracuse video outlet. . . . Johnny Henderson, the singing d.j. at KGBS, Harlingen, Tex., has cut sides for the new High Time label. . . . The 101 Ranch Boys (Columbia) at WSBA, York, Pa., will one-night to the Coast this fall, with their agent, Bill Ellsworth, of Chicago, dickering for a picture for the group at Republic with Rex Allen (Mercury). . . . Fairley Holden (King) has moved from WGST, Atlanta, to WHIS, Bluefield, W. Va. . . . Jack Kennedy, pianist with Ben Christian's outfit (4 Star), reports that Walter Colburn and Biffie Collie, both Houston platter pilots, are co-operating to stage personals by top recording artists in their vicinity. During the past few months, they have put on 29 shows by touring folk artists. . . . Buddy Duhon, vocalist with Cliff Bruner's group, drowned recently while on a fishing trip. He left a wife and three children. . . . The Georgia Crackers (Victor) are now doing a six-time-per-week show from WHKC, Columbus, O., over the MBS web at 11:30 a.m. (EDST). . . . Wiley Birchfield, banjo, has rejoined the Sauceman Brothers, WIBK and WROL, Knoxville, artists who wax for Mercury.

(Continued on page 35)

**WARNING** THERE IS ONLY ONE **HIT**  
VERSION OF **"DRINKIN' WINE"**  
**SPO-DEE-O-DEE"**  
IT IS ONLY ON THE  
**ATLANTIC** Label  
Don't Accept Inferior Substitutes  
# **873** Backed by **BLUES MIXTURE**  
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**JANETTE DAVIS** Columbia 38448  
**DOTTY DILLARD** Select 2502  
**PEPPERETTES** Horace Heidt 1006A  
**BETSY GAY** Capitol 15421  
**PATSY MONTANA** RCA Victor 21-0040  
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**The Billboard**  
MUSIC POPULARITY CHARTS

PART VI

**Folk Record Section**

Based on reports received last three days of Week Ending May 6



**BEST-SELLING RETAIL FOLK RECORDS**

Records listed are hillbilly 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 folk records.

Weeks to date	Last Week	This Week	Record Title	Artist	Label
11	2	1	DON'T ROB ANOTHER MAN'S CASTLE <i>There's Not a Thing</i>	Eddy Arnold	Victor 21-0002—BMI
10	1	2	LOVE SICK BLUES <i>Never Again</i>	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
12	3	3	CANDY KISSES <i>Please Don't Let Me Love You</i>	George Morgan	Columbia 20547—BMI
9	6	4	PLEASE DON'T LET ME LOVE YOU <i>Candy Kisses</i>	G. Morgan	Columbia 20547—BMI
7	7	4	TENNESSEE BORDER <i>Candy Kisses</i>	R. Foley	Decca 46151—BMI
53	8	6	BOUQUET OF ROSES <i>Texarkana Baby</i>	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
6	9	6	CANDY KISSES <i>Tennessee Border</i>	R. Foley	Decca 46151—BMI
4	4	8	I'M BITING MY FINGERNAILS AND THINKING OF YOU <i>Don't Rob Another Man's Castle</i>	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
6	12	9	TILL THE END OF THE WORLD <i>Moon Over Montana</i>	J. Wakely and Cowboy Band	Capitol 15368—ASCAP
8	—	10	CANDY KISSES <i>You'll Be Sorry From Now On</i>	E. Britt and the Skytoppers	Victor 21-0006—FMI
4	—	11	TAKE AN OLD COLD <i>Pennies for Papa</i>	J. Dickens	Columbia 20548—BMI
1	—	12	RIDERS IN THE SKY <i>Single Saddle</i>	V. Monroe Ork	Victor 20-3411—ASCAP
1	—	12	ONE KISS TOO MANY <i>The Echo of Your Footsteps</i>	Eddy Arnold, the Tennessee Plowboy	Victor 21-0051
32	5	14	TENNESSEE SATURDAY NIGHT <i>Blues in My Heart</i>	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI
1	—	15	BLUES IN MY HEART <i>Tennessee Saturday Night</i>	R. Foley-The Cumberland Valley Boys	Decca 46136

**WARNING!**

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**ADVANCE FOLK RECORD RELEASES**

- A Big Ball's in Cowtown**  
H. Nix & His West Texas Cowboys (I'm All) Talent 709
- Blues Stay Away From My Door**  
Curly Kinsey & The Tennessee Ridge Runners (Lost World) Merc 6196
- Castle of My Dreams**  
T. Williams & His Western Caravan (Johnston Polka) Cap 57-40159
- Country Boy**  
"Little" Jimmy Dickens (I'm Fading) Col 20585
- Cumberland Gap & The Fox and the Hounds**  
C. Stone & His Square Dance Band (Skipto) Cap 79-40162
- Dallas Blue Waltz**  
A. McManus (television Boogie) Talent 722
- Devil's Dream & Old Joe Clark**  
C. Stone & His Square Dance Band (Down Yonder) Cap 79-40161
- Down Yonder & Buffalo Gals**  
C. Stone & His Square Dance Band (Devil's Dream) Cap 79-40161
- Goodbye Blues**  
A. Chambers (Texas Moonlight) Talent 706
- I Cried Myself To Sleep Over You**  
F. Willing & His Riders of the Purple Sage (Riders in) Cap 57-40164
- If You Could Be the Same**  
J. Morris & The Silver Dew Boys (Molly Darling) Melody Trail 205
- I'm All Alone**  
H. Nix & His West Texas Cowboys (A Big) Talent 709
- I'm Fading Fast With the Time**  
Little Jimmy Dickens (Country Boy) Col 20585
- It'll Make a Change in Business**  
L. Glosson & His Railroad Playboys (You'll Miss) Merc 6197
- Johnston Polka**  
T. Williams & His Western Caravan (Castle of) Cap 57-40159
- Leather Britches & Turkey in the Straw**  
C. Stone Square Dance Band (Tennessee Wagoner) Cap 79-40160
- Lost World**  
Curly Kinsey & the Tennessee Ridge Runners (Blues Stay) Merc 6196
- Misery**  
B. Wills & His Texas Playboys (You're There) Columbia 20582
- Molly Darling**  
J. Morris & the Silver Dew Boys (If You) Melody Trail 205
- On the Banks of the Sunny San Juan**  
E. Dean & His Boys (One You) Merc 6195M
- One You Must Choose**  
E. Dean & His Boys (On the) Merc 6195M
- Put Your Little Foot Out There**  
Texas Top Hands (There's a) Savoy 3020
- Queen of the Poconos**  
D. Thomas (Swiss Lullaby) Decca 46163
- Riders in the Sky**  
F. Willing & His Riders of the Purple Sage (I Cried) Cap 57-40164
- Room Full of Roses**  
S. Sims (Whose Girl) Coral 60067
- Skip to My Lou & Arkansas Traveler**  
C. Stone & His Square Dance Band (Cumberland Gap) Cap 79-40162
- Swiss Lullaby**  
D. Thomas (Queen of) Decca 46163
- Television Boogie**  
A. McManus (Dallas Blue) Talent 722
- Tennessee Wagoner & Back Up and Push**  
C. Stone Square Dance Band (Leather Britches) Cap 79-40160
- Texas Moonlight Waltz**  
A. Chambers (Goodbye Blues) Talent 706
- There's a Bluebird on Your Window Sill**  
D. Murphy (Put Your) Savoy 3020
- Two Cents, Three Eggs, and a Postcard**  
Maple Hill Boys (Wildwood Flower) Pearl 1000
- Whose Girl Are You?**  
S. Sims (Room Full) Coral 60067
- Wildwood Flower**  
Maple Hill Boys (Two Cents) Pearl 1000
- You'll Miss Your Dear Old Daddy**  
L. Glosson & His Railroad Playboys (It'll Make) Merc 6197
- You're There**  
B. Wills & His Texas Playboys (Misery) Columbia 20582

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**LOVER'S GOLD**

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AL GRANT with Dewey Bergman's Orchestra

**LOUISE CARLYLE  
WITH THE SATISFIERS FOURSOME  
and The Tony Mottola Trio**

**PAL-ING AROUND WITH YOU**

**WHY SHOULD I WORRY**

**KING 15000**

**MARY LOU WILLIAMS  
(In The Land Of) OO-BLA-DEE**

**KNOWLEDGE**

**KING 15003**

**THE SATISFIERS FOURSOME  
THE EGG OR THE HEN**

**JEAN**

**KING 15001**

**FREDDIE "SCHNICKELFRITZ" FISHER  
(As Long As We've Got Water) WE'LL HAVE SOUP**

**SCHNICKELBOP**

**KING 15002**

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16 Weeks	"BEWILDERED"	AMOS MILBURN	ALADDIN 3018
5 Weeks	"GET YOURSELF ANOTHER FOOL"	CHARLES BROWN	ALADDIN 3020
2 Weeks	"LONG TIME"	CHARLES BROWN	ALADDIN 3021

NOW IT'S . . . .

"TROUBLE BLUES"  
CHARLES BROWN . . . . . 3024

"HOLD ME, BABY"  
AMOS MILBURN . . . . . 3023

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## The Billboard MUSIC POPULARITY CHARTS

PART VII

### Race Records

Based on reports received last three days of Week Ending May 6



#### BEST-SELLING RETAIL RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last Week	This Week	POSITION	Record	Artist	Label
13	1	1	1.	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683—ASCAP
4	4	2.	2.	TROUBLE BLUES <i>Honey, Keep Your Mind On Me</i>	C. Brown	Aladdin 3024—BMI
5	3	3.	3.	DRINKIN' WINE, SPO-DEE-O-DEE <i>Blues Mixture</i>	"Stick" McGhee	Atlantic 873
4	2	4.	4.	HOLD ME, BABY <i>Jitterbug Parade</i>	A. Milburn	Aladdin 3023
5	9	5.	5.	HUCKLEBUCK <i>Sympathetic Blues</i>	R. Milton	Specialty 328—ASCAP
7	6	6.	6.	ROCKIN' AT MIDNIGHT <i>Judgment Day</i>	R. Brown-His Mighty, Mighty Men	De Luxe 3212
17	7	7.	7.	BOOGIE CHILLEN <i>Sally Mae</i>	J. L. Hooker	Modern 627
5	14	7.	7.	D'NATURAL BLUES <i>Little Girl, Don't Cry</i>	L. Millinder Ork.	Victor 20-3351
2	8	9.	9.	LITTLE GIRL, DON'T CRY <i>Moosey</i>	B. M. Jackson and His Buffalo Bearcats	King 4288
7	12	9.	9.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
2	11	11.	11.	TELL ME SO <i>Deacon Jones</i>	The Orioles	Jubilee 5005—BMI
1	—	12.	12.	COLE SLAW <i>Central Avenue Break-down</i>	F. Culley	Atlantic 874
1	—	13.	13.	HOBO BLUES <i>Hoogie Boogie</i>	J. L. Hooker	Modern 663
2	—	14.	14.	CONFESSION BLUES <i>I Love You, I Love You, I Love You</i>	Maxine Trio	Downbeat 171
1	—	15.	15.	BACK STREET <i>Lazy Mood</i>	E. Chamblee	Miracle 133

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#### MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race 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 race records.

Weeks to date	Last Week	This Week	POSITION	Record	Artist	Label
14	1	1.	1.	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
4	2	2.	2.	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
9	6	3.	3.	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
2	12	4.	4.	HUCKLEBUCK DADDY	J. Preston	Gotham G-175
4	5	5.	5.	HOLD ME, BABY	A. Milburn	Aladdin 3023
9	5	6.	6.	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1506—ASCAP
18	12	7.	7.	WRAPPED UP IN A DREAM	Do Ray and Me	Commodore C-7505—ASCAP
5	3	8.	8.	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
3	12	9.	9.	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288
2	2	9.	9.	HOBO BLUES	J. L. Hooker	Modern 663
1	—	11.	11.	COLE SLAW	F. Culley	Atlantic 874
2	—	11.	11.	I FEEL THAT OLD AGE COMING ON	W. Harris	King 4276
3	10	13.	13.	TELL ME SO	The Orioles	Jubilee 5005—BMI
1	—	13.	13.	BACK STREET	E. Chamblee	Miracle 133
15	7	15.	15.	BOOGIE CHILLEN	J. L. Hooker	Modern 627

#### ADVANCE RACE RECORD RELEASES

<b>Cover Up</b> J. McShann Band (Kicks) Aladdin 3025	<b>Lazy Joe</b> Beale St. Boys (Fatstuff Boogie) Savoy 693
<b>Don't Drink</b> Pat Man Robinson Quintet (Lavender Coffin) Motif M 2001	<b>Little Girl</b> S. King Ork (St. James) Aladdin 3027
<b>Fatstuff Boogie</b> Beale St. Boys (Lazy Joe) Savoy 693	<b>Midnight in the Barrel House</b> J. Otis Ork-P. Lewis (Barrel House) Excelsior OR 536
<b>Goodbye Will Be the Hardest Words to Say</b> J. Knight (What Will) Talent 707	<b>My Bonnie Lies Over the Ocean</b> D. Watson-The Brown Dots (You Better) Manor 1179
<b>He's Good Enough for Me</b> W. Brown (If Love) National 9078	<b>My Last Blues</b> Smokey Hogg (Restless Bed) Exclusive 95X
<b>Hold Me, Baby</b> A. Milburn (Jitterbug Parade) Aladdin 3023	<b>New Orleans Lover Man</b> Chubby (Hip Shakin) Newsom & Her Hip Shakers (Close to) De Luxe 3213
<b>Hold Me, Baby</b> J. Preston & His Prestonians (Home Cookin') Gotham G-180	<b>Now You're Down in the Alley</b> Blue Lu Barker-D. Barker Ork (Trombone Man) Cap 57-70007
<b>Home Cookin'</b> J. Preston & His Prestonians (Hold Me) Gotham G-180	<b>Oo-Blah-Dee</b> M. L. Williams (Knowledge) King 15003
<b>Honey Keep Your Mind on Me</b> C. Brown Trio (Trouble Blues) Aladdin 3024	<b>Oobie Yoobie Boogie</b> B. Davis (Yes, You) Mercury 8136
<b>Hot Rod</b> M. Davis & His All Stars (Key to) Aladdin 3022	<b>Please Don't Receive My Heart</b> The Balladiers (Keep Me) Aladdin 3008
<b>If Love Is Trouble</b> W. Brown (He's Good) National 9078	<b>Restless Bed Blues</b> Smokey Hogg (My Last) Exclusive 95X
<b>Jitterbug Parade</b> A. Milburn (Hold Me) Aladdin 3023	<b>Road House Boogie</b> Big Jay McNeely (Willie the) Exclusive 96X
<b>Keep Me With You</b> The Balladiers (Please Don't) Aladdin 3008	<b>Rock and Roll Blues</b> Erline (Rock & Roll) Harris (Box Car) De Luxe 3220
<b>Key to My Door</b> J. Brown (Hot Rod) Aladdin 3022	<b>St. James' Infirmary Blues</b> S. King Ork (Little Girl) Aladdin 3027
<b>Kicks</b> J. McShann Band (Cover-Up) Aladdin 3025	<b>Sanding Room</b> A. King Ork (Chicken a La) Uptown 126
<b>Lavender Coffin</b> Pat Man Robinson Quintet (Don't Drink) Motif M-2001	<b>Sarah, Sarah!</b> King Perry & His Sextet (Going to) De Luxe 3216



# HERE'S GREAT NEWS!

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AND ALL NEW FUTURE RELEASES TO BE ISSUED

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'GEORGIA ON MY MIND'  
'JUST THE KIND OF A GIRL'  
Mercury 5293

**VIC DAMONE**

'YOU'RE BREAKING MY HEART'  
'FOUR WINDS AND SEVEN SEAS'  
Mercury 5271

**LAWRENCE WELK**

'LORA-BELLE LEE'  
'HOLLYWOOD SQUARE DANCE'  
Mercury 5295

**TWO TON BAKER**

'MY LITTLE PUP'  
'BEAUTIFUL BLONDE from *Bashful Bend*'  
Mercury 5292

**ALBERT AMMONS**

'ROSES OF PICARDY'  
'WHY I'M LEAVING YOU'  
Mercury 8140

**GOLDEN GATE QUARTET**

'JOHN SAW'  
'LORD I'M TIRED'  
Mercury 8142

**BIG BILL BROONZY**

'KEEP YOUR HANDS OFF HER'  
'MINDIN' MY OWN BUSINESS'  
Mercury 8139

**JOE TARTO**

'PYRAMID POLKA'  
'LOVE WILL FIND A WAY'  
Mercury 2085



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The Billboard MUSIC POPULARITY CHARTS

PART VIII

Record Reviews



Based on reports received last three days of Week Ending May 6

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

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

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

ARTIST TUNES LABEL AND NO. COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR	ARTIST TUNES LABEL AND NO. COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
<b>POPULAR</b> <b>DANNY KUAANA &amp; HIS ISLANDERS</b> (Capitol 37-571) <b>King's Serenade</b> (Scotty Harrell) Lazy Hawaiian tune gets a solo vocal in English and group try in the native tongue. Very relaxing stuff for anyone who has the time. <b>Kohala March</b> Snappy instrumental features excellent Hawaiian guitar with a jazz taint that may jar lovers of the authentic stuff.	69--70--70--66  70--72--70--68	<b>POPULAR</b> <b>HARRY JAMES ORK</b> (Columbia 38476) <b>Summer Moon</b> A beautiful song has been woven of a Stravinsky theme here. Warbler Vinnie De Campo sings it sensitively and warmly, with fine backing from ork, and, of course, a sweet horn passage by The Horn. <b>Hatsville, USA</b> Spinners will like this fine jock specialty—tho it figures to get box play, too. It's a swinging Jamesian killer diller, with sock orking and a fine Teagarden-ish rhythm vocal by an un-billed warbler. Lyric is highly original.	80--82--80--78  83--85--81--83
<b>MAURICE ROCCO &amp; HIS RHYTHM</b> (Victor 22-0019) <b>Close Your Eyes</b> Rocco does nicely warbling and at the keyboard in a light, easy performance in beguine tempo, well backed by a small combo. Good club stuff, but commercial wax appeal is dubious. <b>Why Does It Have To Be Me?</b> Like flip, pleasant, but same doubt applies as to sales potential.	66--66--65--67  64--64--63--65	<b>JUNE CHRISTY</b> (Capitol 57-578) <b>Everything Happens to Me</b> Ork of progressive jazzmen plays weird dissonances behind thrush as she does a reasonably straight vocal on the pop. "A" for effort, but whatever they were trying to do didn't quite happen. <b>The Way You Look Tonight</b> Miss Christy scats the oldie in bop style, and quite creditably. Here the ork bops in back, and the vocal and orking match.	66--69--66--62  70--74--69--65
<b>BENNY GOODMAN ORK</b> (Capitol 57-576) <b>The Huckle-Buck</b> Tune is well worth name-band recordings, of which Benny's is among the first. Swings along easily, with the feature a great Wardell Gray tenor solo. Should be good for plenty coin. <b>That Wonderful Girl of Mine</b> Tune, adapted from a familiar Yiddish folk melody, gets an attractive vocal from Buddy Greco. Backing, in be-beguine tempo, makes the right mood.	83--83--82--84  81--81--80--82	<b>RAY ANTHONY ORK</b> (Capitol 57-577) <b>The Wreck on the Highway</b> A gay, amiable spoof job of a Roy Acuff hill-billy moralizer. Boys do it up brown in pseudo-country style, with ork thumping out a three-quarter time German band backing. <b>A New Shade of Blues</b> Warbler Dick Noel sings superbly on this bluesy, sophisticated ballad. Style is modern, in the Eckstine manner, voice is rich and warm. Ork backs with subtlety and color.	86--87--85--85  80--80--80--80
<b>TOMMY TUCKER TIME</b> (Columbia 38478) <b>That Old Sweetheart of Mine</b> Nothing happens here, despite a big production effort with vocal chorus by Tucker, Don Brown and ensemble, plus a recitation section. <b>Scalawag</b> Happier results here, as the singers and ork do a light bounce treatment of an easy little rhythm tune.	60--60--60--60  74--74--74--74	<b>FRANK WOOLLEY ORK</b> (Fine Arts FA 1002) <b>Legend of the Roses</b> Opening with a big, Jamesian trumpet chorus, side has a fine vocal job by Bobby Doyle and big-league ork sound. Tune, dedicated to Pasadena, tells an interesting story, but is probably too parochial. <b>The Monkey and the Organ Grinder</b> (Merry Maes) Cute organ-grinder song with Neapolitan flavor. Maes sing it straight out and with pleasing harmony.	75--76--75--74  70--70--70--80
<b>DONALD RICHARDS</b> (Mercury 5289) <b>Younger Than Springtime</b> Rich, legit-voiced warbling of a fine "South Pacific" ballad. Jimmy Carroll's orking is fine. <b>This Nearly Was Mine</b> Pretty waltz from the show gets the same robust, clear warbling and fitting ork backing.	74--77--74--70  74--77--74--70		

(Continued on page 122)



The **Billboard** MUSIC POPULARITY CHARTS

PART IX

Record Possibilities

Based on reports received last three days of Week Ending May 6



**THE BILLBOARD PICKS:**

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

**LOVER'S GOLD**.....Ella Fitzgerald with Gordon Jenkins Ork.....Decca 24646

An extremely pretty, sensuous and haunting ballad by Morty Nevins and Bob Merrill serves as Ella's first dishing date ever with a big band which spots a complement of strings. The result is a wonderful dishing, which comes closest to matching the quality of last year's "Nature Boy" smash. Again Ella demonstrates that she is one of our greatest singers, while Jenkins' background reiterates his particular genius for simple musical good taste. Al Grant also has done a fine job with the song on a King recording with Dewey Bergman's ork.

**THE FOUR WINDS AND THE SEVEN SEAS**...Sammy Kaye Ork.....Victor 20-3459

Since the end of the ban Kaye consistently has been turning in one great dishing after another. But this one is probably the greatest he has ever made. It is another haunting, folk-tinged song which is recorded with a heavy echo chamber effect and sung beautifully by Tohy Alamo. Victor is setting out on one of its giant promotions on this dishing and it bids well to be the firm's successor to its current "Riders in the Sky" smash.

**BABY, IT'S COLD OUTSIDE**.....Ella Fitzgerald and Louis Jordan.....Decca 24644

The Jordan-Fitzgerald team represents another powerhouse disk box-office addition to the previously touted Shore-Clark (Columbia) and Whiting-Mercer (Capitol) versions of this remarkable Frank Loesser novelty. Tho it lacks the polish of the first releases on the song, this rendition should be able to find plenty of market simply on the strength of the names and the easy delivery of the rather complex tune. Other versions are available by Laura Leslie and Don Cornell with Sammy Kaye's ork lending an assist on Victor while MGM offers Esther Williams and Ricardo Montalban on the song. The latter pair do it in the "Neptune's Daughter" pic from which the song stems.

**EVERY TIME I MEET YOU IT HAPPENS EVERY SPRING**.....Margaret Whiting with Frank DeVol Ork.....Capitol 57-596

The thrush is nothing short of splendid in her sympathetic renditions of this pair of flick ballads—both songs of caliber. "Spring" is a title tune, "Meet" is out of the "Beautiful Blonde From Bashful Bend" score, with both songs penned by Josef Myrow and Mack Gordon.

**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. EVERYWHERE YOU GO.....Doris Day.....Columbia 38467
2. NIGHT AFTER NIGHT.....Frank Sinatra.....Columbia 38456
3. A WONDERFUL GUY.....Margaret Whiting.....Capitol 57-542
4. AS YOU DESIRE ME.....Sarah Vaughan.....Columbia 38462
5. RIDERS IN THE SKY.....Burl Ives.....Columbia 38445
6. RIDERS IN THE SKY.....Derry Falligant.....MGM 10404
7. A CHAPTER IN MY LIFE CALLED MARY.....Buddy Clark.....Columbia 38443
8. A WONDERFUL GUY.....Dinah Shore.....Columbia 38460
9. A WONDERFUL GUY.....Fran Warren.....Victor 20-3403
10. FIVE FOOT TWO, EYES OF BLUE...Art Mooney.....MGM 10398

**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. MERRY-GO-ROUND WALTZ.....Guy Lombardo.....Decca 24624
2. BALI HA'I.....Perry Como.....Victor 20-3402
3. KISS ME SWEET.....Judy Valentine.....MGM 10394
4. OPEN THE DOOR POLKA.....Blue Barron.....MGM 10412
5. A WONDERFUL GUY.....Dinah Shore.....Columbia 38460
6. BARROOM POLKA.....Russ Morgan.....Decca 24608
7. KISS ME SWEET.....Sammy Kaye.....Victor 20-3420
8. MY ONE AND ONLY HIGHLAND FLING Jo Stafford-Gordon MacRae.....Capitol 57-566
9. SOME ENCHANTED EVENING.....Jo Stafford.....Capitol 57-544
10. MERRY-GO-ROUND WALTZ.....Art Mooney.....MGM 10405

**THE OPERATORS PICK:**

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

1. HOW IT LIES, HOW IT LIES, HOW IT LIES Bing Crosby-Evelyn Knight.....Decca 24616
2. RIDERS IN THE SKY.....Bing Crosby.....Decca 24618
3. FIVE FOOT TWO, EYES OF BLUE...Art Mooney.....MGM 10398
4. SOME ENCHANTED EVENING.....Perry Como.....Victor 47-2896
5. MERRY-GO-ROUND WALTZ.....Guy Lombardo.....Decca 24624
6. AGAIN.....Art Mooney.....MGM 10398
7. EVERYWHERE YOU GO.....Doris Day.....Columbia 38467
8. KISS ME SWEET.....Sammy Kaye.....Victor 20-3420
9. OPEN THE DOOR POLKA.....Blue Barron.....MGM 10412
10. TAKE ME OUT TO THE BALL GAME. Andrews Sisters-Dan Dailey.....Decca 24605

**FOLK TALENT AND TUNES**

(Continued from page 30)

Uncle Harve and His Ragtime Ramblers have moved from WWPB, Miami, to WGBS, CBS outlet in that city. Harve has signed a two-year lease for the Ritz Ballroom, where he is now working Wednesday and Saturday night barn dances. . . . Roy Honeycutt, formerly steel guitar with Luke and Bob Wills, has his own band, the Western Dance Boys, at the Wagon Wheel Club, Modesto, Calif. Others in the band include Marvin Steenburg, Kenny Cannan, Clyde Maples and Bob Shivers. . . . The Hired Hands at WIS, Columbia, S. C., cut their first Capitol recording session with Tex Ritter and their own Tommy Faile on the lyrics. Jim Eanes, of the same stations, also has been inked by Capitol. . . . Wanda Saylor, formerly with the Saylor Sisters, is doing a solo on WIS, together with a daily platter show. . . . Captain Stubby and the Buccaneers, WLS, Chicago, cut their second Decca session in Chicago April 27.

Al Dexter (Columbia) reports that he has settled permanently in Dallas, with Fred Edwards, KLIF d.j., doing his booking. . . . Johnny Rion (King) has added an hour disk jockey show to his schedule at KREI, Farmington, Mo.

Please address all communications to Johnny Sippel, The Billboard, 155 North Clark St., Chicago 1, Ill.

IMPORTED

**LONDON RECORDS**

FULL RANGE RECORDING

**DICK JAMES**

**"WHO DO YOU KNOW IN HEAVEN?"**

Dick James vocal with Cyril Stapleton Orchestra

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART X**  
**Advance Information**  
 Based on reports received last three days of **Week Ending May 6**

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART XI**  
**Album Reviews**  
 Based on reports received last three days of **Week Ending May 6**

**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**

- A Chapter in My Life Called Mary**  
D. Haymes (A Room Full) Dec 24632
- A Hoop and a Holler**  
B. Harrington-R. Carter-The Masqueraders (On Old) Star 604
- Alfonzo**  
R. Laurence-P. Garrett-L. Becker (Should I) Dana 2045
- Avalon**  
J. Gould (Remember) Regent 155
- Bye Bye Blackbird**  
N. Lucas (Don't Call) Cap 57-607
- Can You Forgive?**  
B. Butler-Len McCall Ork (Pretty Eyes) Gotham G-179
- Chase Your Troubles Away**  
P. Reed (Flo and) Dance-Tone 327
- Cole Slaw**  
L. Jordan's Tympany Five (Every Man) Dec 24633
- Dinorah**  
C. Cavallero Ork (I Betcha) Dec 24634
- Don't Call Me Sweetheart Anymore**  
N. Lucas (Bye Bye Blackbird) Cap 57-607
- Don't Call Me Sweetheart Anymore**  
P. Reed (The Best) Dance-Tone 322
- Dreamy Old New England Moon**  
P. Reed (Mistakes) Dance-Tone 323
- Dress Parade**  
P. Reed (Semper Paratus) Dance-Tone 324
- Drigo Serenade**  
P. Reed (Oh! You) Dance-Tone 328
- Every Man to His Own Profession**  
L. Jordan Tympany Five (Cole Slaw) Dec 24633
- Everytime I Meet You**  
B. Clark (Look at) Col 38492
- Everytime I Meet You**  
P. Reed (The Kissing) Dance-Tone 320
- Flo and Joe**  
P. Reed (Chase Your) Dance-Tone 327
- Frasquita Serenade**  
C. Thornhill Ork (Look for) Col 38394
- Gloomy Sunday**  
B. Eckstine (In the) National 9037
- Green Eyes**  
P. Reed (Perfidia) Dance-Tone 329
- Have You Ever Been Told**  
H. Cooper Ork (It's a) Collegiate 2966
- He Kissed Her Where She Sat**  
A. Trace Ork (She Didn't) Regent 146
- He's a Carousel Cowboy**  
P. Marshall-Holidays-J. Stone Ork (The Way) Rainbow 10071
- Honeymoon Song**  
T. Black Ork (Milton Berle) Dana 2044
- Hurry! Hurry! Hurry!**  
The Marlin Sisters (Trambulanka) Columbia 12407-F
- I Betcha**  
C. Cavallero Ork (Dinorah) Dec 24634
- I Couldn't Believe My Eyes**  
O. Bradley Ork (Three Wishing) Collegiate 2965
- I Don't Know Why**  
E. Edell Four-V. Garry (What Hopp'n) A Superb SR-600
- I Love an Old Fashioned Polka**  
S. Tepper-R. Brodsky-P. Sands' Ork (The Best) Dance-Tone 1132
- I Love the Loveliness of You**  
B. Eckstine (Time on) National 9030
- I Reach for a Kiss**  
H. Swain-J. Campbell (I'm Mad) Martony M-100
- I Want a Little Girl**  
E. Edell Four-V. Garry (Popcorn Polka) A Superb SR-601
- If You Stub Your Toe on the Moon**  
P. Reed (You're Heartless) Dance-Tone 321
- I'm Mad at Myself**  
H. Swain-J. Campbell (I Reach) Martony M-100
- In a Persian Market**  
The Whispering Three (Whispering Wind) Regent 149
- In Old Montana**  
B. Harrington-R. Carter-The Masqueraders (A Hoop) Star 604
- In the Still of the Night**  
B. Eckstine (Gloomy Sunday) National 9037
- Island Queen**  
J. Mercer-The Starlighters-P. Weston Ork (Lora-Belle Lee) Cap 57-605
- It Happens Every Spring**  
P. Sinatra (The Huckle) Columbia 38486
- It's Too Late Now**  
E. Knight-4 Hits and a Miss (You're So) Decca 24636
- I'm Gonna Wash That Man Right Outa My Hair**  
D. Shore (Kiss Me) Columbia 38487
- Jolly Jo**  
J. Stafford-D. Lambert-P. Weston Ork (Smiles) Cap 57-604
- Kiss Me Sweet**  
D. Shore (I'm Gonna) Columbia 38487
- La Golondrina**  
J. Gould (Three O'Clock) Regent 157
- Let a Smile Be Your Umbrella**  
M. Kellner Ork (Singing in) Regent 151
- Lillian**  
King Cole Trio (Lush Life) Cap 57-606
- Look for the Silver Lining**  
C. Thornhill Ork-F. Warren (Frasquita Serenade) Col 38394

- Look at Me**  
B. Clark (Everytime I) Col 38492
- Lora-Belle Lee**  
J. Mercer-The Starlighters-P. Weston Ork (Island Queen) Cap 57-605
- Lovable**  
A. Alberts (Many Times) 20th Century TC-20-95
- Lush Life**  
King Cole Trio (Lillian) Cap 57-606
- Many Times**  
A. Alberts (Lovable) 20th Century TC-20-95
- Mary Lou**  
J. Gould (Over the) Regent 154
- Milton Berle Polka**  
F. Wojnarowski Ork-Texaco Quartet (Honeymoon Song) Dana 2044
- Mistakes**  
P. Reed (Dreamy Old) Dance-Tone 325
- My Palomino and I**  
P. Reed (Too Blue) Dance-Tone 326
- My Wonderful One**  
J. Gould (Sari Waltz) Regent 156
- Night and Day**  
L. Baxter Trio (Tico Tico) Discovery 504
- Oh! You Darling! Oh! You Devil**  
P. Reed (Drigo Serenade) Dance-Tone 328
- Oh, You Sweet One**  
Ames Brothers (St. Bernard) Coral 60065
- Over the Waves**  
J. Gould (Mary Lou) Regent 154
- Perfidia**  
P. Reed (Green Eyes) Dance-Tone 329
- Piano Party Album—E. Duchin (4-10")**  
Col C-180
- I'm Forever Blowing Bubbles . . .**  
Col 38425
- Let Me Call You Sweetheart . . .**  
Col 38424
- My Blue Heaven . . .**  
Col 38426
- My Melancholy Baby . . .**  
Col 38427
- Shine on Harvest Moon . . .**  
Col 38426
- Smiles . . .**  
Col 38427
- Three O'Clock in the Morning . . .**  
Col 38425
- Till We Meet Again . . .**  
Col 38424
- Please Love Me Tonight**  
P. Lee (Riders in) Capitol 57-608
- Popcorn Polka**  
E. Edell Four-V. Garry (I Want) A Superb SR-603
- Pretty Eyes**  
B. Butler-Len McCall Ork (Can You) Gotham G-179
- Rain or Shine**  
G. Carroll-P. Sands' Ork (You're Heartless) Dance-Tone 1133
- Remember**  
J. Gould (Avalon) Regent 155
- Riders in the Sky**  
P. Lee (Please Love) Capitol 57-608
- Room Full of Roses**  
D. Haymes (A Chapter) Dec 24632
- Sari Waltz**  
J. Gould (My Wonderful) Regent 156
- St. Bernard Waltz**  
Ames Brothers (Oh, You) Coral 60065
- Semper Paratus**  
P. Reed (Dress Parade) Dance-Tone 324
- She Didn't Have a Tooth in Her Head**  
A. Trace Ork (He Kissed) Regent 146
- Should I Have Kissed Her?**  
R. Laurence-P. Garrett-L. Becker (Alfonzo) Dana 2045
- Singing in the Rain**  
M. Kellner Ork (Let a) Regent 151
- Smiles**  
J. Stafford-D. Lambert-P. Weston Ork (Jolly Jo) Cap 57-604
- The Best Dressed Cowboy in the West**  
P. Reed (Don't Call) Dance-Tone 322
- The Best Dressed Cowboy in the West**  
S. Tepper-R. Brodsky-P. Sands' Ork (I Love) Dance-Tone 1132
- The Hucklebuck**  
F. Sinatra (It Happens) Columbia 38486
- The Kissing Tree**  
P. Reed (Every Time) Dance-Tone 320
- The Lesson of Love**  
R. Blake (The Old) Cap 57-40163
- The Old Rugged Cross**  
R. Blake (The Lesson) Cap 57-40163
- The Way to Love**  
P. Marshall-Holidays-J. Stone Ork (He's a) Rainbow 10071
- Three O'Clock in the Morning**  
J. Gould (La Golondrina) Regent 157
- Three Wishing Wells**  
O. Bradley Ork (I Couldn't) Collegiate 2965
- Tico Tico**  
L. Baxter Trio (Night and) Discovery 504
- Time on My Hands**  
B. Eckstine (I Love) National 9030
- Too Blue to Care**  
P. Reed (My Palomino) Dance-Tone 326
- Trambulanka**  
C. Lucas (Hurry! Hurry!) Columbia 12407-E
- Wha! Hopp'n**  
E. Edell Four-V. Garry (I Don't) A Superb SR-600
- What You Think You Got—You Had**  
P. Reed (You're Mine) Dance-Tone 325

(Continued on page 127)

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

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

**THE RATINGS**  
 (100 points—the maximum)

90-100	.....	tops
80-89	.....	excellent
70-79	.....	good
60-69	.....	satisfactory
0-59	.....	poor

**THE CATEGORIES**

	Max. Pts.
1. Production Idea (grouping of selection continuity)	15
2. "Name Value"	15
3. Callier of Material	15
4. Manufacturer's 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

**BETHOVEN: EROICA SYMPHONY NO. 3 IN E-FLAT OP. 55—Amsterdam Concertgebouw Ork-Mengelberg, Dir. (6-12")** **68**  
 Capitol Telefunken EFL 2502

Unquestionably, this is a strong, impassioned "Eroica," conducted with conviction and intelligence. However, the reproduction is considerably below today's standards. With the current emphasis on faithful translation from performance to wax and then out of the speaker, the dull sound and wavering tones in this rendition are going to count against it. There are, of course, those collectors who must have the Mengelberg "Eroica" to round out their Beethoven records, and they will disregard the reproduction. Surfaces are good, liner notes adequate, and the Capitol-Telefunken album covers, in red simulated leather, decorative.

**JUKES** Not suitable. **JOCKS** Nice change of pace for FM and longhair spinners.

**A GRIEG PROGRAM: ALBUM—Robin Hood Dell Ork-Morton Gould, Dir. (4-12")** **77**  
 Columbia MM-824

Morning Mood; Solveig's Song; Nocturne; March of the Dwarfs; Norwegian Dance No. 2; Norwegian Dance No. 3; I Love Thee; To Spring; Wedding Day at Troldhaugen.

Two selections from "Peer Gynt," a few from Grieg's "Lyric Suite," a couple of lively dances, a love song—what we have here is nicely variegated smorgasbord. Gould serves it up robustly. Should be a wide market for this kind of thing—familiar, much-loved melodies, easy to digest, and conducted by the popular Mr. Gould. Nothing subtle or fancy—but it's commercial.

**JUKES** Not suitable. **JOCKS** Should get plenty spins on the light airers.

**CHAUSSON: SYMPHONY IN B-FLAT MAJOR, OP. 20 ALBUM—Minneapolis Symphony Ork-Dimitri Mitropoulos, Dir.** **72**  
 Columbia MM-825

Ernest Chausson, the French contemporary and pupil of Franck, was not a prolific

composer, but what he did produce has quality. This, his only symphony, has a resemblance to Franck's famous "D Minor" in spirit and form. It is warm, emotional, essentially happy music. This, the only recent recording of his "B-Flat Symphony," is sympathetically and feelingly conducted by Mitropoulos, well played by the Minneapolis, and excellently recorded by Columbia. Admirers of Franck who do not yet know Chausson will find this a most satisfying introduction.

**JUKES** Not suitable. **JOCKS** Nice change of pace for FM and longhair spinners.

**BACH: CHACONNE ALBUM—EGON PETRI (2-10")** **65**  
 Columbia MX-313

This is a piano transcription by Busoni from Bach's "Sonata No. 4 in D Minor" for unaccompanied violin. Petri, who studied with Busoni, performs the work with authority and skill. A murky recording job unfairly runs his tones together in many passages, however, and the performance seems to lack definition. Those who have followed Petri's work know that he usually plays with a clean touch and fine tone, and close listening shows that he played that way here. However, faithful recordings of the piano are difficult to achieve, and this is one of the unfortunate cases.

**JUKES** Not suitable. **JOCKS** Can be used.

**SONGS FOR LITTLE FOLK ALBUM—Bob Hannon-Jerry Sears Ork (4-10")** **60**  
 Mercury MMP-5DM

Idea here is to teach children appreciation of good music by offering popular classic melodies with new lyrics about the child's world. If this will teach them to appreciate the good music, it may also teach them to appreciate bad lyrics. Altho the music is especially well-chosen, the lyrics are completely lacking in charm, are clumsily constructed, and often mis-matched to the music. Words and music are printed in the booklet that comes with the set. Singing and orking are good. Many of these same selections in instrumental versions are favorites with children.

**JUKES** Not suitable. **JOCKS** Can do better.

**Programming Key Of Miller's Talk**

WASHINGTON, May 7.—President Justin Miller, of the National Association of Broadcasters (NAB), will stress good programming as a key to stable economy in the broadcast industry in a talk before the first NAB Program Directors' Clinic in Chicago June 27-29. Miller, the NAB announced this week, will emphasize that "programs mean audience and audience means income and economic stability."

Harold Fair, director of the NAB's program department, said the clinic is attracting so much interest that the original ceiling of 400 delegates is being raised to accommodate numerous others who are signifying a wish to attend the three-day meeting. The site of the "shirt-sleeve" sessions for program execs from radio stations all over the nation will be the downtown Chicago campus of Northwestern University.

NAB Prexy Miller will be among several broadcast leaders and other authorities slated to address the sessions on a wide range of topics, including programming for sales, news, utilization of music, copyright problems, public interest features, pro-

**Jockey Dreams Up Earthquake Which Shakes Him Loose**

NEW YORK, May 7.—Disk jockey Bob McKee pulled an Orson Welles Sunday night (1) and got himself canned.

McKee, doing his platter stint over a Jackson, Miss., station, interrupted a record to announce: "The moon is falling into the sun. The entire Mississippi River basin has been declared a danger area. Earthquakes are expected."

Tho McKee, like his illustrious predecessor in pranks, prefaced the show with an announcement that the program was fictitious, his jape threw listeners into a panic. A preacher stopped Sunday services and sent the congregation home to warn neighbors. Several girls in the local YWCA went hysterical. Anxious citizens deluged the station, the weather bureau and newspaper offices with calls.

McKee was immediately suspended by Station Manager James Ownby, and fired in the morning.

gram promotion, research as a program tool, farm service programming, planning for television, experimental programming, disk jockey program structures, special events and sports.



# MUSIC—AS WRITTEN

## New York:

Thrush Lorry Raine is appearing at the Hotel Sheraton, Detroit. Saul Soldinger has joined arranger Jimmy Evans as business manager for the Mack Music Company in Detroit. . . . BMI got the MDS rack order for "It's a Big, Wide, Wonderful World" last week.

Pete Viera, former orchestra leader, and Rita Phelan teamed up this week as a piano-organ duo under the name of Hands of Harmony, debuting at the annual banquet of the Michigan Automatic Phonograph Owners. . . . John S. Kaplan, manager of Pan American Record Distributors, and Marion Reid, former branch manager for King Records, are honeymooning in Palm Springs, Hollywood and Mexico.

Leonard Feather leased four sides cut by Serge Chaloff to Main Stem bop group. . . . Eddie Shu is joining Lionel Hampton as a ventriloquist and harmonica act and will double tenor in the road section. . . . The Colman Hawkins became parents of a boy last week. . . . Gene Di Novi, pianist-arranger with Chubby Jackson, married dancer Patsy McNeil last week. . . . Walter Gil Fuller is rehearsing a 16-piece band. . . . Bobby Byrne's ork goes into the Strand Friday (27). . . . Joe Davis re-signed blues warbler-guitarist Gabriel Brown prior to return to cutting race platters. . . . The Johnny Bond ork, with thrush Rosemary Calvin handling vocals, is at the Pelham Heath Inn.

Atlantic Records threw a cocktail party at the Coq Rouge recently to introduce its "This Is My Beloved" album, with the writer, Walter Benton; the composer, Vernon Duke, and the conductor, Lehman Engel, were guests of honor. . . . Cork O'Keefe has signed Mercury Records thrush Anne Vincent to a personal management pact. . . . Steve Sholes was on a recording junket for Victor last week, cutting polka and folk sides in Chicago, Nashville and Knoxville. . . . The Kappi Jordan-Selma Rich flackery signed Art Mooney. . . . Trumpeter Al Procino replaced Red Rodney in the Woody Herman ork.

Orkster Sonny Dunham filed in bankruptcy last week. . . . Tenorman Arnett Cobb is out of the hospital after a long illness and is expected to be back fronting a band shortly. . . . Shedd McWilliams quit as recording director for Spotlight Records. . . . Bess Berman, Apollo Records prexy, is on a two-week vacation in the Poconos. . . . Eddie Durham is music director for the recently organized Manhattan Records, specializing in race platters. . . . Larry Clinton cut his first post-ban sides for Victor Wednesday (4). . . . Sam Goody is handling distributing of Hi-Tone platters to juke box ops for the Metropolitan area. . . . Sylvan Spiro has resigned as contact man for Les Brown's pubbery. . . . Thrush Eve Young joined the Gulf Road Show on WNBT-TV. . . . Robert O'Brien is resigning as Eastern purchasing agent and office manager for Capitol Records here to take over the Haynes-Griffin Music Shop, which he recently purchased. . . . The First Piano Quartet gives its first New York recital at Carnegie Saturday (14). . . . Circle Records is sponsoring a bash by the Bob Wilber ork at Carl Fischer Hall Saturday (21). . . . Sarah Vaughan begins three weeks at the Casbah in Hollywood Tuesday (10). . . . The Major Distributing Company is spon-

soring its second deejay seg, buying a half hour of the Willie Bryant-Ray Carroll show on WHOM. Distribbery made the move following the success of time bought on Bill Cook's WAAT show. Firm is said to be the only indie distributor advertising its labels on a deejay show.

## Chicago:

Griff Williams's Ork, which cut on the old Sonora label, has been inked to a Tower recording pact. Dick Bradley will cut the band this week on four tunes. . . . Eddy O'Neill, pianist with Dorothy Shay, is leaving the "Park Avenue Hillbilly" to organize his own ork. The 13-piece society ork will open at the Empire Room of the Palmer House July 14. . . . Jimmy Palmer, the GAC orkster, is marrying Chicago model Sunny Anderson in Houston. . . . Jack Owens is collaborating with orkster Larry Fotine in writing some new tunes. Owens has a number of hits to his credit, while Fotine is the writer of "You Were Only Foolin'." . . . Lou Busch, hubby of star Janet Blair, has taken a public relations job with Capitol Records' Coast office. . . . Russ Morgan set for the Mark Hopkins Hotel, San Francisco, August 6 for six weeks.

## Hollywood:

Pete Kameron, who managed Specialty Records music pub subsids for Art Rupe, has moved to Hill & Range to head the firm's race department. . . . Paul Martin's ork, which recently joined the talent roster of Exclusive Records, opens a five-week run at Tommy Dorsey's Casino Gardens, Ocean Park, Calif. . . . Rudolph Schaffer, former Capitol Scranton plant production manager, has been promoted to head the diskery's Los Angeles plant. . . . Testimonial dinner tossed for Mack Stark gave the Mills Music general manager his first opportunity to meet some of the tunesmiths with whom he has worked. Stark visited the Coast for the first time in 14 years. Those attending the testimonial included George Jessel, who served as toastmaster; Ruby Cowan, Sidney Clare, Jimmy McHugh, Mack Gordon, Joe Myrow, Harry Warren, Ted Snyder, Harry Ruby, Gus Arnheim, Ted Koehler, Larry Shae, Jesse Kaye, Ben Selvin, Ben Oakland, Harold Arlen, Sonny Burke, and Jack, Irving and Paul Mills.

Capitol Songs bought the copyright to "Philadelphia Lawyer" from Four Star Records. Latter firm first released it on wax with the Maddox Brothers and Rose. Tennessee Ernie cut it for Capitol. . . . Jimmy McHugh, always a first nigher at Cocomat Grove, went longhair, skipping the Frankie Laine, bow to make the opening of the Met Opera. . . . Accordionist Milton DeLugg, long-time arranger for Matty Malneck and founder of the AAF "Swing Wing" during the war, has joined Malneck's combo on the "Duffy Tavern" air show. . . . Bert Shefter's album, "American Caricatures," will be released on MGM wax in early June, marking the cleffer's initial disk book under the plattery's banner. . . . Ruth Gillette, recently seen in Broadway in a series of musical comedy revivals and one-time voicer on Al Jolson's "Shell Chateau" air show, has been inked for three productions during the forthcoming season of the St. Louis Municipal Opera.

**The Billboard**  
MAY 7, 1949

*Riding High  
all over the Country!!!*

**ART MOONEY'S  
'MERRY-GO-ROUND  
Waltz'**

MGM  
**10405**

backed by  
THE HEART  
OF LOCH LOMOND

**M-G-M RECORDS**  
THE GREATEST NAME IN ENTERTAINMENT





# The Honor Roll of Popular Songwriters

## NO. 19—ERNEST R. BALL

By Jack Burton

Few if any music publishers ever made a better investment than the Witmarks did when they hired Ernest Ball as a staff pianist at \$20 a week. Even the members of the firm did not realize what a bargain they were getting when they first interviewed this modest, unassuming young man and found his qualifications satisfactory but not unusual. Briefly, this was his background for the job:

Born in Cleveland, July 21, 1878. Graduate of the Cleveland Conservatory of Music. Taught piano at the age of 13 to earn money to complete his musical education. Professional experience limited to six months as a relief piano player at Keith's Union Square Theater, a New York vaudeville house.

But three years later, when Ernest Ball's (with Jimmy Walker) *Will You Love Me in December as You Do in May?* was listed among the best selling ballads of 1905 and the \$20-a-week investment started to pay handsome dividends, the Witmarks concluded they had a potential genius in their demonstrating rooms who could compose better tunes than most of the numbers he was plugging. Consequently, they promoted him from staff pianist to staff composer, signed him to a 20-year contract and watched him develop into one of the great ballad writers of all time, while the money kept rolling in. During the next two decades Ball averaged at least one outstanding hit annually and supplied Chauncey Olcott with a repertoire of songs that packed theaters wherever the famous Irish tenor appeared. He composed six ballads that sold better than 1,000,000 copies

each and achieved something close to musical immortality: *Love Me and the World Is Mine*, *Till the Sands of the Desert Grow Cold*, *Mother Machree*, *When Irish Eyes Are Smiling*, *Good-Bye, Good Luck, God Bless You*, and *Let the Rest of the World Go By*.

The enduring popularity of Ernest Ball's ballads is due primarily to the fact that their composer was a sentimentalist who aimed his songs at the most vulnerable of targets—the hearts of the people. Moreover, he discovered a success formula early in his career and stuck to it religiously, specializing on ballads whereas most of his fellow songwriters ranged all over the field of popular music.

### His Lyricists

"When Jimmy Walker handed me the lyrics for *Will You Love Me in December as You Do in May?* I carried the crumpled bits of paper on which the words were written in my pocket for two months," Ball told a writer for *The American Magazine* back in 1923. "At odd moments I tried to picture a once golden-haired girl and her sweetheart both grown gray with the years, and I kept asking myself, 'Did they still love each other now that youth and beauty had fled?' Bit by bit, I finally worked out a tune that seemed to fit the sentiment Jimmy was trying to express. Much to my surprise, I woke up one morning to find that I had written a song that was being sung from one end of the country to the other.

"Then I sat down and, a bit puzzled by my success, attempted to find the reason. In my earlier efforts I was

Brief biographies of the great writers of popular music, complete with . . .

- ... CHRONOLOGICAL LIST OF THEIR GREATEST SONGS
- ... PUBLISHERS (Where no publisher listed, song is in public domain)
- ... BACKGROUND DATA ON SELECTED SONGS
- ... MAJOR LABEL RECORDINGS AVAILABLE ON SONGS

This anthology of American popular music, which covers mainly a 60-year period from 1890 to the present day, is based on 20 years of research by the author, a former newspaper magazine and advertising copy writer who has made the study of popular music his hobby.

This anthology does not attempt to list the complete output of these writers. Instead the song listing is restricted to those titles that have gained either top ranking or appreciable popularity.

In the musical comedy and film musical fields, however, the complete scores will be listed in order to provide something new and vitally needed in an anthology of this kind: A comprehensive record of stage and motion picture songs.

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

All songs that have attained a sheet music sale of a million or more copies, according to the most authentic and unbiased records available, are marked with an asterisk (\*).

In the publisher listing, the name of the present publisher, and not the original publisher, is given, and songs now in the public domain (titles first copyrighted in 1892 or before) have no publisher credit.

In the listing of song recordings no so-called collector's items are given, and while such a list is representative, it makes no pretensions of being complete.

determined to write hits and came up with flops. With *December and May*, however, I simply tried to write a song from my own heart to the people's hearts. Then and there I decided I would write honestly and sincerely of the human emotions—the things folks generally knew about and were vitally interested in."

Ernest Ball also had the good fortune to work with lyricists who were in sympathy with his success formula. These included Dave Reed Jr., Arthur Lamb, Rida Johnson Young; Paul Laurence Dunbar, the eminent Negro poet, and Caro Roma, the composer of *Can't You Hear Me Calling Caroline*. His greatest hits, however, were written in collaboration with George Graff Jr., a business man who wrote lyrics as a pastime, and J. Kiern Brennan, who punched cows in Texas and panned gold in the Klondike before discovering pay dirt in Tin Pan Alley. Incidentally, Graff, who quit songwriting about a quarter century ago, had to confess to a colorful past only recently when the movie, *When Irish Eyes Are Smiling*, was released and the residents of the Pennsylvania town where his factory is located learned to their surprise that their

leading industrialist was the author of the film's title song.

Like many of the other leading songwriters of his generation, Ernest Ball became a headline attraction in vaudeville theaters from Coast to Coast, and it was in a variety house in Santa Ana, Calif., on May 3, 1927, that he answered his final curtain call both literally and figuratively. He suffered a heart attack soon after completing his act, the finale of which was a medley of his best known ballads in which *Good-Bye, Good Luck, God Bless You* was included. He died in his dressing room a half hour later.

When the news of Ernest Ball's passing reached New York, John McCormack, the celebrated Irish tenor, paid him this tribute:

"Ernie Ball is not dead. He will live forever in his songs."

The years have proved the accuracy of this prophecy beyond question. Ernest Ball's ballads have become standard numbers, timeless in their appeal. His Irish songs are a must in the repertoire of Phil Regan and Morton Downey today just as they were a half century ago when Chauncey Olcott and Fiske O'Hara first sang them.

### ★ ★ ★ ERNEST BALL'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE ★ ★ ★

All copyrights on Ernest Ball's music are held by M. Witmark & Sons, the original publishers.

#### Popular Songs

- 1904—*IN THE SHADOW OF THE PYRAMIDS*  
Lyrics by Cecil Mack.  
Sung by Mae Irwin in "Miss Black Is Back."
- 1905—*WILL YOU LOVE ME IN DECEMBER AS YOU DO IN MAY?*  
Lyrics by James J. Walker.  
While Jimmy Walker wrote several other songs, this ballad was his one big hit and served as the musical theme for the major events in his spectacular career. His share of the royalties, which totaled \$10,000, put Jimmy thru law school. Lyrics endeared him to Janet Allen, a young soubrette with whom he fell in love, and in 1912 the song was their wedding march. In 1926, when Jimmy first took office as mayor of New York, the ballad was his "Hail to the Chief," and for the next nine years the song followed the spotlight in which he basked as a politician, after-dinner speaker and champion of Father Knickerbocker's way of life. It was his song of welcome, too, in 1935 when he returned to the city he personified from a self-imposed exile in France, and when he died in 1946, "Will You Love Me in December as You Do in May?" was played and sung as Jimmy Walker's requiem on radio programs that paid tribute to his memory.  
(Available on Decca record No. 18552 in Album A-354, the Knickerbocker Serenaders.)
- 1906—*LOVE ME AND THE WORLD IS MINE*  
Lyrics by Dave Reed.
- 1907—*AS LONG AS THE WORLD ROLLS ON*  
Lyrics by George Graff.  
*WHEN SWEET MARIE WAS SWEET SIXTEEN*  
Lyrics by Ramon Moore, the famous minstrel tenor.  
*WHEN THE BIRDS IN GEORGIA SING OF TENNESSEE*  
Lyrics by Arthur J. Lamb.
- 1908—*IN THE GARDEN OF MY HEART*  
Lyrics by Caro Roma.

- WHEN MARY SMILES*  
Lyrics by Leo J. Curly.
- TO THE END OF THE WORLD WITH YOU*  
Lyrics by Dave Reed and George Graff.
- WHEN THE SUMMER DAYS ARE GONE*  
Lyrics by Leo J. Curly.
- ALL FOR THE LOVE OF YOU*  
Lyrics by Dave Reed.
- 1910—*YOUR LOVE MEANS THE WORLD TO ME*  
Lyrics by Darl MacBoyle.  
*MY HEART HAS LEARNED TO LOVE YOU NOW, DO NOT SAY GOOD-BYE*  
Lyrics by Dave Reed.
- 1911—*TILL THE SANDS OF THE DESERT GROW COLD*  
Lyrics by George Graff.  
(Available on RCA Victor record No. P(20-2099) in Album P-171, Wayne King and his orchestra.)
- 1913—*ON A GOOD OLD-TIME STRAW RIDE*  
Lyrics by Dave Reed.  
Ernest Ball wrote this song under the pseudonym of George Christie.
- 1914—*AFTER THE ROSES HAVE FADED AWAY*  
Lyrics by Bessie Buchanan.  
*YOU PLANTED A ROSE IN THE GARDEN OF LOVE*  
Lyrics by J. Will Callahan.
- 1915—*IRELAND IS IRELAND TO ME*  
Lyrics by Fiske O'Hara and J. Kiern Brennan.  
*SHE'S THE DAUGHTER OF MOTHER MACHREE*  
Lyrics by J. Kiern Brennan.  
*IN THE GARDEN OF THE GODS*  
Lyrics by J. Kiern Brennan.
- 1916—*GOOD-BYE, GOOD LUCK, GOD BLESS YOU*  
Lyrics by J. Kiern Brennan.  
*TURN BACK THE UNIVERSE AND GIVE ME YESTERDAY*  
Lyrics by J. Kiern Brennan.  
*AND THEY CALLED IT DIXIELAND*  
Lyrics by J. Kiern Brennan.  
*THE STORY OF OLD GLORY, THE FLAG WE LOVE*  
Lyrics by J. Will Callahan.
- 1917—*ALL THE WORLD WILL BE JEALOUS OF ME*  
Lyrics by Al Dubin.  
*MY SUNSHINE JANE*  
Lyrics by J. Kiern Brennan.

- 1918—*DEAR LITTLE BOY OF MINE*  
Lyrics by J. Kiern Brennan.  
(Available on Decca record No. 24007 in album A-1918, Ray Benson's Orchestra.)
- WHO KNOWS*  
Lyrics by Paul Laurence Dunbar.
- 1919—*LET THE REST OF THE WORLD GO BY*  
Lyrics by J. Kiern Brennan.  
(Available on the following records: Decca No. 23753, Dick Haymes with orchestra; Decca No. 24009 in Album A-1919, Ted Straeter's orchestra.)
- 1920—*DOWN THE TRAIL TO HOME SWEET HOME*
- 1921—*I'LL FORGET YOU*  
Lyrics by Annelu Burns.  
*SALOON*  
Lyrics by George Whiting.  
In signing this song of conviviality Ernest Ball gave his name a Serutan switch and credited it to Roland E. Llab, which is "Ball" spelled backward.  
(Available on the following records: Capitol No. 420, Jerry Colonna and His San Fernando Valley Fats; Columbia No. 36940 in Set C-115, Beatrice Kay and the Elm City Four; Decca No. 23854 in Album A-492, Evelyn Knight with orchestra.)
- 1922—*DOWN THE WINDING ROAD OF DREAMS*  
Lyrics by Margaret Cantwell.
- 1923—*OUT THERE IN THE SUNSHINE WITH YOU*  
Lyrics by J. Kiern Brennan.  
*TEN THOUSAND YEARS FROM NOW*  
Lyrics by J. Kiern Brennan.
- 1924—*WEST OF THE GREAT DIVIDE*  
Lyrics by George Whiting.  
(Available on Decca record No. 24031 in Album A-1924, Bob Grant's Orchestra.)
- 1927—*ROSE OF KILLARNEY*  
Lyrics by William Davidson.

#### Chauncey Olcott Musicals

- 1910—*BARRY OF BALLYMORE*  
Book and lyrics by Rida Johnson Young.  
*MOTHER MACHREE*  
(Available on the following records: RCA Victor No. 1905, Richard Crooks

- and orchestra; RCA Victor No. 10-1279, Christopher Lynch with orchestra; RCA Victor No. 1293, John McCormack; RCA Victor No. P(27772) in Album P-89, RCA Victor Male Chorus and Tenor Solo; RCA Victor No. M(11-9399) in Album M-1090, James Melton with orchestra; RCA Victor No. P(20-1805) in Album P-158, Dennis Day with orchestra; Decca No. 23802 in Album A-508, Phil Regan with orchestra.)
- I LOVE THE NAME OF MARY*  
Lyrics by George Graff.  
(Available on Decca record No. 4237 in Album A-292, Phil Regan with Jesse Crawford at console.)
- IN THE SUNSHINE OF YOUR LOVE*  
*WILD ROSE*  
*MY LAND*
- 1912—*ISLE OF DREAMS*  
Book and lyrics by Rida Johnson Young.  
*THE CALLING OF THE SEA*  
*ISLE OF DREAMS*  
*WHEN IRISH EYES ARE SMILING*  
Lyrics by Chauncey Olcott and George Graff Jr.  
(Available on the following records: RCA Victor No. 788, John McCormack with orchestra; RCA Victor No. P(27771) in Album P-89, RCA Victor Male Chorus and tenor solo; RCA Victor No. P(20-1803) in Album P-153, Dennis Day with orchestra; Decca No. 23803 in Album A-508, Phil Regan with orchestra; Decca No. 23788 in Album A-495, Bing Crosby with orchestra; Decca No. 12053, Bradley Kincaid and his guitar; Columbia No. 4505-M, Christopher Lynch with lute and harp accompaniment; Columbia No. 35493 in Set C-16, Morton Downey with orchestra; Columbia No. 37138 in Set C-116, Kate Smith with orchestra.)
- KATHLEEN AROON*  
*MOTHER MACHREE*
- 1914—*THE HEART OF PADDY WHACK*  
Book and lyrics by Rachel Crothers.  
*A BROT OF A BOY*  
*THE HEART OF PADDY WHACK*  
*WHO KNOWS*  
*IRISH EYES OF BLUE*  
*A LITTLE BIT OF HEAVEN*  
Lyrics by J. Kiern Brennan.



**SONGWRITERS  
COMING UP!**

May 21 Issue

**J. ROSAMUND JOHNSON**

In Issues Subsequent to May 21  
The Billboard Will Present

- IRVING BERLIN
- CHRIS SMITH
- AL PIANTADOSI
- GUSTAV LUDERS
- THEODORE MORSE
- EGBERT VAN ALSTYNE
- SILVIO HEIN
- JULIAN EDWARDS
- RAYMOND HUBBELL
- A. BALDWIN SLOANE
- KARL HOSCHNA
- WILLIAM C. HANDY
- HARRY CARROLL
- WALTER DONALDSON
- GEORGE W. MEYER

... And others

(Available on the following records: Columbia No. 35979, Harry James; Columbia No. 37137 in Set C-116, Kate Smith with orchestra; RCA Victor No. P(27769) in Album P-89, RCA Victor Male Chorus and tenor solo; RCA Victor No. P(20-1894) in Album P-153, Dennis Day with orchestra; Decca No. 23488, in Album A-413, Felix Knight and Alexander Chorus; Decca No. 23801 in Album A-508, Phil Regan with orchestra; Columbia No. 4507-M, Christopher Lynch with piano accompaniment; Columbia No. 4277-M, John Carter with piano accompaniment.)

**1915—MACUSHLA**

Also billed as "Pulse of My Heart. Book and lyrics by Rida Johnson Young. THAT'S HOW THE SHANNON FLOWS MACUSHLA ASHORE PULSE OF MY HEART 'TIS AN IRISH GIRL I LOVE AND SHE'S JUST LIKE YOU

(Available on Decca record No. 4238 in Album A-292, Phil Regan with Jesse Crawford at console.)

I'LL MISS YOU, OLD IRELAND

ERNEST BALL ALBUMS—

RCA VICTOR NO. M-1109

Bianche Thebom, mezzo-soprano, with orchestra. "Mother Machree," "Love Me and the World Is Mine," "Dear Little Boy of Mine," "I'll Forget You."

**Discovery Sets  
Gazette Tie-Up**

HOLLYWOOD, May 7.—Discovery Records Prexy Albert Marx has revealed plans for a promotional tie-up between the indie plattery and The Los Angeles Daily News, metro downtown sheet. Marx and The News associate publisher, Robert L. Smith, are in New York working out details of tie-up which will feature a series of "Americana" albums, recorded by Discovery and promoted thru The News. Details of the plan will be announced upon Marx's return from the East, it was stated.

While away from the Coast home office, Marx will visit plattery districts in Boston, Philadelphia, Pittsburgh, Cleveland, and Chicago to plug new waxery products and line up promotional stunts.

**Decca Quarter  
Lists 280G Net**

NEW YORK, May 7.—Decca Records, Inc., consolidated net earnings for the first quarter of this year, ended March 31, amounted to \$280,098 after \$171,673 had been provided for income taxes. Some weeks ago Decca's prexy, Milton Rackmil, estimated that the diskery had grossed slightly under \$6,000,000 for its first quarter.

In the first quarter of 1948, Decca's net earnings totalled \$388,399, which was equivalent to 50 cents per share of the 776,650 shares of capital stock outstanding. The 1949 first quarter earnings are equal to 36 cents per share of outstanding Decca stock.

**Waxeries Vie for "Pacific"  
Platter Leadership; MGM  
Cuts 3; All Other Majors, 8**

NEW YORK, May 7.—Perhaps one of the most provocative competitions in the history of the disk business will center around the myriad etchings of the score of the smash hit Rodgers-Hammerstein *South Pacific*. Every major waxery, with the exception of MGM Records, has sliced at least eight of the tunes from the show and five of them will be marketing albums containing selections from the show. Never in recent recall has there been more than two albums on a single show score marketed at one time. (Most recent example is the *Kiss Me, Kate* smash which drew a Columbia original cast album and a Capitol package which spotted Gordon MacRae and Jo Stafford.)

Columbia Records, which snagged the original cast rights to the show some months ago, now is readying its seven 10-inch disk package for the market. The diskery claims a pre-release order in excess of 50,000 packages, with one-third of these confined to the firm's long-playing etching.

But Columbia will draw album and LP competition from the Decca, Capitol, Mercury and Varsity firms. Decca last week announced that it would issue a *South Pacific* album containing eight selections done by Bing Crosby, Danny Kaye, Evelyn Knight and Ella Fitzgerald. These sides also will be available, as singles.

**Cap Enters Race**

Capitol now is ready to release its own entry in the show album sweepstakes with *Pacific* sides by Gordon MacRae, Margaret Whiting, Dave Barbour's ork, Peggy Lee and Frank DeVol's ork. The firm already has issued six sides containing the top six tunes from the show by Jo Stafford and Misses Lee and Whiting. The Cap *South Pacific*, like Decca's, will house eight sides with nine tunes.

Mercury was reported ready to pro-

cess an LP dinking containing selections from the Rodgers-Hammerstein hit by Donald Richards, Ann Vincent, Kitty Kallen, John Laurenz and others. These artists' interpretations also are available on the label's singles.

Varsity, the cheap-priced label, is reportedly planning an envelope package which will probably contain six sides. The label's standard non-name talent will do the package, but it will probably sell for \$1.25 for the six-sider. Also a probability at Varsity is an eight-sides hard-cover album which would sell at about \$2.00.

**RCA's Singles**

Victor Records, while it is planning no album on the show, was the first diskery to jump on the tunes from the show and has gone in for a heavy promotion on its heavy waxed coverage of the show's score on its single pop releases. The firm has sliced *South Pacific* score stuff with Perry Como, Fran Warren, Eve Young, Bill Lawrence and Buddy Moreno's ork. Special envelopes are available to dealers for packaging the show tune disks.

MGM's diskery has been the most reticent of the majors to compete on the show score. It has only covered, to date at any rate, on the three songs which are believed to be the stand-outs, *Some Enchanted Evening*, *Bali H'ai* and *A Wonderful Guy*.

Other show tunes which were heavily recorded include *Younger Than Springtime* (Shore, Whiting, Lawrence, Richards), *I'm Gonna Wash That Man Right Outta My Hair* (Stafford, Lee, Warren, Fitzgerald, Kallen, Shore), *Happy Talk* (DeVol, Kallen, Young, Fitzgerald), *Honey Bun* (Moreno, Danny Kaye, DeVol), *There's Nothing Like a Dame* (Kaye, Barbour) and *A Cockeyed Optimist* (Knight, Whiting, Young).

**ON THE STAND**

Reviews of Orchestras Playing Hotels, Night Clubs and Ballroom Locations and One-Nighters

**Paul Martin**

(Reviewed at Casino Gardens, Ocean Park, Calif., May 5. Personal manager, Don Haynes. Booked thru Music Corporation of America.)

TRUMPETS: Claude Bowen, Charles Parlato and Connie Taylor.

TROMBONES: Phil Washburn and Lee Scott.

SAXES: Billy Harwick, Ken Harpster, Roy Noble and Pete Terry.

RHYTHM: Ed Seltzer, piano; Duane Blake, bass, and Murray Gaer, drums.

VOCALISTS: Lee Gotch and Judy Matson with Four Hits and a Miss.

LEADER AND ELECTROHARP: Paul Martin.

ARRANGER: Heine Beau.

There's a dollar sign sparkle in Paul Martin's eyes as he prudently patterns his dance tempi in line with current tastes for pop flavored corn. Musically, band is no sensation. But who cares? Maestro keeps the Gardens' patrons dancing and happy, and that's what counts at the b. o.

Book runs the gamut for dancing satisfaction with current plugs, medleys of oldies and an occasional novelty and Latin number. The old-time ricky-tick beat is prevalent in almost all selections and the customers eat it up. Beat is particularly well suited for such items as *I Wanna Marry Mary*; *Again, Again, Again* and yesterday faves which include *Stumbling* and *Marie*.

Martin (he handles the commercials on the Red Skelton air show) uses his string-plucking talents to good advantage by filling in with banjo breaks and electro-harp solos which inject a *Four-Leaf Clover* flavor into band's over-all sound and provide good-natured entertainment. Martin has been working the Coast for years and has developed a winning podium personality that keeps

the terp trade milling about the bandstand.

Vocals are pleasingly handled by Lee Gotch, of the Four Hits and a Miss. Substitutes in the vocal corps' ranks at the time band was caught blocks appraisal of the singing group's merits. With a band so well tailored to the current trend, plus his recent wax bow (Exclusive Records), Martin's popularity should continue to mount. All he needs now is a disk click. *Lee Zhitto*.

**Leighton Noble**

(Reviewed at Coconut Grove, Hotel Ambassador, Los Angeles, April 26. Booked thru General Artists' Corporation.)

STRINGS: Al Mina, Mac McGraw and Jack Vankanegan.

TRUMPETS: Tommy Greer, Paul Maged and Bill Hanley.

SAXES: Joe Sorci, Bev Adams, Jim Adair and Dick Strimple.

RHYTHM: Don Beamsley, piano; Bill Houston, bass, and Harry McMaster, drums.

VOCALISTS: Leighton Noble, Mac McGraw and Noble Trio (Leighton Noble, Paul Maged and Mac McGraw).

ARRANGER: Lou Quadling.

Leighton Noble, since last heard in these parts, has acquired Lou Quadling as arranger and altered ork's instrumental line-up to fit new scorings. Major change is the dropping of the Noble tram section, leaving the brass load on the trumpet trio. An effort is made to supplant tram tone body by spotting the strings.

For hotel styled music making, Noble dishes out a brand that's tailored more for the dancers than the listeners. Batoner, who is equally at home at the Steinway or voicing ballads, keeps customers happy on the

**Tommy Ryan**

(Reviewed at the Arcadia Ballroom April 20. Personal manager, Bill Burnham. Booked by Associated Booking Corporation.)

TRUMPETS: Norman Bell, Arthur Pau, Jay Schwartz.

TROMBONE: Burt Prager.

SAXES: Harry Poole, Barney Marino, Billy Mackie, Jerry Brockman.

RHYTHM: Conrad Lanoue, piano; Teddy Stevens, bass; Gene Cresce, drums.

VOCALS: Tommy Ryan, Jay Schwartz, Jerry Brockman, the Ryaneers (trio).

ARRANGER: Walter Davidson.

Tommy Ryan, who was featured vocalist with Sammy Kaye for nine years, apparently learned his lessons well from that past master of commercial music making. The band he fronts today has been together, with only a few changes, for a year, and is currently playing its second engagement at the spot. This is an unlimited stay.

Musically, the style is simple and straightforward, with a goodly portion of two-beat favored, especially behind the leader's vocals. Ensembles are smooth and clean, and the sound is always bright. All of this is largely the work of arranger Walter Davidson, who joined the outfit six months ago. The cleffing exploits to a considerable extent the ability of all reed men to double. Harry Poole's flute is especially useful on the group's better-than-average rumba offerings. Outstanding in the repertoire, however, are the old-fashioned and folk-type pops that Ryan has dressed up in his modern but simple scores. Such numbers as *One Has My Name*, *Beautiful Eyes*, *Sunflower* and Ryan's own *Send Me Back My Letters* register strong with the dancers here. Unison band vocals, used frequently on the up-tempo jobs, are clean, full and vigorous. An outstanding factor in the over-all band sound is the golden-tone trumpet section, with the schmaltzy faked obligatos of Art Pau adding a new dimension to the ballads.

**Strong on Folk Tunes**

In the vocal department, Ryan himself carries most of the load, and the man gets a fine sound on his pop ballads, standards and folk tunes. With the folk tunes making big inroads into the pop field, Ryan shapes up as a strong recording bet. Trumpeter Jay Schwartz handles most of the novelty and comic vocals with enough zaniness, and saxman Jerry Brockman cuts the jump vocals capably. The Ryaneers, a trio composed of band members, get a good blend on ballads, and showcase Ryan's own warbling effectively.

While Ryan himself is a big, congenial looking chap, and the group presents a neat, youthful appearance, the only thing noticeably lacking in the outfit is glamor. This could probably be remedied to a large extent by the addition of the right fem singer.

With its clean sound and danceability, the band, given the right material, could make a splash on records, and shapes up as a good buy for location jobs.

Ryan has two Columbia Broadcasting System (CBS) wires from the spot, and has recently cut some sides as a soloist for Beacon Records.

Bill Simon.

floor with each set. Book is well rounded with current items, standards, Latin selections and an occasional novelty. Particularly favored is the Noble treatment of *Why Can't You Behave*, *A Chapter in My Life Named Mary*, *Again, Let Bygones Be Bygones* and *Brush Those Tears From Your Eyes*. Ork's song offerings are at their vocal best when the Noble Trio blends on the lyrics.

Generally, there are no standouts or important solo work, except when the maestro takes over the keyboard. At times, band's balance seems to tip a little too much to the trumpet side. Brass overshadows strings and reeds and does not add to ork's listenability. This does not occur too often to mar the pleasure. It easily could be remedied by soft-pedaling the horns.

Lee Zhitto.



# Writer-Diskers Deals Irk Pubs; Departure From Tradition

(Continued from page 17)

questioning a license. The publishers' own relations with the major artists are jeopardized, but, as one pubber stated, "How can a publisher protect himself when he doesn't hear the song first?"

A similar incident occurred over *Four Winds and the Seven Seas*, scheduled by Lombardo Music, Bregman, Vocco & Conn (BVC) subsidiary, for September release. Cleffers Don Rodney and Hal David,

however, got around fast and set all the major records themselves, with the result that Victor scheduled its Sammy Kaye waxing for June, and all other companies moved their dates up accordingly. The publisher, who had scheduled other plugs first, must now go to work on *Four Winds* immediately and diffuse his total exploitation effort. A BVC topper pointed out that setting records should be the responsibility of the publisher, who must in turn exercise judgment in placing to benefit diskers best and assure maximum type coverage for the tune. For example, if you have a band recording at Victor, you go after a vocal recording at Decca, etc. If Billy Eckstine records a number for MGM, you don't try for a Herb Jeffries record at Columbia, or vice versa. The point is the publisher is in a position to know what artists are to record his tune at each diskery, and can act accordingly.

Several top pubbers claim that it is the function of a publisher to screen out the worth-while tunes from writers, to give the diskers the benefit of their years of experience in picking. Their attitude toward writers is "never mind the records you can get—just bring us in that great song, we'll do the rest." This screening they feel can save the companies a load of money. Before we spend our money and manpower on a new song, we're convinced of its merit, and since we've given the record firms so many hits in the past, they know we're not going to louse them up now. We're the ones who are gambling . . . with the amount we spend to exploit a plug tune, the major record is certain at least to earn back its cost."

Writers who grab at the chance to get a single disk can ruin the future acceptance of the tune, if that disk is a bad one, according to another major publisher. On the other hand, if the publisher lands half a dozen records, and sets a release date, the tune has a chance if just one of the records is good. If a single shot disk is bad, no one else will record it.

The same pubber points out that any writer who licenses his tune directly to a diskery is not protected by Songwriter's Protective Association (SPA) rules. A record company, theoretically, is not a publisher, and is not bound to earn the SPA minimum in a year for the writers. If the writers themselves are the publishers, they may again forfeit the SPA guarantee.

On the writers' side, many still feel they don't want to wait around several months until a publisher schedules their tune for a plug, and by landing a good record they can put themselves in a bargaining position, both for an advance and for an early plug.

That the record companies don't necessarily share the publishers' attitude is indicated in one disker's statement, "We don't care who gives us the tune—we'll make it a hit."

## Conn. Fire Code Hits Spots

BRIDGEPORT, Conn., May 7. — A new fire code, which goes into effect July 1 in Connecticut, will be an expensive item for roller rinks and other amusement places. The law requires all public places where 75 persons assemble to be equipped with auxiliary lighting systems, powered from a source independent of the principal lighting system and controlled by an automatic device which will switch on the auxiliary power if the principal lighting service fails.

# Gold Uses Showbiz P.A.'s To Boost Store Disk Sales

WASHINGTON, May 7.—A gift for showmanship is netting results for youthful Fred Gold, music manager at the local outlet of Neisner's department store chain. Gold, who has been staging an energetic series of promotion stunts for plumping records sales, has been cashing in on personal appearance of disk stars at his department whether the artists have happened to visit the nation's capital on business or just sight-seeing tours.

When the Three Suns had a stage run at the Capitol Theater here last week, the trio accepted Gold's bid and stopped in at the music counter late one afternoon to autograph records and entertain an impromptu crowd of enthusiasts who managed to be on hand for the unheard-of visit. The appearance of the trio at Neisner's was their second in five months. Last November they happened to be in the city similarly on a professional engagement, and a half-hour stop-off at Gold's counter yielded a sale of 100 of their records and 40 of their albums in that brief spell.

## La Lee's Hush P.A.

When Peggy Lee was in town for a stage show at the Capitol Theater last fall, she spent 20 minutes on the sales floor at Neisner's music department—ample time for Gold to cash in. Altho Gold wasn't per-

mitted to publicize Miss Lee's appearance, he devised a clever way to draw people to the floor without breaking the no-publicity agreement. Miss Lee's records were played over the store's loud-speaker system, with frequent interruptions by the announcer: "Come to the music department and meet the girl who's singing this right now." Records chosen for the come-on were such characteristic Lee tunes as *Manana*. Meanwhile, Miss Lee's albums were on conspicuous display all over the store, with nary a word to divulge that she herself was upstairs in the music department. Despite her brief appearance, 143 Peggy Lee records were sold as fast as she could autograph them.

Not long after that stunt, Gold arranged for an appearance of the *Gaytime Review* stars, who were playing at Constitution Hall, and an estimated 1,100 persons jammed the second floor, even standing on counters. A whopping sale of 700 of their records resulted.

A few months ago, Evelyn Knight, here for a four-day visit, stopped at Gold's department to pay her respects because she had heard that an elaborate series of displays had resulted in an exceptionally heavy sale of three of her records—*A Little Bird Told Me*, *Powder Your Face With Sunshine* and *Buttons and Bows*. About 1,000 of each of those numbers had been sold in a four-week campaign at the store. In return, Miss Knight spent several minutes autographing records, upping the sale by several hundred more.

# Wakely P.A. Unit Built by Joyce

PHILADELPHIA, May 7.—A complete Western unit is being built around Jimmy Wakely, folk singing artist linked with Capitol Records and Monogram Pictures, by the Jolly Joyce Agency here which handles the bookings for him. A cross-country tour is being set up for the unit, with the deal completed this week by Joyce for Stan Zucker's International Artists Corporation to have the unit for nine days.

Zucker will open the Wakely unit June 25 at the Municipal Auditorium, Kansas City, Mo., following the next day at the Arena in St. Joseph, Mo., and filling out nine days until July 3. Joyce will take over and head the unit east. In addition to Wakely, the unit includes his screen horse, Sonny; Wakely's instrumental Saddle Pals, Patsy Montana and Her Cowgirls, Dick *Sioux City Sue* Thomas and the Western comedy team of Smokey and Henry.

# Osgood Readies Rustic Shop Deb

HOLLYWOOD, May 7.—Bob Osgood, top square dance caller in Southern California, will open the first record store here devoted exclusively to Western square-and-round dancing platters. Shop will be called *The Record Square* and will stock platters of over 20 different labels devoted to the terp fad.

Shop will open for biz May 15 and will be manned by specially trained music aides who are adept at square dancing. Thus, Osgood says, customers will be given any necessary terp instruction with record purchase. Supplemental line of square dance books will also be stocked in the unique shop.

In addition to functioning as an official square dance caller at local events, Osgood is featured on a weekly tele square-dance show over KNBH, National Broadcasting Company (NBC) outlet in Hollywood. Caller also edits new square dance mag called *Sets in Order*.

# Eckstine Clicks After Para Hit

NEW YORK, May 7. — Billy Eckstine this week drew a group of top-drawer bookings and an MGM movie deal as an aftermath of his show-stopping appearance at the Paramount here. The big-voiced crooner will go into the *Cheez Paree* nitery in Chicago for four weeks beginning July 1, headlining at a reported \$5,000 per stanza. Eckstine also is being sought for a two-week deal at the Chicago Theater, beginning July 22, which calls for \$12,500, out of which Eckstine must buy at least a \$2,500 supporting show. The singer May 26 goes into the *Bob City* nitery here for three weeks with Charlie Barnet's ork. And prior to that, he will play a one-weeker at the Town Casino in Buffalo beginning May 16.

Late this week, Eckstine was approached by Dore Schary, of the MGM flickery, for a term movie deal. It is understood that the deal will be consummated sometime next week.

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**VOX JOX**  
A National Accounting of Disk Jockey Activities

**GIMMIX . . .** Art Leonard, CJAD, Montreal, invites listeners to drop him a line if they're holding Saturday night parties. He then phones them some time during his 11-to-12 slot on Saturday night and asks for tune requests, guaranteeing to have them on the turntable within 20 seconds. They say he hasn't missed yet. . . . Warren Ashton, WIMS, Michigan City, Ind., came up with a cutie for St. Patrick's Day when he took a mike out in front of the studio and gave away green doughnuts to passersby. . . . Gene Frankel, KHMO, Hannibal, Mo., dedicates each Tuesday's show to a different town, and plays requests from that place only. . . . Rudi (The Mad) Tokar, WIZE, Springfield, O., features transcriptions of classical selections by local high school music students on his Friday night show. . . . Jay Creeden, WHIM, Providence, conducts a swap service during his platter stint. Listeners phone in describing articles they want to trade and what they want in return. Trades which Creeden has effected include a baby goat for a radio and teddy bears for canaries. . . . Beverly Norberry, only gal jock in the Detroit area, does a "Drums in the Night" show at WJJW, Wyandotte, Mich., and local soda fountains are featuring a "Drums in the Night" Sundae in her honor. . . . Russ Offhaus, WPIT, Pittsburgh, is preparing another edition of his national disk jockey round-up, and would like to hear from jocks interested in joining in with him on the program. . . . Cliff Ewing, KVOG, Casper, Wyo., buys ice cream cones for listeners who send in jokes or gags he can use on his show. . . . Ray Mercier, WPOR, Portland, Me., gives 15 minutes of his sustaining time to high school politicians to campaign during school elections. . . . Jimmy Lowe, KXOL, Fort Worth, ran a giveaway in connection with Peggy Lee's Capitol waxing of "Blum Blum." The contest involved writing original verses to the music, with five Capitol albums the prize.

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**EASTERN BEAT . . .** Ernie Dunham, bop jock at WONS, Hartford, Conn., has been named editor of The New England Bulletin, a weekly Negro newspaper. . . . Ray Mulderic, WPWA, Chester, Pa., is playing the lead in the Wilmington Drama League's production of "Theresa." . . . Al Reid, WVOB, Liberty, N. Y., is spinning a series of old platters donated by listener Robert Field. Included are sides by Caruso, Jolson, the Happiness Boys, etc. . . . Don John Ross, WDRC, Hartford, Conn., and his wife are home from a vacation in Washington. . . . Ten name-band short subjects are being screened at Smalley's Johnstown Theater in cooperation with Alix Blake's a.m. disk show over WENT, Gloversville, N. Y. . . . Bob Bannon, WSKI, Montpelier, Vt., does a live kiddie show Saturday mornings, titled "Sir Cedric Marblehead." . . . Johnny Urban, WWNV, Watertown, N. Y., is doing a new-release show every afternoon Monday thru Friday. . . . Jimmy Pansullo, WAVZ, New Haven, Conn., and Betty Jo Bullard, of Hartford, were married recently. . . . Bill Martin, WCCC, Hartford, invites farmers to be guest deejays daily on his "Connecticut Agricultural Hour." . . . Bill Calvert, formerly at WBIX, Utica, N. Y., has joined the announcer-deejay staff at WCCC, Hartford. . . . Roger Stebbins is now handling the "1230 Club" chores at WERC, Erie, Pa., with John Michaels doing the "Morning Timekeeper" show. . . . Al Nevins, of the Three Suns, guest-jocked Bob Morgan's hour-long platter stint at WMBO, Auburn, N. Y., recently. . . . Herb Fontaine, WCOU, Lewiston, Me., spins the disks on the "Song and Dance Club" show, which has been airing for 10 years now. . . . Ross Miller, who handled "Juke Box Jingles" at WTIC, Hartford, Conn., is now devoting part of his air time to "corny" poetry submitted by listeners. . . . Ivor Hugh, jock and musical director at WCCC, Hartford, has added the "Big Brother Bill" kidisk show to his sked. . . . Bouncing Bettelou Purvis has added a 4 to 4:30 p.m. daily "Teen Canteen" show, with live teen-age audience, sponsored by Zeuger Milk Company. . . . Dick Richmond, WLBR, Lebanon, Pa., has been busy cutting e. t.'s of his morning show to be played while he takes a brief vacation in New Orleans, where he formerly worked.

**STRICTLY FROM DIXIE . . .** Johnny Murray, formerly with WDSU, New Orleans, has joined the staff at WMOB, Mobile, Ala. Murray works from the piano, mixing in vocals, and segueing to platters from the keyboard. . . . Woodie Assaf, WJDX, Jackson, Miss., whose sponsor is a used car dealer, drives and inspects every auto he mentions for sale on the show. . . . Bill Holland, WNVA, Norton, Va., is doing a "Matinee for the Missus" quiz and disk show. . . . Bob Edge has a cash giveaway stint Saturday mornings at WHAR, Clarksburg, W. Va. . . . Bob Watson, who just celebrated his fifth year at WSB, Atlanta, informs us that he's looking forward to retiring soon. Bob is 22 years old. . . . Jack Egan, the popular publicist, touting the Tommy Dorsey-Iona Massey concert tour, guested on the programs of Dick Martin, WWL, New Orleans; Johnny Bleckley, WJMR, New Orleans; Allen Stevens, WINN, Louisville, and Gene Lewis, KTHT, Houston. . . . Hal Moon, program director at WISE, Asheville, N. C., within a five-day period interviewed Texas Jim Robertson, Red Ingle, Bob Hope, Doris Day, Les Brown, Johnny Mungall (Horace Heidt unit star) and ventriloquist Peter Rich. . . . Jerry Fordyce does a daily two-hour "Breakfast matinee" at WGRG, Louisville. . . . Ted Weems dropped in on Ven Marshall's "Crystal Ball" show at WTPS, New Orleans, to predict the coming hits. . . . Russ Morgan visited with Harry Nigocia at WJBW, New Orleans, recently, and thanked him for using the Morgan theme, "Does Your Heart Beat for Me" as the theme for the "Midday Serenade." "Serenade" has been on for 18 years, and "Heart" has been the theme song since 1938. . . . Del Frank, formerly with WMID, Atlantic City, and WTWS, Clearfield, Pa., is now with WCAV, Norfolk.

**PHILLY PHADDLE . . .** Joe Novenson, WFIL, is doing a Wednesday night spinner titled "Dear Joe," sponsored by the Patricia Stevens Modeling School. . . . Stu Wayne, KYW, is spotting a five-minute "Career Girl of the Day" feature in his morning "Musical Clock" show. The spot is devoted to a brief sketch of a local business gal, giving her name, occupation toppers, etc., winding up with a spin of her favorite platter. . . . The town's 30 disk jockeys, together with their girl friends, were the guests of Fran Warren for her opening night at the Latin Casino—the boy-girl party designed to promote her plattering of "I'm in Love With a Wonderful Guy." . . . Leroy Miller, early morning spinner on WFIL, featured at the diamond jubilee celebration at the Philadelphia Zoo, is emceeing the ceremonies at the seasonal reopening of Monkey Island. . . . Stan Friedman is the newest disk jockey on WMJM and started right off with a sponsor—the Lawndale Theater, owned by his father, Henry Friedman. . . . Bob Ardery, formerly spinning the waxes at suburban WNAR, Norristown, Pa., has joined the staff of WMID in near-by Atlantic City, with two disk shows for a starter at 9:30 p.m. and at midnight.

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# Agents' Dearth of Girl Acts

## Fem Comics, Sister Acts in Big Demand

### Single Singers Plentiful

NEW YORK, May 7.—That there are more acts laying off today than there were a year ago, and that money is a lot less when jobs are available, is a recognized fact. But in at least one segment of showbiz the demand is greater than the supply.

The biggest demand today is for girl comics, two-girl acts and fem novelties. Practically every talent office admitted it could book girl acts if it had any to book. Yet, while the demand is for the fems, it doesn't include girl singers. In most cases girl singers are still used as sex appeal between the opener and the comic, and unless they have some name value, are meaningless at the gate, where their draw starts.

In theaters, however—particularly those reopening with flesh—the cry is for fem acts. These include sister teams, singers or dancers, comedienne, (not impressionists) or girl group acts to help dress up a show. In the old days there was hardly a bill that didn't have a sister act doing either a song or dance or both. Today, the number available can be counted on the fingers of one hand.

### Average Near \$300

The money in most cases isn't anything to retire on. Dough from \$200 to \$400 is about the range, with \$300 the average. The main reason given for the lack of girl acts is the long lay-offs between jobs, a factor that has contributed to a lot of acts leaving the business.

The increased demand has come mostly from two sources, theaters going back to vaude who want sex appeal acts, and TV which has also become the latest market. Among the girls the comedienne is probably in greatest demand. There are only about four or five funny girls around and of these most of them do some sort of impressions. Agencies admit that, given a girl with looks, a little class and a flair for comedy, they can not only keep her working but can build her into a real attraction.

## Cincy Shubert Gets Fleshers

NEW YORK, May 7.—The RKO Shubert, Cincinnati, is to open with flesh for the first time in five years. The tee-off show set for June 16 will have Louis Jordan.

While the chain will put live acts into its Shubert, it plans also to continue using flesh at the RKO Albee. There is a possibility, however, that with insufficient strong attractions available for the Albee, the chain can make a deal with the musicians union to play out running time, about 29 weeks, at the Shubert where attractions not suitable for the Albee can be found to fill out the time at the Shubert.

The Louis Jordan date, a full-weeker, is so far only a spot booking. But if other acts are available, the house plans to keep running. Dan Friendly will book the shows.

## Clash Over Bond Almost Shuttles New Walters Spot

NEW YORK, May 7.—Lou Walters' latest theater venture, the recently renamed San Jaun (formerly the Audubon), almost closed Thursday (5) when a hassle developed between Walters and the American Guide of Variety Artists (AGVA).

The situation arose when AGVA hit Walters for a \$5,000 cash bond. He countered with an offer of a \$10,000 U. S. Government Bond, which the union refused. He then complained that AGVA knew he was starting shows and could have called him in before its board and worked out an arrangement. Instead, said Walters, "they pointed a gun at my head, and I won't do business that way."

Walters also said that he had no bond up with AGVA for his Latin Quarter and that no theaters were required to put up such bonds. To appease AGVA, however, Walters offered to pay salaries in advance to all acts. This wasn't satisfactory to AGVA, so Walters notified all acts that the theater would close that night, Thursday.

When the acts got the news they screamed and offered to picket AGVA, claiming it wasn't doing anything for them but collect dues and when they had work was trying to make it impossible for them to keep their jobs.

After much screaming, AGVA came up with the rather odd solution: Walters to pay all acts in advance, then all acts to take their salaries up to AGVA to hold the dough for them until the end of their run.

## Signs Point to More Work In Miami for Next Season

MIAMI, May 7.—Jobs next season seem a long way off, but already there are signs there'll be a lot more work available here—and not from the straight niteries, which up to now have been the big buyers.

The new market will be the large hotels which are already using standard acts on a regular two and four-week basis, and is expected to blossom forth into full competition by the time the regular season rolls around. Miami Beach has a law—a zoning regulation—which theoretically forbids hotels in certain areas from any kind of shows, except those calling for just string music. The law is old and seldom enforced. In recent years, however, there has been nibbling at the regulation, with hotel ops talking about getting together to change the law.

Up to now the hotels did little about it but talk. They argued there were enough cafes in the downtown Beach area to take care of their guests, and anyway they were more interested in seeing to it that guests remained undisturbed. But with cafe biz off and hotel guests staying on the premises, a desire to give them shows to have them leave their extra bucks at the hotels gradually gained momentum.

Major hotels like the Saxony, Versailles and others in that class are already using talent on a regular two-week basis and efforts are being made to keep buying acts for the summer and into next winter.

Cafes, now reduced to a handful with the season over, are griping at what they call "unfair competition"

## Roxy's Firings In Chorus May Provoke Strike

(Continued from page 3)

strike because AGVA didn't have a strike fund. It also said that since Barto moved in and made the Roxy problem a national issue, the branch was helpless.

Irate members thereupon demanded an immediate strike call and plans were formulated to collect money to establish such a fund. It was pointed out that National might approve a strike if a board quorum was available. So a resolution was proposed and accepted, stating: "Inasmuch as the National executive board has been unable to get a quorum, the New York members empowers the New York executive board to call a strike at the Roxy unless it agrees to . . . reinstate all those fired until an impartial board of arbitration rules on the case."

Members were particularly angered at what was characterized as Barto's "appeasement policies." Examples were cited of the Roxy's being ready to fall into line; how the stagehands and musicians had agreed they wouldn't cross picket lines if AGVA set up one, and how Barto's tactics constantly weakened the members' position.

Another meeting has been set up with Roxy toppers for Monday or Tuesday (9 or 10) further to explore possibilities of an early settlement.

Should the National approve a strike against the Roxy, it may involve 20th-Fox's picture activities. AGVA is part of the Associated Actors and Artistes of America (Four A's) from which the Screen Actors Guild (SAG) also obtains its charter.

but are powerless to do anything. One prominent hotel man pointed out that the average hotel has a fixed investment in its property that totals several millions of dollars, and any hotel men's org can manage to change laws if it chooses to do so. Against this combo the cafe ops would be up a tree. With Murray Weinger's Copa out of the running and the Beachcomber closed for the season, it leaves only the Kitty Davis Airliner leading a flock of small clubs to fight it out. Cafes argue that they pay \$4,000 for the cafe license, while hotels have to pay only \$500 for a bar permit.

But whoever wins, it is quite probable that actors will benefit. During the off season, the hotels will continue to use acts, and once the season starts, the competition will force hotelmen to increase their buying.

## Telecast Pulling Theater Crowds

WASHINGTON, May 7.—A TV series telecast direct from the stage of the Howard Theater, local vaude-flicker house, is pulling crowds. A talent-search type show, the telecast over WTTG is being emceed by Harold Jackson, disk jockey.

Running every Monday night, the telecast is held in addition to the regular theater policy. No color line is drawn on participants in the show, and both white and Negro contestants have won prizes.

## Roost Folderoo May Bring Bop Back to Spot

NEW YORK, May 7.—The Royal Roost's folderoo, Wednesday (4), after two weeks of trying to make it go as a straight nitery, sans bop, throws the Bop City picture into new focus.

The Royal Roost ops had a big thing in their bop policy, doing turn-away biz on week nights. So it decided to expand by taking over the old Harem with its 850 capacity, with Abe Ellis, holder of the mortgage at the Harem, as the new partner, calling it Bop City and transferring its bop policy to the new place. Meanwhile, the Roost brought in a show headed by Nellie Lutcher and Stump and Stumpy costing about \$5,000. But where the Roost with its 400 capacity used to be jammed, the Bop City biz fell off. The slip was so marked that it cut its week-night minimums from \$2 to \$1.50, and tried to make it up by raising admissions from 90 cents to 98 cents, increasing its bullpen capacity at the same time.

The Roost in the meantime, found itself with a two-week old show, with some acts on the bill having options calling for six weeks if they stayed on after the initial two-week jobs. The American Guild of Variety Artists (AGVA) also demanded a \$5,000 bond. Rather than tie itself down to another month of indifferent or doubtful business, plus putting up an AGVA bond, the Roost closed.

### Smaller Operation?

Some of the Bop City ops, formerly associated with the Roost, are now eyeing the spot and thinking of going back into the smaller operation for various reasons. Bop at the new place hasn't caught on, and acts which formerly could be bought at what ops thought were reasonable prices, now demand bigger dough at Bop City. Ops now feel that bop needs the intimacy of a Roost to attract new and repeat biz, something that the larger Bop City doesn't offer.

The plan at this writing is to keep the Roost shuttered until the Bop City proves itself one way or another. If it doesn't pick up, it is likely bop will go back into the Roost. Insiders say they're willing to give Bop City another short time (length undisclosed) before making any move.

## Adams Goes to Copa June 30

NEW YORK, May 7.—Joey Adams will open at the Copacabana for a four-weeker starting June 30. Working with him will be his two partners, Tony Canzoneri and Mark Plant. Martin and Lewis, now current, will close June 29.

The last time Adams played a New York club was at the now shuttered La Martinique. Since then the boys have worked all over the country, their last date having been on the Coast.

With Adams and company in, the Copa will still have six weeks open. The club has Jimmy Durante set for September 8, but between the Schnozz and Adams, nothing has been set.

## Club Dates Up \$3 in Philly

PHILADELPHIA, May 7.—Salary scales for all club dates have been raised in this area by the latest decision of the American Guild of Variety Artists (AGVA). The union served notice this week on all bookers and clubs that starting immediately there would be a blanket increase of \$3 on club dates in every zone for one, two, three and four-day stands.



# VAUDEVILLE REVIEWS

## Palladium, London

(Monday, April 25)

Capacity, 2,600. Price policy 40 cents to \$2.90. Number of shows, two daily; three Wednesdays and Saturdays. House booker, Cissie Williams. Shows played by the Sky-rockets orchestra.

A more serious Danny Kaye opened a six-week date here amid varied opinion. Many of the Danny Kaye bits from his 1948 appearance were missed by the customers.

It was, however, a typical Danny Kaye performance but far too short for the customers who clamored for more than his 50-minute turn. He was nervous during this opening show and seemed to pay too much attention to his allotted time, since this point had been stressed by the management to keep him from running over as he did last year.

Many of his songs were new and not too familiar. It was only after he went into *Ballin' the Jack* and some of his old tunes that he drew a big hand. His *Candy Kisses* drew a big mitt and will probably be the hit song of his present engagement.

### U. S. Trio Clicks

The show opened with Dorothy Gray and her brother in an aerial act which drew big applause. The Three Chocolateers, billed as Harlem's Ambassadors, also drew well with a song and dance routine which should be one of the hits of the show before they close.

Ventriloquist Bobbie Kimber scored with a fast routine and a good line of patter. The Great Alexanders, held over from the previous show, worked too fast and lost the punch which drew a big mitt previously. One of their jumps in their acrobatic act had to be repeated five times before it went over and then nearly missed.

Ted Ray, another holdover, scored again with his gags.

The Dunhills, closing the first half of the show, were tops with their dancing. The three boys were smooth and had the audience calling for more and more as they upset the timing of the show a little to take an encore before leaving the stage.

Kenneth H. Waggoner.

## Strand, New York

(Friday, May 6)

Capacity, 2,700. Prices, 75 cents-\$1.50. Number of shows, five daily. Harry Mayer. Show played by Ted Lewis's ork.

The current Ted Lewis show, without a typical Lewis audience out front, was received with little more than politeness. The maestro himself, in fact, stirred enthusiasm only when he started to go into some of the nostalgic tunes with which he has long been associated. Most of the time he seemed to be begging for his laughs.

The acts are essentially the same he's had with him for some time, with all participants either imitating or caricaturing Lewis, or acting as his direct antithesis. The latter task falls to Chirp Geraldine Dubois, a Lewis fixture whose body-wiggling, in accompaniment to her singing is evidently calculated to suggest the old-timer's predilection for the spicier side of life.

### Straight-Man Act

With the team of White and Peace, Lewis assumes the role of straight man, striving to keep up a flow of patter while Paul White breaks 'em up with hilarious gestures, faces and lisp responses. With less of Lewis in the act, these lads would probably stop the show, but his slow pacing and padded lines act as a dead weight on their bright talent. An up-tempo dance number by the same team pulled one of the big mitts of the show.

Also featured were the Reed Sisters, a vocal trio. The gals are tall and lovely but can't sing.

Pic, *Flamingo Road*. Bill Simon.

## NY Iceland Plots Minstrel Shows

NEW YORK, May 7.—The Iceland's new show will be based on the minstrel formula, complete with an interlocutor and end men, making it one of the few minstrel shows to play the Stem in many years.

The idea, according to Iceland op, Abe Goldstein, is to have the whole thing nostalgic. He'll have Max Wolfe helping out; Bill Hardy of the Gay 90's, an East Side Cafe, will produce. The show will be based on a script written by Jimmy Lyons, American Guild of Variety Artists (AGVA) Eastern rep.

The show will use about 12 people, all blackface, and will include men and women. The tentative interlocutor will be Harland Dixon, and end men will be blackface Eddie Nelson and Claude West.

The opening date is set for about the end of May.

The minstrel show idea was first mullied by Billy Rose for his next show. Rose may still use the gimmick, but his producer, John Murray Anderson, has refinements that may change the entire picture. Lou Walters also had planned a minstrel show, but neither Rose nor Walters have gone into it beyond the talking stage. Goldstein, on the other hand, already has the acts signed and rehearsals set.

## Gus & Andy's Fete For Palace's Preem

NEW YORK, May 7.—To celebrate the reopening of the Palace, Gus and Andy's, 47th Street restaurant, next to the stage entrance, will throw a party for the acts Thursday (19) after the show. Bill Howard, Sol Schwartz and Dan Friendly, RKO execs and booker, respectively, have also been invited.

After the preem, Gus and Andy's will serve free coffee every Thursday a.m. to acts on the Palace bill who have to get in early for rehearsals.

# Stem B. O. Drops to 352G; MH 120, Roxy 85, Strand 34

NEW YORK, May 7.—The holiday was over as far as the Stem vaudepic houses were concerned, and last week's combined gross dropped to \$352,000 as against a fine \$443,000 collected the seven days before. The worst hit were the Strand and Capitol, with takes holding up at the Roxy, Paramount and Radio City Music Hall.

Radio City Music Hall (6,200 seats; average \$115,000) kept up a nice pace with a \$120,000 gross as compared to \$150,000 the previous stanza. The bill is *The Glory of Easter*, Harrison and Fisher, Paul Haakon and *A Connecticut Yankee*.

Roxy (6,000 seats; average \$89,000) keeps going strong with a show in its last week, the receipts totalling \$85,000 as compared to 110G the week before. The presentation was Vivian Blaine, McCarthy and Farrell, Leo De Lyon, Joan Hyldoft, the Rookies, the Ice Show and *Mr. Belvedere Goes to College*.

Paramount (3,654 seats; average \$76,000) grabbed its portion of the loot with a strong \$82,000 for its second week of Duke Ellington and his ork, Billy Eckstine, Howell and Bowser, Peck and Peck and *The Undercover Man*. The previous week was \$97,000.

### Cap Drops to 31G

Capitol (4,627 seats; average \$66,000) took a drubbing for its initial first week with \$31,000. The com-

bined bill of Enric Madriguera and his ork, Donald Richards, Fred Sanborn, Sibyl Bowan and Lane and Claire, plus *Adventures in Baltimore* evidently isn't doing anything.

Strand (2,700 seats; average \$45,000) in its third and last week with the presentation of Lionel Hampton's ork, Mantan Moreland, Kitty Murray and *My Dream Is Yours* finished off with a weak \$34,000 as compared to its \$40,000 gross the second week. The new show (reviewed this issue) will be Ted Lewis and his ork and *Flamingo Road*.

## 'Aquashow' Reopens June 28 for Summer

NEW YORK, May 7.—Elliot Murphy's *Aquashow* will reopen at the Flushing Amphitheater, Flushing, L. I., June 28 and will run thru Labor Day.

The 7,500 seater will have the same policy established three years ago when it first opened. The price range will be 72 cents to \$1.50. The show's budget, exclusive of the water acts and music, will be about \$1,500, the same that existed last year.

Max Roth, of the Bernard Burke Office, who has booked the show for the past three years, will continue in that capacity.

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## NIGHT CLUB REVIEWS

### Earl Carroll's Theater Restaurant, Hollywood

(Wednesday, May 4)

Capacity, 1,160. Price policy, \$2 admission, dinner a la carte. Owner, Hollywood Restaurant Corporation. Manager, Virginia Lear. Shows at 9:15 and 12. Booking policy, non-exclusive. Publicity, Ruth Winner. Estimated budget this show, \$5,000. Estimated budget last show, \$7,000.

Comic Pinky Lee headlines the re-furbished edition of *Earl Carroll Vanities*, returning after several years on the road. Lee works with enthusiasm, giving the crowd plenty of belly laughs.

Altho Lee's material is basically the same as seen locally before, he keeps adding bits and quips which add freshness. Such standard routines as *English Lesson*, *Pinky Lee Story* and the burly routine on love making are sock. His lisping, wistful delivery and timing all add up to highly original comedy. His pratt falls, double takes and slightly bluish bits are well received. Lee knocks himself out for laughs and is perfect for the Carroll show.

Remainder of the revue sticks to its previously established format. Half-clad show girls parade to the usual teasing tempo, altho the gals seem a bit bored, probably because production numbers and specialties haven't been revised for over a year.

Principals include lovely Jean Richey, spotlighted as a singer, acro dancer, and bicycle performer, who shows plenty of talent. Virginia Dew, Joan Larkin and Winona Smith all hold down featured slots, doubling as terpseters and vocalists. Bob Gentry handles emcee chores capably, and is featured in his own comedy slot. Gags are so-so, but pantomime take-off on an expectant father is a heavy laugh-getter.

Theory behind the show is to sustain the type of entertainment developed by the late Earl Carroll, but the idea is worthy of greater effort. The show is badly in need of new ideas and changes. Costumes, lighting and production effects are good—but old. Show is acceptable to tourist trade, which is the spot's main drawing card. Al Lyons and house ork handle the show capably and play for dancing. *Alan Fischler.*

### The Blue Room, Roosevelt Hotel, New Orleans

(Wednesday, May 4)

Capacity, 450. Price policy, \$2 and \$3 minimum. Shows at 7 and 12. Owner, Seymour Weiss. Publicity, Al Bourgeois. Booking, non-exclusive. Estimated budget this show, \$3,900. Estimated budget last show, \$4,500.

It was home-coming for little Alice Farrar, who went from iceless New Orleans to a skating career in the big time. Little Alice gave her all in the fast moving *Ice Fancies* of '49 as her mother and brothers sat at a front table and all but cried with joy.

The strange story began back before the war when Alice went to a *Holiday on Ice* production. Afterwards she put on a pair of skates at the Municipal Auditorium here for the first time. She danced well and the skates didn't hurt form a bit. She left town with the show and has gone up ever since.

Alice's skate dancing was not the whole show, tho, for Florence and Bob Ballard (she of the Grable legs) did a ballroom ice routine with perfect ease and grace on their skates.

#### Benedict's Okay

Gardner Benedict and his orchestra backed the show, and for an opening Benedict showed his mastery of music by giving perfect cues. His smooth, easy music fell well on the ears of the supper club crowd.

The ice show had stand-out numbers which ranged from hillbilly yokels to Mexican gallants and their muchachas skating to a brisk samba.

Tying the show together capably was Arthur Johnson, singing emcee, who did well with his own impersonations of Bing Crosby, Jean Sablon, Maurice Chevalier and Frank Sinatra. *Hal R. Yockey.*

### Empire Room, Palmer House, Chicago

(Thursday, May 5)

Capacity, 500. Price policy, \$1.50 cover Saturdays; \$1 other nights, with \$2 minimum. Exclusive booker and producer, Merriel Abbott. Publicity, Fred Townsend. Estimated budget this show, \$5,600. Estimated budget last show, \$6,900.

This room returns to the variety show policy after a month with Dorothy Shay as solo attraction. Show's biggest weakness is an almost complete lack of comedy.

The Peiro Brothers proved that their topnotch, original brand of juggling is just as pleasing to nitery audiences as theater crowds, drawing hands with their amazing stick juggling. For the most part they utilize reeds to keep objects in motion. The boys mixed in enough straight juggling to keep the pace varied.

Margaret Phelan lacks the distinctive style that's associated with fem singers in this room. Gal opened weakly with a longhair French ditty, switching to a rendition of *Lindy Lou* for better results. She did so-so job on a pop, followed by a novelty, *Confession*, that lacked punchy lyrics and had a last line that was blue. Closed to a mediocre hand with a good rendition of *That Wonderful Guy*.

For a dance team that has had as much good advance publicity as the DeMarcos, their appearance here was a disappointment. Major fault was the use of hackneyed tunes as background for their stepping. Their opener, *Holiday for Strings*, an over-used vehicle, was hurt by a stock arrangement. For their samba interpretation, they used the worn-out *Tico-Tico* and threw in a tired *Begin the Beguine* toward the end. There's no question that their footwork and movements are tops in grace. Some inane talk between Sally and Tony DeMarco between numbers lacks coherency. It should either be dropped or improved.

The Merriel Abbott Dancers opened with a lustreless *Coral and Jade* production bit, but made up for the slow opening with a terrific routine, built around a number of pops and standards that contain the names of birds. Chorines, in beautiful avian costumes, did a sock series of specialties to lyrics, handled well by Larry Albert. The production racked up the biggest mitt in the show.

Ted Straeter made a perfect emcee, doing a smart straight job of handling intros and conducting his band thru a flawless backing job. Band also does a commendable job on dance sets. *Johnny Sippel.*

### Ciro's, Hollywood

(Tuesday, May 3)

Capacity, 400. Price policy, no cover. Owner-operator, H. D. Hover. Booking policy, non-exclusive. Publicity, Jim Byron. Estimated budget this show, \$3,500. Estimated budget last show, \$3,000.

Abe Burrows would classify George Ulmer as a French-type Victor Borge without a Steinway. Ulmer, who penned the European song hit, *Pigalle*, dishes out a refreshing brand of Continental humor that has ringsiders in stitches and yelling for more. A Dane by birth and a Frenchman by adoption, Ulmer's many years in France have given him the Parisian flavor and subtlety, which, when coupled with his natural sense of timing and delivery, promise to make him a sure-fire click with American audiences.

His ditty, *I'm Drunk*, proved a palm-winner, but he's at his funniest in his take-offs. His best are merciless vocal satires on American hill-billy voicers and pop crooners. His uncanny ability at capturing the U. S. song idiom and developing it into laugh material won well-deserved applause. He brought down the house with his version of Jimmy Cagney doing *Flat-Foot Floogie*. He would be wise to expand his repertoire along similar lines. *Personable lad handles the crowd*

## Mt. Resort Date Scale Invoked

NEW YORK, May 7.—The mountain resort date scale was thrown at the bookers last week by the New York executive board of the American Guild of Variety Artists (AGVA) on a take-it-or-leave-it basis. The board warned that agents and bookers who refuse to pay acts the new scale will be placed on the unfair list and acts will be forbidden to do business with them.

The final decision is a result of a long series of discussions between the agents and AGVA on setting a new scale. Heretofore an unofficial scale (no official one was ever set) was \$15 for a single and \$10 for subsequent dates on the same night. AGVA's new scale, which has been reduced after several talks with agents, is \$25 for a single, \$40 for a double and \$55 for a trio.

## Follow-Up Review

LATIN QUARTER, N. Y.: That Jerry Lester is a top comic has long been recognized. He proved it again here Wednesday (4) with his calculated madness that sent yocks rolling round the room. But this time around he also proved he's an actor, an oddity among comics who can do gags, throw punch lines, but seldom measure up to straight stuff that requires underplaying for consummate effects. Lester came in with a sketch built around a giveaway program that was the epitome of hilarity built on a basis of pathos. To say it got howls is minimizing it. It broke up everybody, including the waiters and musicians who've already seen it a number of times. If the networks could take a rib at their giveaway shows, this Lester opus would make a very funny TV package.

Much of Lester's impact from this sketch comes from the outstanding straight job turned in by Don Saxon. Where Lester will get equally competent straightmen in subsequent jobs to do this act with him will present a real problem. Saxon, incidentally, does a particularly outstanding job in Lou Walter's latest show. He's in every act, does productions, sings, dances; in fact, he's the spark plug who ties the whole show together.

#### Faye Better Than Ever

Frances Faye was never better than when caught on this show. She's lost a lot of weight since last caught, but it hasn't hurt her punch. She still belts out her cuties with her sly mannerisms and milking bits that are an integral part of her act. Saxon, working with her, straightened skillfully with deadpan schmo effects that pulled giggles which developed into full blown yocks.

Diane and Edwards are probably the most improved dance team around so far as skill and grace are concerned. Appearance may not be too good, but it is forgotten when they start their routines.

Art Waner at the piano and fronting the band, does a really impressive job. As a Steinway soloist, he's showcased to take advantage of his ability, a fact that even a non-hep mob recognized; as a fronter, he has that band always on cue cutting a show full of difficult music. *Bill Smith.*

with the ease and agility of a veteran showman. Localized gags, done in ad lib fashion, go far in winning the audience's favor. A good example: "I was told if I made good in Hollywood, I might get to go to Italy and make a picture." Phil Ohman's ork and Rene Touzet's combo provide pop and Latin dance music. *Lee Zhitto.*



### Billy West Dies At 63; Founded West and McGinty

NEW YORK, May 7.—Bill West Sr., the originator of the top knockabout act in the biz, Willie West and McGinty, died at his Bradford, N. H., home Tuesday (4) after a heart attack at the age of 63.

For the past five years Billy Sr. had been in semi-retirement, the act being done by his son, Billy Jr. Occasionally Billy Sr. would go back into the act if it played near his home, but jumps were out.

West first was brought to this country by Flo Ziegfeld for his *Follies* of 1923. From then on the act was in. It played all the top circuits, went into musicals, did pictures and was the first act to be televised. This last occurred about five years ago when the act was with the Olsen and Johnson show, *Laughing Room Only*, at the Winter Garden. John Royal, National Broadcasting Company (NBC) veepee, who knew the act from his vaude booking days, arranged for a private telecast to demonstrate a point for the Federal Trade Commission.

The last time the Willie West and McGinty act was seen in New York was the night WJZ inaugurated its TV shows, late last August. The first act booked for the show emanating from the Palace was Willie West and McGinty.

### Melfi Quits AGVA, Slams at Top Brass

NEW YORK, May 7.—Vito Melfi resigned from the American Guild of Variety Artists (AGVA) last week amid a series of rumors. Melfi, who has been with AGVA since 1939, with the exception of a few years at LaGuardia Field during the war, said he quit because of inefficiency in the higher echelon in the actors union.

When Melfi returned to AGVA a year or so ago, he was placed in charge of the Philly office. From there he was transferred to New York as the temporary Eastern regional director. Jimmy Lyons, formerly a national board member, campaigned strongly for the job and when he got it, Melfi was put into a minor position.

It is known that Melfi objected to his job, claiming his experience and knowledge were wasted in a job that any clerk could do. The blow-off came when Dewey Barto, AGVA head, suggested Melfi become a dues collector.

### Oram Buys Into Detroit Spot

DETROIT, May 7.—Edwin I. Oram has taken a part interest in the Wayne Show Bar with Joe I. Stewart, former sole owner. The spot is in suburban Wayne, where it was opened last year as one of the area's newest niteries, with a cocktail lounge policy.

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See page 48.  
CROXDALE DOES IT AGAIN

### Million \$ Pier Skeds Season

ATLANTIC CITY, May 7.—The Hippodrome on Million Dollar Pier will bring in vaude units for the summer.

The amusement pier, taken over by a New York syndicate headed by George J. Costello, will operate with a free gate, setting up box offices for each pier amusement. Hippodrome vaude will be operated by the Pier management, with the Jolly Joyce Agency, Philadelphia, handling the bookings.

With George A. Hamid's Steel Pier using top names for its vaude shows this season, Million-Dollar Pier will concentrate on full-fashioned production units. First show, still to be set, comes in June 3, with follow-up weeks already set in the *Hawaiian Paradise Revue*, Hula native unit, for the June 10 week, and Dr. Neff's *Mystery and Spook Show* for June 17.

Units will come in for six-day stands. Already set for the Monday nights thruout the season is the *Hay-loft Hoedown* show, a Western and hillbilly package headed by Elmer and Pete Newman and the Sleepy Hollow Gang. *Hoedown* will come in every Monday night during the summer, starting July 11, bringing down the entire cast heard on the show on the American Broadcasting Company (ABC) on Saturday nights out of WFIL, Philadelphia.

### Withholding Tax Gyp Charged to 3 Ops

PHILADELPHIA, May 7.—Altho they have long since lost their hold on the nitery, the three operators of the Mocambo, erstwhile class cabaret, were held Thursday (5) in \$800 bail each charged with failing to turn over to the city wage taxes collected from the employees. The Mocambo relit several months ago as a private-membership 24 Club.

The city charged that the three nitery ops collected a total of \$1,402 from employees during 1946 and 1947 and failed to forward it to the receiver of taxes. The three defendants, Frank Peskin, Charles Mostoroy and Herman Martinez, waived a hearing on charges of fraudulent conver-

### Troupers Sell Out LQ With 9-Hour Show; Whole Stem There

NEW YORK, May 7.—The Troupers' first show cleaned up the Stem Sunday night (1). It started about 7:30 when the crowd gathered at Lou Walters' Latin Quarter and wound up about 4 a.m. with practically everybody staying on until the end.

The fact that it was a benefit with ducats going for \$12.50 didn't keep the crowd down. The Latin Quarter was taken over for the entire night and nobody but ticket holders was admitted.

Lindy's, usually jammed Sunday night, was deserted. Other spots with some Sunday night gimmick were also empty. But if the wives of showbiz people who organized the Troupers worked hard, their husbands did an equally sock job. Every comic in town was there. Even some guys with jobs out of town were told by their wives to be in, or else. There were acts with no affiliation who also came on. Many of them never went on; the show was that long. But all of them were ready to go.

\$2,000 for Drinks  
The Troupers were organized less than a year ago by Gilda (Mrs. Benny) Davis, Bea Kalmus, Lynn Gilmore, Ruthie (Collette Sisters) Rosen, Fay (Mrs. Henry Slate) Carroll, Fan (Mrs. Lenny) Kent, Laele (Mrs. Buddy) Lester and Ethel (Mrs. Harvey) Stone. This was their first

### Dunn Raps TA for "Unfair" Split to AGVA on Benefits

HOLLYWOOD, May 7. — Henry Dunn, national treasurer and executive board member of American Guild of Variety Artists (AGVA), told local members that he would urge AGVA to withdraw from Theater Authority (TA) because of an "unfair" split in funds collected by TA for benefits played by union members. Dunn, on the Coast to attend the convention of International Variety Clubs in San Francisco, issued his blast at TA during a regular monthly membership meeting here Wednesday (4).

Dunn as temporary chairman of the local meeting, said TA collected well over \$75,000 last year, but AGVA's take for the year was only \$6,000. Unless AGVA gets a heftier slice, he will ask local AGVA delegates to the forthcoming national convention to vote on the union's withdrawal from the TA set-up. Dunn further pointed out that the local AGVA branch had received only \$2,000 last year from Coast TA funds, despite the fact that benefit performances cleared thru TA used an overwhelming majority of AGVA members.

Dunn and Eddie Rio, local AGVA head, met the following day with I. A. Kornblum to present their demand that AGVA's take of local TA funds be increased from 15 to 20 per cent. According to Rio, the union's pitch was received cordially by Kornblum, who promised to take the matter up with a committee which will include reps of Equity, Screen Actors' Guild (SAG), American Federation of Radio Artists (AFRA) and the Motion Picture Relief Fund. Before AGVA's take can be upped, the hike must be approved by sister unions.

sion and embezzlement. Frank Peskin managed the spot. Herman Martinez is a former cigar manufacturer who put up most of the dough for the club. Assistant District Attorney James W. Tracey Jr. agreed to the waiver and the three were held by Magistrate Levin in central police court.

affairs and they used the Latin Quarter on the theory that most of their husbands worked in cafes, so let a cafe get the business. Walters later admitted that his drink take alone was in excess of \$2,000. The \$12.50 was for dinner alone.

The first show, the set LQ show with Jerry Lester and Frances Faye, went on at 9. There wasn't any set second show. The Troupers took over. They had Danny Thomas, Martin and Lewis, Milton Berle, Jackie Miles, Harvey Stone, Jackie Gleason, Red Buttons, Benny Rubin, Fay Carroll, Ted Lewis, Lenny Kent, Maxie Rosenbloom, Jan Murray and a mob of others. Miles and Kent did their old act. Rosenbloom did a Harry Richman bit; in fact, few of the boys did material. They did stuff seldom heard commercially, and killed them.

Permanent Home  
It was the Troupers' night—they sold every ticket. There was hardly anybody in showbiz, from agent to actor, who wasn't there.

Now the girls have their permanent home at the Hotel Woodstock, where every Sunday night they have get-togethers. All dough collected (with the exception of 15 per cent to the Theater Authority) is placed in a sick fund for the children of performers who need medical attention.  
Bill Smith.



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# Billboard Starts Ball Rolling On 6th Donaldson Awards

NEW YORK, May 7.—With another Broadway legit season finished (*The Billboard* reckons the season from May 1 and ending the following April 30), the committee for the Sixth Annual Donaldson Awards met at Sardi's Restaurant Monday (2) to discuss preparations for a sixth edition of the theater's own accolade to its own. During the week, the reference booklets giving the casts and credits of all productions which opened on Broadway during the 1948-1949 season have been ordered and these, together with the ballots, should be in the hands of the voters before the end of the month.

As previously, this year's awards will consist of the gold key and scroll emblematic of the Broadway season top achievements both in drama and the musical division. The ballot will include 27 categories, covering "bests" of everything in acting and technical fields. When the votes are finally tabulated, which will be mid-June, the winners will receive the awards tendered them by their co-workers in the theater on a coast-to-coast hook-up.

For the benefit of any late-comers to the local theatrical scene, a word on the purpose and function of the Donaldson Awards may be in order. Back in 1943 *The Billboard* decided it was high time that annual recognition of Broadway legit achievements be made by the theater as a whole and not by some limited group. It seemed that the people best able to gauge the theater's talents were the people who work in it and for it. *The Billboard* decided to sponsor such awards and named them for its founder, the late William H. Donaldson. They are unique in that they are completely democratic—anyone who has a hand in the making of a Broadway legit season, from stagehands to producers has a right to vote. *The Billboard's* sole function is to provide the prizes, print and distribute some 6,000 booklets and ballots and see that the returns are properly tabulated. Picking its own winners is strictly the business of the theater itself. Every branch of legit show business has given the Donaldson. (See Donaldson Awards, page 83)

## OUT-OF-TOWN OPENINGS

### PRESENT LAUGHTER

(Opened Monday, May 2)

#### BUSHNELL MEMORIAL AUDITORIUM, HARTFORD, CONN.

A comedy by Noel Coward. Staged by Martin Manulis. Stage manager, Henri Caubisens. Company manager, James Troup. Press representative, Dick Williams. Presented by Martin Manulis and C. Edward Knill by arrangement with John C. Wilson.

Daphne Stillington.....Phyllis Kirk  
Miss Erikson.....Adnia Rice  
Fred.....Peter Boyne  
Monica Reed.....Jane Seymour  
Garry Essendine.....Edward Everett Horton  
Liz Essendine.....Katherine Meskill  
Roland Maule.....Dudley Sadler  
Morris Dixon.....Herschel Bentley  
Hugo Lypplatt.....Phil Tea  
Joanna Lypplatt.....Marta Linden  
Lady Saltburn.....Marie Paxton

Edward Everett Horton, the perennial *Springtime for Henry* star of the American Theater, has a chance, if *Present Laughter's* run is long enough, to show devotees of stage fare that he's capable of doing more than Henry alone. As Garry Essendine in Noel Coward's wry commentary on contemporary world affairs, he's hilarious.

All the Horton gestures, ad-libbing stage comments and extra bits of horseplay in the midst of apparently calm surroundings are present in great measure in *Present Laughter*. Resultantly, it would appear logical that this play is the ideal successor to *Springtime for Horton*. The role fits him like a ready-made suit.

What *Laughter* would be without Horton is a question. The star romps thru his paces and seems to pass on some of the infectious laughs to the rest of the competent cast. But in the final analysis it must be admitted that without him this company of *Laughter* would just be another road troupe.

#### Good Support

In sum, *Present Laughter* concerns the amorous adventures of a matinee idol. Horton is given good support in this undertaking, with special bows slated on the books for Phyllis Kirk, as an adolescent who thinks she's in love, and Dudley Sadler, as a youthful admirer.

Supporting characterizations are more or less standard, with Jane Seymour coming thru adequately as the familiar stoical secretary; Marta Linden, as a siren, and Katherine Meskill offering just the right slant on the matinee idol's faithful wife. Basically, however, the cast succeeds admirably in catching the Cowardian frothy light-heartedness thru all three acts. And while applause is being handed out, a bow should be given to the staging by Martin Manulis and the costumes by Forrest Thayer.

Allen Widem.

### TWIN BEDS

(Reviewed Monday, May 2)

#### NEW BEAUX ARTS COMEDIE THEATER, LOS ANGELES

A farce in three acts by Margaret Mayo and Salisbury Field. Presented by the New Beaux Arts Comedie Theater. Staged and directed by Michael Road. Sets, Dana Helsler. Lighting, George L. Vune. Stage manager, Frederick Gavlin. Press, Jule Fox and Jo Brooks.

Harry Hawkins.....Ken Harvey  
Signor Monti.....John Pelletti  
Blanche Hawkins.....Catherine Gittings  
Andrew Larkin.....Michael Road  
Amanda Larkin.....Anna Polan  
Signora Monti.....Jaki Steadman  
Norah.....Barbara Sydney

Joe and Frank Zucca, who recently took over the Beaux Arts Theater, altered the house name by prefixing "new" and inserting "comedie," but despite these efforts at injecting fresh flavor into old hash, its stage still offers the same boudoir buffoonery with which it has been long identified. As bedroom farces go, *Twin Beds* has lost little of its laugh potential. Comedy of errors and mistaken identities is creditably handled by most of the cast, with Michael Roads' direction keeping action at a healthy clip.

Best of the lot is Jaki Steadman, whose clean-cut delivery and sense of milking the most out of a line goes far in keeping interest alive. Ken Harvey is convincing as the harrassed husband of a butterfly brained modern. John Pelletti as the Italian opera tenor fumbles the laugh ball and finally loses his chance of registering in the best role the vehicle has to offer. As the temperamental artist with a roving eye for the fems, Pelletti overacts to the point where he becomes unfunny, and toward the end, tiresome.

Set is well suited to the stage's limited dimensions and serves as a fitting backdrop to the action. All in all, the Zuccas will have to offer ticket-buyers more than they are now receiving to keep *Twin Beds* from folding.

Lee Zhito.

## Atl. City Warner's Preps Legit Season

ATLANTIC CITY, May 7.—Prospects are bright here for a summer legit season, with the Warner Theater, deluxe movie temple, lighting for round actors. The plan is for a road company of *Oklahoma!* to come in June 6 for an extended run.

Warner was interested in a legit season following a successful four days with *Harvey* during Easter week, as well as the good turnouts for the week-end vaude show staged there out of season. The house returned to the field after a deal fell thru for legit shows to be installed at the Hippodrome on the Million Dollar Pier. Shubert interests nixed city's Convention Hall auditorium, where legit shows were staged in former seasons but without profit. Moreover, city fathers assured A. J. Vanni, local branch manager for the Warner Theaters circuit, that the Convention Hall site would not be leased for legit if the movie house adopted the policy.

## ROUTES Dramatic and Musical

Allegro (Great Northern) Chicago.  
Annie, Get Your Gun (Convention Hall) Tulsa, Okla., 11; (Convention Hall) Hutchinson, Kan., 12; (Music Hall) Kansas City, Mo., 13-14.  
Born Yesterday (Colonial) Boston.  
Brigadoon (Omaha) Omaha, 9-11; (KRNT Radio) Des Moines 12-14.  
Finian's Rainbow (Shubert) Chicago.  
Harvey (Town Hall) Toledo, O.  
Harvey (Capitol) Salt Lake City 12-13.  
High Button Shoes (Hanna) Cleveland.  
Inside of U. S. A. (Cass) Detroit.  
I Know My Love, with Lunt & Fontanne (Geary) San Francisco.  
Man and Superman, with Maurice Evans (Davidson) Milwaukee.  
Mr. Adams (Blackstone) Chicago.  
Mr. Roberts (Erianger) Chicago.  
Oklahoma (Palace) Manchester, N. H.  
Oklahoma (Erianger) Buffalo.  
O Mistress Mine (Carolina) Charlotte, N. C., 11; (National) Greensboro 12; (Carolina) Durham 13; (State) Raleigh 14.

## Aussies Not Ready For Nat'l Theater?

SYDNEY, May 7.—Tyrone Guthrie, visiting here to report to the Commonwealth Government and the British Council on the establishment of a National Theater, has stated that Australian audiences are not yet ready for it. "I am of opinion," he said, "that Australia is lacking a sense of standards and like Canada has capitulated to the talkies."

This view conflicts with the opinion of Sir Laurence Olivier who, when here with the Old Vic Company, stated that he would strongly recommend the early establishment of a National Theater. Guthrie's statement has been received with considerable disappointment by the proponents of the movement, which has been staging a vigorous campaign to educate the government on its urgency and feels that Guthrie has cut the ground from under their feet. One spokesman complained that he felt Guthrie had made his public announcement too soon after his arrival and that possibly before he had completed his tour he would modify his views. The success of all good legit shows at present playing and those of recent months indicate by the success at the box office that the public was keenly interested in top-flight legit shows and that a National Theater would fill a much needed want.



MARY MARTIN, HOWARD LINDSAY AND GRACE HARTMAN, who respectively represent the actresses, actors and dancers on the committee for the Sixth Annual Donaldson Awards, discuss a sample of the scrolls which, together with gold keys, will be voted to the season's Broadway bests by popular ballot early next month.

Photo by Lucas and Monroe Studio.



## BROADWAY SHOWLOG

Performances Thru May 7, 1949

### Dramas

	Opened	Perfs.
Anne of a Thousand (Shubert)	12- 8, '48	174
A Streetcar Named Desire (Barrimore)	12- 3, '47	567
At War With the Army (Booth)	3- 8, '49	71
Big Knife, The (National)	2-24, '49	84
Born Yesterday (Henry Miller)	2-24, '46	1,368
City of Kings (Blackfriars Guild)	2-17, '49	63
Death of a Salesman (Morosco)	2-10, '49	100
Detective Story (Hudson)	3-22, '49	52
Diamond Lil (Coronet)	2- 5, '49	72
Edward, My Son (Martin Beck)	9-29, '48	252
Goodbye My Fancy (Fulton)	11-17, '48	197
Life With Mother (Empire)	10-28, '48	229
Light Up the Sky (Royale)	11-18, '48	196
Madwoman of Chaillet (Belasco)	12-27, '48	152
Mister Roberts (Alvin)	2-13, '48	472
Private Lives (Plymouth)	10- 4, '48	249
Silver Whistle, The (Biltmore)	11- 4, '48	101
The Traitor (48th Street)	3-31, '49	44
Two Blind Mice (Cort)	3- 2, '49	77

### Musicals

Along Fifth Avenue (Imperial)	1-13, '49	132
As the Girls Go (Winter Garden)	11-13, '49	201
High Button Shoes (Broadway)	10- 9, '47	660
Kiss Me, Kate (Century)	12-30, '48	146
Lend an Ear (Broadhurst)	12-16, '48	164
Love Life (46th Street)	10- 7, '48	244
South Pacific (Majestic)	4- 7, '49	56
Where's Charley? (St. James)	10-11, '48	240

### OPENINGS

Medea (City Center)	5- 2, '49	8
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### COMING UP

(Week of May 9)

Gayden (Plymouth)	5-10, '49
Concerto for Fun (Mansfield)	5- 9, '49

### CLOSINGS

The Happiest Years (Lyceum)	4-25, '49	8
All for Love (Mark Hellinger)	Saturday (30) 1-22, '49	121
Bruno and Sidney (New Stages)	Saturday (7) 5- 3, '49	7
Mrs. Gibbons' Boys (Music Box)	Saturday (7) 5- 4, '49	5



## Off-Broadway Opening

### BRUNO AND SIDNEY

(Opened Tuesday, May 3)

#### NEW STAGES THEATER

A comedy by Edward Caulfield. Staged by Phillip Loeb. Setting by Robert Gundlach. Stage manager, William Hawley. Press representative, Ned Armstrong. Presented by New Stages, Inc.

Mrs. Baglioni.....Peggy Allenby  
Fred Goodrich.....Billy Redfield  
Miss Lacey.....Athena Lorge  
Miss Glass.....June Prud'homme  
Hester Stanley.....Edythe Wood  
Gallagher.....Lester Lonergan Jr.  
Brackman.....Salem Ludwig  
Malloy.....Jimmy Little  
Hyalinth.....Sylvia Davis  
The Doctor.....Paul Mann  
Joan.....Joan Tompkins  
Carlyle Brokaw.....Kermit Murdock  
Mr. Dill.....Wendell Holmes  
Officer Feeney.....George Colton  
Dr. Schumann.....Arnold Robertson

Down on Bleecker Street New Stages, Inc., have forsaken their early season, somewhat experimentally arty approach to the drama and come up with an unashamed, farce comedy bid for commercialism. It isn't likely that the New Stages' production of Edward Caulfield's slapstick nonsense about a wacky bunch of pro-and-con mouse enthusiasts in a remodeled New York tenement will spark managerial interest for a move up to Broadway. It's a novel idea for a farce—the sort of happy notion that Saroyan used to get. Caulfield has a flair for a comic line and gives Bruno and Sidney some chucklesome moments. Unfortunately the idea wears thin after a first act, and from there on in the author strings it out with any contrived situation, which ranges from social philosophizing to tasteless bedroom antics and stem to a frenzied finish that is less than amusing.

Nobody, certainly, has dreamed up a screwier plot than the pursuit of a mouse, worth a potential \$20,000. Bruno is the colorful rodent's name, and along with his less spectacular partner, Sidney, he becomes the ward of a lad in quest of a writing scholarship, when the latter takes over an apartment from two previous inmates. When a neighborhood drunken medico discloses that Bruno is living on borrowed time at the ripe age of seven and is therefore immensely valuable to scientific research, a hectic mouse hunt ensues which involves the lad, his girl, his literary sponsor, his kittenish landlady and a tenant or two—not to mention sundry bums and thugs who come up from the saloon downstairs to get into the act. Caulfield has bagged a promising collection of squirrel-cage characters. There is the making in them for the development of a hilarious farce, but Caulfield hasn't been able to control it. He has had to resort to padding—and the padding shows woefully.

#### Best Showcasing

New Stages has given Bruno its best in showcasing. Phillip Loeb has clocked it to the frenzied confusion its scripting demands; frequently it leaves him out on a limb. Robert Gundlach has designed an excellent small-stage interior of a decayed lower Third Avenue flat. The troupe's acting members work hard and long at their chores. Billy Redfield does well by the tough assignment of the central figure who has to hold the nonsense together. Lester Lonergan Jr., Salem Ludwig and Jimmy Little give matters a decided personal lift as a trio of intruding bums. Paul Mann makes the crackpot doctor amusing. There are other contributions, willing and eager, from Peggy Allenby, Joan Tompkins, June Prud'homme, Wendell Holmes and Kermit Murdock. In sum, the whole cast does far better by the play than its over-all merits. If the New Stages want to go giddy for their season wind-up, that's fine. But Bruno in its present shape isn't for Broadway. **Bob Francis.**

## Follow-Up Review

### MEDEA

(Opened Monday, May 2)

#### CITY CENTER

A tragedy, adapted from the "Medea of Euripides" by Robinson Jeffers. Staged by Guthrie McClintic. Settings by Ben Edwards. Costumes by Castillo. Company manager, Charles Strakosch. Stage manager, There Marcuse. Press representative, Lorella Val-Mery. Presented by Guthrie McClintic.

The Nurse.....Hilda Vaughn  
The Tutor.....Don McHenry  
The Children:

Peter Monsen, James Francis McArdle  
First Woman of Corinth.....Mary Servoss  
Second Woman of Corinth.....Marian Selde  
Third Woman of Corinth.....Martha Downs  
Medea.....Judith Anderson  
Creon.....Frederic Worlock  
Jason.....Henry Brandon  
Aegeus.....Bruce Gordon  
Jason's Slave.....Theodore Marcuse  
Attendant to Medea.....Mary Adams  
Soldiers:

Anthony Radacki and James Doyle

A year ago last October, on its opening night at the National Theater, this reporter tabbed the Robinson Jeffers adaptation of Medea an unlikely candidate for heavy commercial profit. He tabbed it a treat for real theater lovers who wouldn't want to miss the magnificence of the performance of Judith Anderson in the title role. He believed, however, that too few r. t. l.'s were around and about to make for over-heavy traffic at the b. o. So this reporter was wrong. Medea played 219 performances—long and successfully enough for Judith Anderson to be acclaimed the best dramatic actress of the season in the Fifth Annual Donaldson Awards. Now after a summer lay-off, followed by a long road trek, she brings it back for a two-week stand at the City Center. This reporter will not err twice. The town's temple of culture will be jammed to the roof for the next fortnight.

Strangely enough, the current edition impresses as superior in many respects to the original at the National. It is hard to believe that the star can better a performance which literally stunned everyone who saw it. Now after many playings it has become super-polished for ease and richness. The vocal pyrotechnics are still there, the driving, overpowering intensity, but the original maniacal ferocity of the portrait has been shrewdly tempered with shadings to give its mood transitions an even greater impact. As a study of searing, barbaric hatred in a woman maddened by grief and trampled pride, it will take a permanent place

## Actors' Fund Aids Needy Hundreds

NEW YORK, May 7.—Edwin Booth, Joseph Jefferson, Louis Aldrich, William H. Crane, William J. Florence, Bartley Campbell, Lester Wallack, A. M. Palmer, Daniel Frohman and a score of other theatrical greats of the period founded the Actors' Fund of America in 1882 as a charitable back-log for the aged and less fortunate members of their profession. Probably none of the founders imagined the scope which their small beginning was to achieve.

The Actors' Fund has prospered steadily for 67 years. In contrast to an original distribution of a few thousand dollars to the theater's needy, the Fund has distributed approximately \$260,000 over the past year. Ninety-six burials have been paid for since the last annual meeting, and there have been an average of 250 to 300 weekly recipients of its financial help. In addition, there are 24 guests in the Actors' Fund Home at Englewood, N. J.

in the gallery of theatrical artistry.

Too, the restaging by Guthrie McClintic is an improvement. The Jeffers adaptation, played primarily on and about a flight of stone steps with characters marching on stage for more or less declamatory interludes, can become static. McClintic's direction has injected fluidity and integration into the action and brought the off-stage background of events into closer reality to it. With the exception of Don McHenry as the tutor, the supporting cast is all new. Henry Brandon's Jason is the best this reviewer has seen to date, forceful, vigorous—with the declamatory curse taken off him by McClintic's astute direction. Frederic Worlock's Creon and Bruce Gordon's Aegeus are both worthy substitutions. If Hilda Vaughn does not quite match the savage, protective foreboding which Florence Reed once put into the role of the nurse, she is still an excellent foil for the Anderson super-histronics.

The production, by arrangement with original producers, Robert Whitehead and Oliver Rea, is still the same. Ben Edwards' single setting highlights the steps to Medea's house in Corinth. The Castillo costumes are still moodily effective. Excepting the absence of Florence Reed, Medea has lost nothing and gained much. **Bob Francis.**

## Broadway Opening

### MRS. GIBBONS' BOYS

(Opened Wednesday, May 4)

#### THE MUSIC BOX

A comedy by Will Glickman and Joseph Stein. Staged by George Abbott. Setting by John Root. Costumes by John Robert Lloyd. Company manager, Joseph Harris. Stage manager, Robert Griffith. Press representatives, Richard Maney and Frank Goodman. Presented by George Abbott.

Myra Ward.....Glenda Farrell  
Mrs. Peggy Gibbons.....Lois Bolton  
Rudy Gibbons.....Tom Lewis  
Mr. Rausch.....Richard Taber  
Coles.....William David  
Lester MacMichaels.....Francis Compton  
Woodrow Grupp.....Edward Andrews  
Francis X. Gibbons.....Richard Carlyle  
Rodla Gibbons.....Ray Walston  
Ernie (Horse) Wagner.....Royal Dane  
Pearl.....Helen Mayon

It is completely mystifying that George Abbott should get himself involved with something like Mrs. Gibbons' Boys. Perhaps he saw a seed in it, which via rewriting and cultured by his staging might produce a bloom on Broadway. From all accounts there was plenty of face lifting lavished on the Will Glickman-Joseph Stein comedy-melo during its road break-in spin. But whatever frenzied nutrition was hyped into it en route, Boys is not going to be a Stem blossom. In fact, it is not even going to sprout.

With the exception of a few amusing moments which stem (as has happened before in matters of this kind) from personal triumphs of the players over script vacuums, and rare intervals when Abbott's staging speeds it to outrageous farce proportions, the Glickman-Stein opus is a dull and repetitious affair. Somehow the whole premise of a doting, moronic mother protecting three rascally sons—two already in jail and one on probation—thru thick and thin—doesn't strike as a subject for hilarious comedy. When the widow's two elder hellions break jail and arrive in their mother's flat at the end of the first act in time to wreck her marital aspirations to a mouse-mouthed gas company cashier, there is nothing much left for the authors to do but kick them around indoors for the remaining stanzas, until they dutifully agree to go back to the cooler. The implications of the situation are rather grimmer than funny—and mostly duller than grim.

#### Performances Help

However, these shenanigans are lightened, as said above, by such items as an outstanding performance from Royal Dane as a dead-panned prison pal of the boys, who takes himself seriously, and a really hilarious scene when Eddie Andrews as a chiseling wardheeler gets himself beat up by the Gibbons menage. Both the authors and Lois Bolton make Ma Gibbons too imbecile for belief and Francis Compton, good actor that he is, has a tough assignment handed him as the pushed around gas man. Richard Carlyle, Ray Walston and Tom Lewis make the boys too tough for comfort—and certainly too tough (See Mrs. Gibbons' Boys on page 83)

## Insure Your Vote

Each year for the past five years voting on the part of the people of the theater for the Donaldson Awards has increased. Now as preparations for the Sixth Annual Donaldson Awards get under way, the Awards committee wishes to do everything possible to see that everyone in the theater has an opportunity to vote.

Early in May ballots and instructions are delivered by hand to the theaters to all the players appearing on Broadway at the time.

In order to get ballots to players who will not be appearing on Broadway early in May, The Billboard, sponsor of the Donaldson Awards, would like to have the names and addresses of such players, so that a ballot may be properly mailed to them.

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

The Billboard,  
Donaldson Awards Committee  
1564 Broadway,  
New York 19, New York.

Please forward ballot and eligibility list for the Sixth Annual Donaldson Awards.

Name .....

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

.....

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

### Special Notice

67TH ANNIVERSARY MEETING

OF

The Actors' Fund of America

FULTON THEATRE

Friday, May 20th, at 2:30 P.M.

All connected with the theater are cordially invited. The public, too, are welcome. The meeting will be addressed by

JOHN MASON BROWN

No Solicitation of Funds



**Magic**

By Bill Sachs

**AL SHARPE'S** recent carping here, lampooning a magic performance by members of a Denver magic org which he caught recently in that city, has served to prod a number of magical old-timers to write in to laud Sharpe on his criticism and to augment Sharpe's statements with a few beefs of their own. The general contents of the letters received are reflected in missives received from **Harry Opel**, Toledo magic vet, and **Elmer Brandell**, of Louisville, so we quote both pieces herewith.

Says Opel: "I want to compliment Al Sharpe for his letter in a recent issue anent the magic show he saw in Denver. We are told almost daily how low magic has fallen, but I still believe magic will live forever if it is properly presented. A lot of the evils may be traced to local magic clubs who accept any one for membership if he can do two things; first, pay his dues; second, buy magic tricks from the local magic store. It has been pointed out that the professional of tomorrow must come from the amateurs of today. So, we'll call them a necessary evil. However, what magic clubs should do is pass a strict rule not to allow any member of the club to appear in public until he is proficient enough to entertain an audience. Many amateurs fail to grasp the idea that there is a vast difference between doing tricks and entertaining. How many times have you seen a good town burned up for a pro magician by an amateur lacking savvy, showmanship and the ability to entertain, who thru a brutal performance made it virtually impossible for a legitimate magician to follow for a long time to come? Audiences seem never to forget a bad show and, as we are all magicians, we are all classed as being alike. Some years ago the Society of Osiris, of Baltimore, had a rule that each applicant had to do a show to prove his ability before he could join the Society. Thanks to Mr. Sharpe for his fearless criticism. Many years ago W. C. (Dorny) Dornfield wrote, 'We have many magicians but few entertainers.' How true!"

Brandell says: "I was vitally interested in Sharpe's blowing his top about the expose of magic tricks and secrets by amateur magicians. Sharpe forgets that to be eligible for membership in a magical society all an aspirant needs is 'an interest in magic' and the initial dues. He is in. The by-laws now permit a member to do an hour show for \$5. Years ago a prospective member had to have some magic experience. Then they reduced the requirements to 'being interested in magic,' and that is the reason magic is going to hell. Briefly, if a half-wit stands with mouth wide open gasping at a dime trick in amazement, and he has \$5,

**New Distrib Twist: Same Music Under Two Labels**

CHICAGO, May 7.—A new twist in record distributing was uncovered here last week when it was learned that two local distributors, Advance and Frumkin Sales, were handling an album and one single side, and possibly four albums more, which contained the same masters under two entirely different labels. Both distributors are selling the merchandise for the same price, \$3.94 for the albums and 79 cents for the singles.

The *Billboard* obtained Imperial Album FD24, entitled *Square Dance Without Calls*, by Bill Mooney and his Cactus Twisters and a copy of a Colony Album 3 called *Square Dances Without Calls* by Bob Russell and the Rhythm Ramblers. When played simultaneously on a pair of synchronized turntables, it was found that the eight masters in the two albums were exactly the same note for note in title and tune treatment. A check of the eight masters in each album showed that the same master number was found on the Imperial album master as on the corresponding tune in the Colony package.

On the silver and black label of he can join a magic fraternity. In New York and in some other cities to be a member of the exclusive magic clubs a man must be a 'magician.'

"Here is another thing to gripe about. An advertiser in one of the magical monthlies has made a fortune in selling luminous material for ghost shows. In return for the faith his customers had in him (this dealer requested that customers sign a certificate stating they would not reveal the secrets of the manufacturer or dealer. This was done to protect the dealer and the user, too; the latter principally) this dealer has stories published in a nationally known magazine exposing typographically and by illustration the actual secrets of luminous effects. So, today his customers have hundreds of dollars' worth of ghost material but can't do anything with it, as millions of people now know how the ghostly devices are operated and made.

"Some national magic organizations were forced by fleeced customers to regulate to some extent the manufacture of unfit magic equipment. Sixty per cent of the stuff put on the market at a high price to the user and at an equivalent high profit for the maker is non-workable. Finally, when several publishers were forced to notify manufacturers that their advertisements would not be accepted if customer proved the magic tricks were unfit for use, the

(See Magic Notes on page 83)

the Colony masters was found the wording, "Manufactured by Colony Records, Inc., 135 N. Western, Los Angeles." On the Imperial Records' maroon and silver label was found the wording, "Manufactured by Imperial Record Company, 137-139 N. Western Avenue, Los Angeles." One single record was also uncovered. Colony record C121, which pairs *Loves and Graces* with *Blackhawk Waltz* by Bob Russell and the Rhythm Ramblers is note for note the same as a similar titled pairing on Imperial 1006, with the band on the Imperial side being listed as Al Toft and his orchestra.

Further examination of the album covers on both the Imperial and Colony label revealed that the long folk dance descriptive passages, which cover both back and front inside covers, were word for word the same, except that on the Imperial album, the heading read: "Singing Squares by Paul Erfer," while that on the Colony album read: "Singing Squares." Type face and size of the copy was found to be the same in both albums. The last half of the inside back cover on the Imperial album lists other stock available on Imperial, while the same space on the Colony album advises the reader to watch for other forthcoming Colony albums.

Art Velen, distributor chief of Advance, notified *The Billboard* late in 1946 that he was distributor for Imperial label. When checked last week, Velen said he was still a distributor for Advance and had not been advised otherwise by Lou Chudd, executive director of Imperial. Velen said he had ordered merchandise as late as yesterday and had just returned some records to Chudd. Velen supplied *The Billboard* with a list of available album material on Imperial.

**Frumkin Talks**

Hy Frumkin, chief of Frumkin Sales here, said he was advised in a letter from Colony Records, Los Angeles, a month ago, that they would have a square dance line available soon. He said he notified a representative of Colony, whose name he had never heard before, that he would take on the line two weeks ago. He said he received his first shipments early last week. A list of albums, which he said were available on Colony, corresponded tune for tune with a printed brochure which Velen gave *The Billboard*. Colony Album 1 corresponded in title and tune content with Imperial Album FD 24, while similar titles of albums and tunes were noted between Colony No. 2 and Imperial FD 22, and Colony No. 4 and Imperial FD 8. Checking of the entire music contents of albums, Colony No. 3 and Imperial FD 24 was the only one made at press time. Other albums were unobtainable before deadline.

**Velen's View**

Velen, when contacted, said he intended to continue marketing the Imperial line because "for the past three years I've taken that Imperial folk dance line and built it into something that is recognized in the four-State area (Wisconsin, Illinois, Iowa and Indiana) which I cover." Velen said he had a \$10,000 inventory of Imperial platters on his floor, which he "intended to protect."

Frumkin, when queried, said he did not know of the duplication of the two lines, explaining that he had taken on the line to strengthen his coverage in the folk dance field. He said he did not intend to give up the Colony line because "the minute I drop it, someone else will pick it up in this territory." Frumkin said that he had just started receiving merchandise.

One record retailer, it was learned, stocked both albums only to learn from a folk dance fan that the contents of both albums were exactly the same. The customer returned the Colony album immediately.

**Burlesque**

By UNO

**EVELYN TAYLOR** opened May 8 at the Hudson, Union City, N. J., as headliner in the **Freddie Lewis-Joey Cowan** unit. . . **Thelma White** is at Prima's 500 Club, and **Lois DeFee**, at the Sho-Bar, New Orleans. . . **Sidney Pink** sold his interests in the Belasco Theater, Los Angeles, to **Monroe Goldstein**, but still retains control of the Vista in Hollywood, where **Ben DeDici** is manager. . . Video had **Murray Briscoe**, straight man, helping **Milton Berle** in the burly scene, "Slowly I Turn," May 3, and again on April 26, when **Joe Fields** and **Lew Hearn**, old-time burly comics, were the reinforcements. **Loney Lewis** shared spotlight honors with the **Hartmans** on another video program May 8. . . **Sammy Smith** and **Dolly Dawson** opened May 13 at Fay's, Providence. . . Manager **Gus Flaig**, with the closing of the Gayety, Baltimore, is working on television scripts for Eastern stations and plans to migrate West for a vacation with **Dottie Bell** (Mrs. Flaig). . . **Gypsy** and **Dexter Maitland** have joined the **Bob Rigg's** show at the Follies, Los Angeles. . . **Jean Clark** has moved from the Gayety, Baltimore, to the dancing line at the Hudson, Union City, N. J.

**JESSICA ROGERS** switched from the Howard, Boston, to the 2 o'Clock Club, Baltimore, May 8, thru **Dave Cohn**, whose other recent placements are **Renee** and **Trudine**, Ha Ha Club, New York; **Joe Rio** and **Tirza**, Club Fernando, Hartford, Conn.; **Red Marshall**, Belasco, Los Angeles; **Princess Wah Wah Taysee** and **Janeen**, Manhattan Club, Johnston, R. I., May 9; **Trudy Wayne**, Cat and Fiddle, Cincinnati; **Sandra Seers**, Flamingo Club, Chicago; **Marie Cord**, **Sammy Price** and **Siruts Flash**, Veterans' Camp Shows, and **Claude Mathis**, **Claudia**, **Al Golden**, **Ania Marie** and **Tanglefoot** for **Allen Gilbert** with the **Johnny J. Jones** Exposition. . . **Arabella Andre**, while at **Jack Kane's** Park, Youngstown, O., last week, with **Johnny Del Mar**, threw a buffet lunch for the cast, (See Burlesque Notes, page 83)

**Sensational "STRIP TEASE ILLUSION"**

A Young Lady in a brilliantly colored Scarlet or Yellow Evening or Dinner Gown enters. Her dress examined by a committee of spectators. She steps up on a BORROWED and UNPREPARED STOOL to ISOLATE her from the floor. A brilliant Spotlight is played on her. At command of performer HER DRESS INSTANTLY DISAPPEARS—leaving her in attractive bathing suit — or in scanty "Undies" if in a Nite Club. Does NOT require Stage, Wings or Curtains — can be worked on Dance Floor, Lyceum Hall, Large Nite Club, or Chautauqua Tent Shows. No threads or wires used. Girl is several feet from anything on stage or from back or sides of stage and away from performer. Practical and as Sensational as an Atomic Bomb! You can build it at home for \$35.00. Full BLUE PRINT for Construction and (3) Full Presentations — \$2.00. "42 STAGE ILLUSTRATIONS Building Plans" (Blue Prints) illustrated, fully described: SPECIAL While They Last, 25¢. Stage Magic Factory, Box 2, Woodside, N. Y.

**GIRLS! GIRLS! GIRLS!**

Getting rough on the road? Tired of sleeping out of suitcases? Summer tourists are coming to Miami. Girls who can Hula, Rumba, Strip Tease. Posing Models for new summer show: 6 months' contract. Good pay. Must be over 21 years old. Temperamental artists, do not apply. Wire, phone or write to **HELENE POLKA**, Jungle Club 3690 N. W. 36 St. Miami, Fla. Phone 88-9147

**WANTED Exotic Dancers and Strips**

For Theatres and Clubs from MAINE to CALIFORNIA BE A BOOSTER FOR **MILTON SCHUSTER** 127 North Dearborn St. CHICAGO 2, ILL.

**WANTED**

Useful, sober, reliable people all lines. Clean Comedians, attractive Exotic Dancers, Vaudeville Acts, Novelties for Louisville Musical "Girlesque" Stock. State summer salary and all facts. **BYRON GOSH**, United Booking Company, 405 United Bank Building, Third & Walnut, Cincinnati 2, Ohio.

**WANT MAGIC**

Used Magic Apparatus, in good condition. State lowest price. **ALLEN AYMETT JR.** Pulaski, Tenn.



**NEW!—5 NOVELTY BALLOON STUNTS, TRICKS, ACTS \$1—NEW!**

**Atomic Balloon!** Balloon zooms upward then disintegrates amid cloud of smoke and loud explosion. A vivid Atom Bomb effect. **Color Changing Balloon!** Balloon changes three times with loud bang each change. Surprise finish—Magicians will love it. **Jet Propelling Balloon!** Balloon shoots through air like a rocket, leaving behind a trail of smoke. No offending odors. Clever stunt. **Repeat Production Balloon!** One visible balloon bursts, another appears, repeats 4 times. Greatest pantomime or stop number in years. **Self-Inflating Balloon!** Throw it on floor, lay anywhere, it inflates itself. No poisonous gases used. Chemicals obtained anywhere. Any balloons used. My easy to understand directions are all you need. All Acts easily prepared. **ALL ACTS GUARANTEED NEW, DIFFERENT, SAFE AND ORIGINAL!** We believe these 5 Acts for \$1.00 is the best value ever offered in the Entertainment Field. **RUSH ONLY \$1.00 FOR PATTERN AND DIRECTIONS ON ALL 5 ACTS.**

**BILL CROXDALE, P. O. BOX 186, KNOXVILLE, TENNESSEE**

**EVERETT AND JANE LAWSON**

**WANT ADVANCE MAN**

To book theatres and auspices dates. Have terrific deal for American Legions and V.F.W. Write, Wire or Call **HOTEL KNOXVILLE, KNOXVILLE, TENN.**



### Bloomfield Owners Seek Nullification Of Drive-In Permit

BLOOMFIELD, Conn., May 7.—A number of local property owners have appealed to the Common Pleas Court from a Bloomfield Zoning Board of Appeals decision which granted a five-year temporary permit to Philip W. Maher for the construction and operation of an outdoor theater here.

The appeal notes that sometime ago in spite of the opinion submitted to the board by the town attorney, despite the lack of proof of sufficient facts to warrant the variance of application of zoning regulations of said town, and despite the denial by the Bloomfield Town Plan and Zoning Commission of Maher's application for a change of zone, the zoning board granted Maher a temporary permit. The property owners charge that the construction cost for the theater will be more than \$100,000 and because of the type of construction, the build- (See Bloomfield Owners on page 96)

## The Ill-Fated One-Nighter

By Henry (Happy) Gowland

IN THE SPRING of 1913 an aggregation of actors, musicians and a few actresses ventured out of New Orleans on a one-night stand expedition under canvas. It was billed *The Cowboy Girl*. The girl had never seen a cow—she thought wagons gave milk.

The show was well billed and had a fairly good company, but there was one bad feature, a severe lack of money. After the first 10 days out, the show began to sour, pay day was forgotten and there was just enough money each time to get out of town. This was the first I learned of money rationing. The show continued spoiling until we reached a little town in Mississippi, when it decayed.

While in this peaceful little town our manager conceived the brilliant idea of holding a street parade. He invested the last \$11 we had in the treasury to hire some worn-out plow horses and a badly worn carriage in which the ladies could ride. It was

to be presented in Western style and I was to ride a horse.

I tried to explain to the leading man, who was a talented rider, that the only horse I ever rode was on a Merry-Go-Round, and then I had to hold on to the bar. I wouldn't dare go for the ring for fear of falling. But all of this was in vain. To top my Western costume was a pair of spurs, which not only proved my downfall but the downfall of the parade and show as well.

As the parade reached its destination, which was the Courthouse Square, and gave a concert, the manager, sitting atop one of the plugs with hat in hand, made the big announcement about everyone with the show. At the end of his speech we started to parade back to the lot. For no apparent reason my horse refused to move. Since the most natural thing to do was to kick him with my heels I did, but gave no thought to my spurs. The horse took off like (See ONE NIGHTER on page 96)

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Comedians, Teams, Straight Man, Piano Player who reads and fakes. People who know the acts. Boozers, no. J. and B. Bennett, answer.

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### WANT SUGARFOOT GREEN SHOW

Agent with car, Ass't Manager, Walter Wilson, answer. Musicians for 12 pc. Band, Comics, Producer, Stage Mgr., Chorus Girls, Blues Singers, Working Men and Boss Canvasman. All state your lowest in first letter. Give complete address, phone, etc. Drunks, save your stamps, you can't make it here. Rehearsals start Mon. 23. All address E. J. Pearre, Box 561, Clarksdale, Miss

### ROAD SHOW ORGANIZED NEEDS PARTNER WITH LARGE TOP

Seats and Lights. Wire

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### \$19.50 PUTS YOU IN SHOW BUSINESS

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### 16MM. PROGRAM RENTAL, \$7.50

Used Holmes and Victor Projectors, \$150.00 up. Westerns for sale at \$55.00 each and up. Empty 1600 ft. Reels, \$1.50 each. Cleaning Fluid, \$2.00 per quart. Mills Panoram Soundie Machines in cabinet, complete for \$175.00 each. Two-Reel 16mm. Shipping Cases, brand new, \$3.50 each. Free lists. SIMPSON FILMS, 135 High, Dayton 3, Ohio.

### 16MM FILMS RENTED

Over 400 Westerns to choose from at \$5.00 each advertising leased free. Write for catalog. Complete, new 35mm. drive-in theatre equipment \$3174 installed. Construction and operating instructions furnished.

### ACE CAMERA SUPPLY

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### WANTED

People for lot Med. Show who can change for two weeks. Need a good Team that does Comedy. Will consider any good Musician, top salary if you can cut it. State all in letter.

RAY W. SMITH

714 FLYNN ALVA, OKLA.

### 1-Piece Production Proved Backbone of Showbiz — Chapman

CINCINNATI, April 30.—Richard Chapman, old-time repster, in a letter to *The Billboard* this week said that he has noted the articles penned by Will H. Locke and other old-timers in recent issues, "but all seem to stop in the middle." "After the Stetson Tom Show passed into the hands of Washburn, what became of Harry Stetson?" he asks.

"In 1902 Harry had turned to the one production. I was with him in *The Holy City*, produced by Gordon and Bennett. Incidentally, Harry Gordon visited me recently. The subject of Tom shows deserves a spoke in the theatrical wheel, but I con- (See 1-Piece Production on page 96)

### A. M. Ellis Adds Drive-In Interests

PHILADELPHIA, May 7.—A. M. Ellis, who operates drive-in theaters in neighboring New Jersey, has expanded his open-air movie holdings with the purchase last week of a 50 per cent interest in the Mahoning Drive-In, near Lehighton, Pa., operated by Rappaport and Shirer. Perry Lessey, house manager for the Warner Theater circuit some years ago, has been named manager of the Lincoln Drive-In Theater here.

The S & F Improvement Corporation, across the river in Camden, N. J., headed by V. C. Smith, was issued a building permit to construct an open-air theater on the Brunswick Pike outside of Trenton, N. J. Permit calls for an initial construction on a 16-acre tract of land of a ticket booth, comfort station and projection room at a cost of \$16,800.

### Lillibridges Form Own Unit for Road

FREEDOM, Pa., May 7.—Sammy and Tommy Lillibridge, formerly with Happy Bill and the Chic Boyes shows, have organized their own unit, which is being presented under auspices in Western Pennsylvania, Ohio and West Virginia.

Tommy Lillibridge says the line-up includes two one-act plays, hand balancing routines, juggling, wire walking dog, bits and magic.

### New Location for Sayers

HARTFORD, Conn., May 7.—Construction has been started on an outdoor motion picture theater at Rochester, N. H., by James Sayers, who owns the Pine Island Drive-In Theater, at Manchester, N. H.

SWANK has Films and Projectors ... for Bigger, Better Shows!

Better film selection ... plus top notch projection means larger audiences and greater profits. You can assure a larger summer take—by renting the best films and projectors from Swank.

- Newest projectors—to match your schedule—and your budget.
- More than 2000 titles of latest films available—at a quantity discount to you!

Phil M. Rentl says: Phone, wire or write SWANK today, for catalog and prices.

SWANK MOTION PICTURES, Inc. Ray Swank, Pres.

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YOUR STRONGEST COMPETITOR IS USING KOLOGRAPH

You can guarantee theatre quality in picture and sound to larger audiences. Many leading film libraries are demanding that their film be exhibited on KOLOGRAPH because of the PATENTED INTERMITTENT SPROCKET.

Kolograph is designed to last longer, handle film better, give more light on the screen with twice the lamp light than any 16mm. projector ever offered to professional road showmen.

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GET A PROFESSIONAL MACHINE AND DO A PROFESSIONAL JOB

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## THE FINAL CURTAIN

Survived by a sister. (Further details in the Carnival Department.)

**HASHIMOTO**—Osai, who with her husband, Frank, comprised the hand-balancing, ground-tumbling act known as Hashi and Osai, April 28 in American Hospital, Chicago. The act had played the major vaude circuits, indoor circuses, had been with the Ringling and Hagenbeck-Wallace circuses and was a standard fair act for the Barnes-Carruthers office for many years.

**HICKEY**—Mrs. Esther C., 33, wife of Daniel Hickey, reservation manager at the Netherland Plaza Hotel, Cincinnati, and daughter of Milford Unger, manager of the Guild Theater and former manager of the old Grand Opera House, Cincinnati, May 7 in Good Samaritan Hospital, that city. She also leaves a daughter, Mary; her parents and three sisters, Mrs. James Delmonaco; Mrs. Ridgley Smith and Rita, all of Cincinnati. Burial in St. Joseph Cemetery, Cincinnati, May 10.

**HICKMAN**—Lee, 75, former featured burlesque comedian, April 30 in Brooklyn. He retired 20 years ago. Survived by his widow, Arabelle, and son, Joel. Services in Brooklyn May 4.

**JOLLIFFE**—Norman, 62, singing teacher and baritone soloist, April 30 in New York. He sang in the East and Midwest and over the National Broadcasting Company in the 1920s. His widow, two sisters and a brother survive.

**KENNEDY**—Joseph C., 59, former actor and member of the Canadian Bioscope Company, early-day film company, May 4 in Halifax, N. S. He also played in stock companies thruout the Eastern United States.

**LEVER**—Mrs. Aida Gale, 64, British concert contralto and oratorio singer, April 30 in Mt. Vernon, N. Y. Her husband, Haley, and three brothers survive.

**LUNHAM**—Clayton W., 62, opera tenor and composer, May 1 in Corona, Calif. He was with the Chicago Civic Opera, organized a concert company bearing his own name and sang with the Redpath Vander Chautauqua. His widow, a daughter and three brothers survive.

**MACK**—Robert, 72, former actor and songwriter, May 2 in Jamaica, L. I., N. Y. His first song, *Always Remember Mother*, was written in 1882.

**MAETERLINCK**—Count Maurice, 86, prominent Belgian author, May 6 in Nice, France. Among his works were *Pelleas et Melisande*, which was made into an opera by Claude Debussy, and the *Bluebird*, which was made into a movie starring Shirley Temple.

**MEYERS**—John, 71, one of the first recording artists for Columbia, Victor and Edison, May 3 in Flushing, N. Y. His first job was as a pianist and arranger for a 72-man band which toured the country. Later he became a singer, and with the Peerless Quartet and the Sterling Trio made some of the earliest recordings. He toured the country from 1915 to 1930 in the Victor artists' groups. His widow survives.

**MINTZ**—Charlotte, Detroit theater owner, recently following a two-day illness. She established the Monroe Theater in 1912, and it was operated by her husband, Sam, until 1945 when it was turned over to their

three children. Her husband, a son, Marvin, and two daughters, Mrs. J. Shurly Horwitz and Mrs. Milton H. Sims, survive. Interment in Beth El Memorial Park, Detroit.

**MURRAY**—Kate, well known in outdoor show business and the wife of Jack Murray, May 5 in Los Angeles.

### IN LOVING MEMORY

of my husband

# CHARLES PETERS

who passed away

May 12, 1947

Polly Peters

**PORTERFIELD**—Elmer, 76, former circus Side Show juggler, recently in Sioux Falls, S. D. He was with the Russell Bros.' Circus some 15 years ago. There are no known relatives. Services and burial in Sioux Falls.

**REDELL**—Walter S., father of Don Redell, Midwest field man for MGM Records, recently in New York.

**REED**—Bennie H., 54, former well-known minstrel, April 29 in Houston. During the early '20s he appeared in George White's *Scandals* on Broadway and in an Al Jolson revue at the old Winter Garden, New York. He retired from show business 10 years ago. Survived by two sisters, Mrs. Alma Wentworth, Mobile, Ala.; Mrs. Ben A. Davis, Meridian, Miss., and a brother, A. B. Reed, West Palm Beach, Fla. Burial in Pine Crest Cemetery, Mobile, Ala., May 2.

**RIDER**—Albert C., 76, director of public relations and radio advertising for the Cherry & Webb Company, April 29 in Providence. He was the educational director of the company's station, WPRO.

**SALATO**—Vladimir, in France in 1945 while on tour with a USO unit, buried May 2 at Forest Lawn, Glendale, Calif. Survived by his widow, a daughter and his parents.

**SCULLY**—William J., 60, veteran motion picture production manager and former assistant director at St. Vincent's Hospital, Los Angeles, May 1, after being ill for several months. He entered pictures in 1914 with the old Biograph Studios and in 1925 went to work for Cecil B. DeMille. Since then he has been associated as production manager or assistant director at MGM, 20th Century-Fox, Paramount and Universal-International. His most recent films were *Three Godfathers* and *She Wore a Yellow Ribbon*, the latter not yet released. He was a past president of the Assistant Directors' Guild and was active in the Unit Manager Guild and a trustee of the Motion Picture Relief Fund. His widow, Evelyn, two daughters and a son survive.

**STEINDEL**—Bruno Karl, 82, former concert cellist, May 4 in Santa

Monica, Calif. A former cello soloist for the Berlin Philharmonic, in 1891 he became soloist for the Chicago Symphony, which post he held for 19 years. His daughter survives.

**TUCKER**—Carl, 45, composer and pianist, April 28 in New York. Born in New York, Tucker was educated in Europe and wrote scores for nine films in Paris. Later he wrote three musical comedies produced in London. Two of them were *Revue de Paris* and *Fritzie*. His works also include symphonies and symphonic poems. His widow, mother and three sons survive.

**VANDERZANDEN**—Henri, orchestra leader and music director, April 28 in Demarest, N. J. Born in Brussels, he was the director of music at the Grand Hotel in Paris from 1902 to 1915. From then until his retirement in 1931, Vanderzanden was director of music at various times at the Ritz-Carlton, the Astor and the Ambassador hotels in New York and The Brook in Saratoga, N. Y. His widow and son survive.

**WILCOX**—E. H., 62, known professionally as Uncle Dan, of Polly Jenkins and Her Pals, suddenly May 4 in Springfield, Mass. A trouper for forty-five years, Wilcox broke into show business with the Derue Brothers Minstrels. Survived by a son and daughter, of Miami.

**WILLARD**—Joseph S., 75, former owner of J. W. Pepper & Son, music publishers, May 2 in Germantown, Pa. He was at one time a director of musical comedies. His daughter and brother, James A. Willard, known to radio and television audiences as "Uncle Jim," survive.

**YOUNG**—Jean Charles, 57 step-father of Faye Emerson, film and legit actress, April 27 in San Diego, Calif.

## Marriages

**ALLERDICE-BYNUM**—David Way Allerdice, advertising exec, and Iris Bynum, former actress, April 28 in Santa Monica, Calif.

**ALTSHULER-DREW**—Dr. Ira Altshuler, Detroit psychiatrist, and Paula Drew, screen actress, at Bowling Green, O., May 4.

**BLOOMFIELD-MILLER**—David Dwight Bloomfield and Marjory Miller, legit and radio actress, April 29 in Longmeadow, Mass.

**COHEN-WINKLER**—Edward Cohen, former concessionaire, and Sylvia Winkler, non-pro, May 1 in New York.

**HOGG-SHUBICK**—Len Hogg, engineer at Station WXYZ, Detroit, and Marjorie Shubick, former traffic manager of WTAC, Flint, Mich., in Detroit May 7.

**JENKINS-WATSON**—Joe Jenkins, former bingo operator with the W. E. West Shows, and Florence Watson April 26 in Las Vegas, Nev.

**MOFFETT-BROOK**—Lt. Charles Moffett and Faith Brook, actress and daughter of Clive Brook, May 2 in London.

**ONDEK-MARTIN**—Steve Ondek, former vaude producer and dancer, now a dance school operator in Bridgeport, Conn., and Anne Martin April 23 in Greenwich, Conn.

**ORR-KEPLINGER**—Frank Orr, KQV publicity director, and Marian Keplinger, April 25 in Martinsburg, W. Va.

## Births

Twin sons, David Edgar and Ronald James, to Mr. and Mrs. John H. McGraw in Detroit April 20. Father is an engineer at Station WXYZ.

A daughter, April Gay, to Mr. and Mrs. Michael Watson in Pasadena, Calif., April 15. Father is an account executive with Station KMPC.

A daughter to Mr. and Mrs. Edward Choate April 24 in Tarrytown, N. Y. Father is the legit producer.

A daughter to Mr. and Mrs. Hugh Downs April 26 in Chicago. Father is an announcer for the National Broadcasting Company.

A son to Mr. and Mrs. Al Kennedy April 26 in Pittsburgh. Father is with the Joey Sims ork.

## RICCARDO CANESTRELLI

Padua, Italy

Passed away April 21, 1949.

Now marching with the army of the Lord.

Your Loving Children,

**THE NOVELLOS**

Ottavio, Federico and Herma

**CANESTRELLI**—Ricardo, father of Frederico and Ottavio Novello, of the Novellos, in Pauda, Italy, April 21. He also leaves four other sons and four daughters.

**CAREY**—Gus, old-time dramatic and med show performer, recently at the home of Mr. and Mrs. Eddie Brennan, Brenham, Tex. Carey had been associated with the Brennans for the past 25 years in the act known as the Musical Brennans. Burial in Catholic Cemetery, Brenham, Tex.

**COLSON**—Walton H., 55, father of Nadine, of the vaude team of Nadine and Charles, and a former correspondent for *The Billboard*, May 1 in Jacksonville, Fla. He also leaves his wife, Vera; two sisters and a brother.

**CORNELL**—Mrs. Martha, 31, wife of Syd Cornell, announcer at Station WKRC, Cincinnati, May 5 at her home in Cincinnati of a heart ailment. She also leaves a daughter, Virginia; her mother, Mrs. Sara Kaufmann; two sisters, Lillian, and Mrs. Stanley Lovitt, and a brother, Max Kaufmann, all of Cincinnati.

**FREETHY**—Leon, 34, driver with Douglas Greater Shows, May 3 in Eugene, Ore., of accidental asphyxiation.

**HANLEY**—Fred, 57, manager of the Johnny Branson enterprises with the Wallace Bros.' Shows of Canada, April 30 in Windsor, Ont., of a heart attack. He had been associated with Branson for 10 years, and before that had been an animal trainer with various shows.

## IN FOND REMEMBRANCE

of

# W. H. STEIN

May 14, 1943



## R-B SETS NEW GOTHAM MARK

### Funk Resigns, Friel Is Named Det. Fair Mgr.

#### Moves Spark Speculation

DETROIT, May 7.—Hazen Funk resigned Friday (6) as manager of the Michigan State Fair after a three-month drawn battle following the expressed disapproval of Gov. G. Mennen Williams at his retention in that post.

Funk apparently could not be ousted legally but the situation became untenable with the State administration holding various controls over details of fair operation.

The new appointee is James D. Friel, former Wayne County auditor and former candidate for mayor of Detroit. Friel had been boomed for the post following Williams' election and before Funk's reappointment by the State fair board.

#### To Stay on 60 Days

At the time of Funk's reappointment, the governor, a Democrat who assumed office January 1, expressed dissatisfaction with the reappointment which was made by a Republican-dominated fair board.

Funk will continue with the State fair for 60 days at the request of the governor, who asked him to remain temporarily to advise Friel on the fair's operating procedure.

The resignation of Funk and the appointment of Friel sparked speculation as to whether any of the contractual commitments for the '49 fair made by Funk and the fair board would be canceled.

#### Plans To Stress Names

Friel today declined to comment upon such a possibility. He said he planned to devote his time early next week to reviewing contracts already signed. Legally, it is believed that all contracts awarded by the State Fair board and subsequently approved by the various State departments involved would be unassailable.

The midway contract is held by Floyd E. Gooding, Columbus, O. Most of the concession contracts have been signed and have been approved by other State departments.

Discussing his plans for the '49 fair, Friel said that he plans to increase expenditures for attractions and advertising by 40 per cent over last year, inasmuch as this is the fair's centennial year.

### 4 Beatty Tootlers Injured in Crash

LOS ANGELES, May 7.—Percy W. Cayuga and Joe Willis are in a serious condition in General Hospital here from injuries and burns sustained April 30 when a Clyde Beatty Circus truck crashed into a tree, causing a butane gas tank to explode. Also injured and reported in satisfactory condition at the hospital are Dave Cayuga and Lowney P. Harris. All are members of the band.

The circus had played Burbank and was being taken to North Hollywood for its May 1 stand.

#### Banquets Night and Date—

### Conflicting Fair, Park Execs' Chicago Events Draw Protests

CHICAGO, May 7.—Fair men and park execs, particularly those who double in both fields and who come here for the annual winter outdoor conventions, will find themselves in a quandary when it comes to attending banquets of those groups unless something is done to clear up an existing conflict in scheduling.

Both the National Association of Amusement Parks, Pools & Beaches and the International Association of Fairs and Expositions have scheduled their banquets for the same night, Tuesday, November 29, in Hotel Sherman.

#### NAAPPB Repeats

The NAAPPB last year held its banquet on a Tuesday night, while the IAFE had a buffet dinner on another night. At the '48 convention, however, the IAFE voted to expand its buffet dinner into a full-scale banquet, and, subsequently, it slated its 1949 banquet for the same night as that of the park men.

The reason, Frank Kingman, IAFE secretary says, is that Tuesday is the only night of the convention period that the hotel could assure a banquet room for the fair men.

Upon learning of the conflict, some fair and park men protested. They want to attend both events and they requested the IAFE to change its night.

#### Want Own Banquet

Paul Huedepohl, NAAPPB secretary, joined in the protest. He reports he went so far as to suggest that the fair men join with the park

men in a joint banquet. This offer was declined. In explanation, Kingman said that the fair men wish to retain their own identity and to have their own banquet.

Protests over the existing conflict have gathered strength. As a result, a mail poll of members of the IAFE's board of directors now is being made to determine whether the fair men should hold their banquet on the same night as that of the park execs.

### West Coast Auto Race Season Off To Good Start

LOS ANGELES, May 7.—All types of auto racing from midget to hot rods are off to a good season's start in California, approximately 20,000 fans having clicked thru the turnstiles in four meets.

The new dirt track at the Culver City Stadium is proving a good draw, pulling 5,871 patrons for a nine-card midget racing event Saturday (30) which featured a 40-lap main event copped by Allan Heath, with Edgar Elgar and Jim Bryan following him to the finish line.

The same night the hot rods rolled at Carrell Speedway, Southgate, before 5,850 fans. Feature was a six-lap run off from two 25-lap semi main events, won by Jack McGrath, with Roy Prosser and Pat Flaherty runners up.

Huntington Beach Speedway drew 2,100 fans Friday night (29) to witness the 30-lap main event taken by George Seeger. Leroy Nooks and Troy Ruttman were second and third, respectively.

The big car racing season got under way at the Oakland Speedway Sunday (1) before a crowd of 5,777 which featured a main event of 35 laps won by Bud Sennett. Art George and Joe Gemsa followed him to the checkered flag.

#### Notice

NEW YORK, May 7.—If you ordered mail-order cigarettes from an ad that ran in *The Billboard* and other publications from September to December, 1948, and never got them because the advertiser went bankrupt, here's how to get your money back. A single company was represented by the three whose names were used in the ad: Popular Mail Service, Allison Tobacco Company and Reliable Mail Order Company, all of Wilmington, Del. This firm went into bankruptcy February 4, 1949. If your money was received by the firm on or before that date, file a claim with William Cahil, referee in bankruptcy, Federal Building, Newark, N. J., before May 18. If the firm received your money later than February 4, orders will be filled and shipped at some later date.

### Voorhees & Fleckles Set Ice Revue for Chicago's R.R. Fair

CHICAGO, May 7.—An ice show, underwritten by suppliers of railroad equipment and produced and staged by Voorhees & Fleckles Fair Booking Association, this city, will be a feature of the Chicago Railroad Fair in its second year's run here beginning June 25 and running thru October 2.

Unit will have a 15-people cast plus a six-piece ork and be presented on a specially constructed 24 by 40-foot rink, L. N. Fleckles, of the booking office, said. An arena seating around 1,500 is to be built for it.

Six performances daily are planned. Indications are that the show will be offered for free but there is a slight possibility that the sponsoring railroad suppliers may put on a small admission charge.

### Les Anderson Named P.A. For Portland Ice Arena

PORTLAND, Ore., May 7. — Les Anderson, formerly with *Ice Cycles*, has been named publicity director of the Portland Ice Arena, Harry Shipstead, manager, announces. Shipstead's brothers, Roy and Eddie, own *Ice Follies*.

Plans are to have Anderson publicize *Ice Follies* and *Ice Capades* when the two shows reach the Coast. *Ice Follies* is booked for Portland May 24-June 5.

### 33-Day Stand Tops \$2 Million

Burkhardt inked to assist Duval—org may have to by-pass lucrative Jersey

NEW YORK, May 7.—With the final week practically a sellout, the Ringling circus is set to top last season's \$2,000,000 gross by about \$200,000. Equaling or surpassing last season's take became a certainty early last week when the gross and advance sales reached a figure that assured the management that a record would be attained even before the end of the Madison Square Garden 33-day (65 performance) run Sunday (8) night.

A total of 980,000 spectators will have witnessed the show when it folds tomorrow night (8) and heads for Boston. This tops last year's gate of 924,000 by 56,000 according to a press department announcement.

A factor in the Big One's jackpot was the addition of some 570 ringside seats in front of the side loges, which were sellouts during practically the entire run. At \$5, plus \$1 tax, the sale of these seats sweetened the kitty by close to \$200,000, or about 10 per cent of the net for the run. As usual, the higher-bracket pews were at a premium even during the opening week when over-all attendance was light.

Pat Valdo and his staff have ironed out most of the bugs and the show has been running smoothly. It is (See R-B SETS on page 61)

### Heidelberg, Pa., Schedules Heavy Attraction Bill

HEIDELBERG, Pa., May 7.—The year-old Heidelberg Raceway bids fair to become one of the East's outstanding outdoor sports and entertainment arenas this season as a result of heavy attraction bookings by General Manager Jack White.

Twenty-six racing programs, two thrill shows, a rodeo and the White Horse troupe, booked by Sunny Bernet, have been carded, White said. Additional attractions also will be signed.

Motor speed program consists of 20 midget racing programs, four AAA-sanctioned big car race meets and two AMA-sanctioned motorcycle programs. First big car meet, under direction of Sam Nunis, will be staged Sunday (22), to open the raceway's season. The midgets will bow Decoration Day with a 100-lap race on the half-mile, semi-banked track, with the first motorcycle program slated for June 5.

Joie Chitwood's thrill show will be in May 28-29, Irish Horan's Lucky Hell Drivers June 24-26, the Flying X Ranch Rodeo July 8-10 and the White Horse troupe July 15-17.

The arena, which seats 16,000, has a quarter-mile track, used for the weekly midget races, in addition to a half-mile track. Since the close of last season, the parking area, which affords space for 8,000 cars, has been leveled and dust-proofed, the apron between the stands and the track wall and fence has been macadamized, stands have been repainted, and the track also has been dust-proofed. The raceway is about seven miles from the Pittsburgh business district.



## NEW KIDDIE RIDES!

**ACT NOW!**



- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE

TERMS ARRANGED  
IMMEDIATE DELIVERY  
WRITE FOR PHOTOS

KING AMUSEMENT CO.

MT. CLEMENS, MICH.

**RIDE OWNERS** are reporting greatly increased grosses on peak capacity stands with Eyerly rides having the new Eyerly automatic passenger safety belt, now standard equipment on new 1949 models. This speedy, positive and self-adjusting fool-proof safety development actually decreases passenger loading time from fifty to seventy-five per cent. Write for complete information.



Portable One-Truck Rides  
for Carnivals

Engineered and  
sturdily built for parks.  
Write for descriptive circulars.

**EYERLY AIRCRAFT CO.**

• SALEM, OREGON

## OCTOPUS • ROCK-O-PLANE • ROLLOPLANE • FLY-O-PLANE

## That's GOLD in them thar **THRILLS!**


### Little Skipper

... The new re-ride gold mine for operators...  
Seats 24 tops... Practically self-loading, unloading...  
Light, easily set up • Takes 1 hour • Adaptable  
for inside or outside use • No ground preparation  
required • Absolutely safe • Center Cover, Lights,  
Ticket Booth and Nite Covers included.

Write... **C-CRUISE CORPORATION**  
Seventh and Murlark Avenue • West Salem, Oregon



## The **TILT-A-WHIRL** Ride



Outstanding for

Public Appeal • Stability  
Good Quality • Portability  
High Class • Earning Power

**SELLNER MFG. CO.**  
Faribault, Minnesota

## SOMETHING NEW IN KIDDIE RIDES!

### JR. SIZE AIRPLANES—JR. SIZE FERRIS WHEELS

Don't miss a customer. You can ride the big ones, too, on a Jr. Ride.

**POPULAR KIDDIE RIDES**


Kiddie Airplanes  
Kiddie Jet Planes

Kiddie Jeepsters  
Kiddie Ferris Wheels

STACY JOHNSON CO.

3640 N. W. 47 STREET
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## KIDDIE AIRPLANE RIDE



- ★ Plenty of flash and appeal
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- ★ Fluid drive gives push-button operation

Also manufacturers of Adult and Kiddie  
Chairplanes, Ocean Wave, Kiddie Boat  
Ride. Write, wire, phone for literature.

SMITH & SMITH

Springville, New York

## FLYING SCOOTERS

QUEEN OF THE FLYING RIDES

With 1949 Streamlined Cars

**EIGHT CAR  
PORTABLE RIDE**

**STATIONARY &  
ELEVATED  
PARK RIDE**

**NEW JET  
KIDDIE RIDE**

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## H. E. EWART COMPANY

### FAMOUS KIDDIE RIDES

Kiddie Auto Ride  
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NEW PRE-WAR PRICES

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Phone Day: CHARLESTON 02211 Write for Catalogue. Phone Night: SUNSET 36715  
1220 S. VICTORY BLVD., BURBANK, CALIF.

## Close-Ups: Making a Lot Out of a Little Harry Seber's Girl Show Plan

—By Sam Abbott—

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

YAKIMA, Wash., will always remember that big parade in the spring of 1924 when a handful of musicians created the impression that Kelly's Comedians were the big attraction in town. "Impression" is the correct word, for the bands of the Al G. Barnes Circus and Georgia Minstrels, the No. 1 and No. 2 shows playing day and date with Kelly, were parading when out of a side street marched the Kelly group to corral the other two bands and lead them, giving the appearance of the Comedians having a 60-piece outfit.



HARRY GEORGE SEBER

The man who guided Kelly's Comedians into top spot that day has other feathers in his cap. He is Harry George Seber, one of the most outstanding girl show producers in the nation, the oldest living past president of the Pacific Coast Showmen's Association, the only man to ever serve both the PCSA and the Show Folks of America, San Francisco Chapter No. 2, as president, and who now hopes to see his literary brainchild, *All Show Folks Go to Heaven*, made into a movie with the SFA and PCSA splitting the money from the story. The Yakima incident is typical of Seber, who always has had a flare for extravaganzas and the ability to turn little things into big ones.

The name of Seber has been connected with show business more than 40 years. Born in San Diego, Seber started to work at an early age. While employed by his uncle and aunt in a restaurant they owned on Fifth Street, he was offered a job working in Hall's Tour Car in Los Angeles. Seber never got to Los Angeles, where the tour car then was playing, for about that time the uncle and aunt closed their restaurant and Seber talked them into putting the tour car into the vacant store.

(See Making a Lot on page 71)

## Out in the Open

Ringling concessionaires, Frank and Paul Miller, are getting set to hit the road with the Big One. . . .

Globe-trotting Bill Powell is touring Italy, where he has visited the Medrano Sisters Circus, in Genoa, and the Circus Zoppe, in Naples. Umberto Schichholz, European representative of the Ringling circus, has given up his office in Milan, Italy, and has opened up quarters in Paris. . . .

Joe Bowers, at one time manager of the late Tom Mix, has returned to New York after a 36-week tour with Show Boat. . . . C. S. Primrose, contracting press agent for Clyde Beatty, recently visited T. W. Culligan in San Mateo, Calif. It was the first meeting between the two since 1902, when Culligan was owner-manager of the Nashville Students and Primrose was owner-manager of Uncle Si Hakins's unit.

Fred P. Pitzer, co-founder of the Circus Saints and Sinners; George Lewis, director of the National Laugh Foundation, and Walter Gibson, authority on magic, have formed a new firm, Entertainment Counselors, with offices in New York, for the purpose of supplying talent at banquets, conventions and exhibitions staged by industrial and financial organizations. . . . Fred C. Murray, general manager of the International Fireworks Company, Jersey City, N. J., is staging pyro shows almost nightly in that town in connection with the current hot political battle in which the Frank Hague forces again figure prominently. . . . Dick Brussell, Paterson, N. J., op, announces that he will reopen the Long Branch dog track in Long Branch, N. J., shortly after Decoration Day. Plans call for the presentation of midget auto races, rodeos and circuses. . . .

The May 14 issue of Collier's carries a feature, written by Thomas Whiteside, on the Allan Herschell Company, North Tonawanda, N. Y. Story traces the history of the John Wendler family as ride manufacturers and the history of the Merry-Go-Round.

George A. Schmidt, president-general manager of Riverview Park, Chicago, thinks all outdoor show business could take a tip from the railroads regarding the move to do away with the 15 per cent federal tax. Schmidt sends along a card his son, Bill, picked up in the railroad station at Fort Lauderdale, Fla.

A penny post card, which is meant for travelers to send their congressmen, reads:

"I have just been compelled to pay 15 per cent transportation tax on a ticket from — to —, valued at —. I understand this was a war tax to curb non-essential travel, but as the war ended three years ago I feel the necessity for this tax no longer exists. I wish you would use your influence to bring about its repeal in the new session of Congress."

Card has a place for the person's signature and address.

"The thought occurred to me if all outdoor amusement men would spend from \$5 to \$25 on propaganda of this kind, quite an impression could be made in Washington on our own admission tax matter," Schmidt said.

### Block Pilots Pittston Track

PITSTON, Pa., May 7.—Barney Block, former advance man and publicity director for Jack Kochman's Hell Drivers, has joined Ed Otto and will manage Bone Stadium track here. He'll also assist in exploiting Joe Chitwood's Hell Drivers during the season. Block was with Kochman for three years following his discharge from the navy. Block will have direct charge of the local track, one of four in the Eastern Circuit, where Otto promotes midget car races weekly.

FOR YOUR PEACE OF MIND, GIVE A PIECE OF  
CHANGE TO THE NATIONAL COMMITTEE FOR  
MENTAL HYGIENE



## Trisco, R-B Aerialist, Hurt in 40-Foot Fall

NEW YORK, May 7.—Aerialist Frederick Hermsen (Great Trisco) received painful injuries last night (6) when he plunged to the arena floor of Madison Square Garden while performing with the Ringling-Barnum circus.

At the Polyclinic Hospital, where he was taken after receiving first aid from the circus physician, Dr. A. R. Pils, Hermsen was reported in very good condition today. He suffered a fracture of the left arm and body bruises. His wife, who assists in the act, witnessed the fall along with a capacity audience.

The fall marred the Big Show's accident-free record for the run here. Hermsen, who is 35, is in his second season with the show.

## Rogers Bros. Gets Full House at Concord, N. C.

CONCORD, N. C., May 7.—Despite being more than an hour late starting, Rogers Bros. scored with a full house at the matinee here Tuesday (3). Night show drew three quarters. Weather was excellent.

At Kannapolis, N. C., (2) threatening weather in the afternoon and rain at night hurt attendance at both performances being light. Org also ran into rain at Salisbury, N. C., April 29, but attendance was good, night show getting a full one after a strong matinee.



### Allan Herschell

### KIDDIE MERRY-GO-ROUND

- ★ Fluid Drive — no clutch or brake
- ★ Fast, smooth, starts and stops
- ★ Push-button controls ★ Sets up in 3 to 4 hours ★ 20 jumping, all-aluminum horses, 2 chariots ★ Ruggedly built ★ Write for literature.

**ALLAN HERSCHELL COMPANY**  
Incorporated  
NORTH TONAWANDA, N. Y.  
World's Largest Manufacturers of Amusement Devices

### 1949 Spitfire



**BETTER THAN EVER  
ALL BALL BEARINGS  
AND  
FLUID DRIVE  
SIDE OR BOTTOM LOADING**

**FRANK HRUBETZ & CO.**  
SALEM, OREGON

# Talent Topics

**Ira Millette**, aerialist with the Ringling circus, has produced a new high sway pole act, **Fearless Phillips**, which is being booked by the **Al Martin** office, in Boston, for park and fair dates this summer. Millette will remain with the Big One. . . **Harald Voise's** flying trapeze act, the **Flying Haralds**, currently with the Ringling circus, will leave the Big Show after the run at the Boston Garden and open with the **Tom Packs Circus**, June 6 at Nashville. . . **Woolford's Daschshunds**, playing with the Ringling circus in New York and Boston, will switch to park and fair dates, under the **Barnes-Carruthers** banner, at the close of the Boston run. . . **Frank Evers and Dolores**, American wire-walking duo, off to a good start on their tour of English vaude houses, opening at the Hippodrome, in Brighton in mid-April.

**Raynor Lehr**, of the Bert Levey office, has inked a deal to supply a high act for six days and a grandstand show for three days during the Turlock District Fair, August 8-13, Turlock, Calif. Already signed are **Jack Cavanaugh**, Western act; **Pinky the Clown and Cheetah**; **The Great Lockman**, escape artist; **Betty Reed, Bobby Graham and the Lee Sisters**. Also signed by Lehr are **Irene Vermillion and Company**, the **Zella Wynna Girls, Joe Mail and the Gay '90s Revue and Herb Wilkins** ork for the San Fernando Valley Fair, Northridge, September 1-5. . . **Peter Hoxworth**, blind Australian bullwhip artist, is going to play California fairs, rodeos and celebrations this summer under the management of **Johnny Brown**. Before being blinded in World War II, Hoxworth toured with carnivals and such orgs as Ringling and Al G. Barnes, where he did a strong man act. He recently headlined a show at the Sawtelle Veterans Hospital, Sawtelle, Calif., which featured **Leigh Sterling**, emcee; **Kenny Treadwell, Dick Love, Tovar Sisters, Rickie Lane, Terrell Tempo and John Blair Casparas**.

**Manuel King**, animal trainer, is to come out soon with a new act consisting of two male and three female lions. The act will be presented as a free attraction at Million-Dollar Pier, Atlantic City, May 28-September 17. In the army air force for three years, King has been associated for the past three years with

## Ken Ferguson Firm Plans Sports and Travel Shows

STILLWATER, Minn., May 7.—A new firm, the Ken Ferguson Company, has been formed here to produce and promote sports, travel and boat shows. Ferguson, who has been active here as a coin machine operator and is one of the chairmen of the Five-States Phonograph Operators' convention, held annually in Minneapolis, reported he has been active in the sports, travel and boat show field for four years. Now he will devote the majority of his time to this activity.

Initial productions are scheduled this summer, with dates to be announced shortly.

## Maxwell Rodeo Draws 3,000

MAXWELL, Calif., May 7.—The 18th annual Future Farmers' Rodeo and Livestock Show pulled an estimated 3,000 thru the turnstiles here April 23. Top money went to Vern DaVales, steer riding, and George Costa, bronk riding.

## Kamloops Hands Vie for 4C

KAMLOOPS, B. C., May 7.—Cowpokes will battle for \$4,000 prize money at the two-day stampede here, managed by Mike McCormick. Bobby Wilkinson, Yuma, Ariz., will announce. A new arena and new chutes and corrals are being built.

his father in the latter's business. Besides his act, he will have a 30-cage animal exhibit and a large reptile exhibit. . . **Jerry Toman**, emcee; **Al Libby and Betty Eric** and **Kroc, Scotty Burbank, the Glen Henrys, Mike Monroe, Claire and Hudson**, and the **Robert Adair Troupe**, who made up the show at the Eastman Kodak Park, Rochester, N. Y., April 18 thru 23, were taken on a tour of the Eastman plant and given a dinner in the cafeteria. The Henrys recently appeared at the Auburn Theater, Auburn, N. Y.

**BOOMERANG**  
1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.  
WRITE FOR CATALOG, ETC.  
**U. S. RIDING DEVICES CORP.**  
HARRY WITT  
298 Junius St. Brooklyn, N. Y.

**FLYING SCOOTER**  
1948 Portable Flying Scooter Ride. Used one season, perfect condition.  
**CAPITOL BEACH**  
728 Stuart Bldg. Lincoln, Nebraska



## THE ROLL-A-WHIRL

AN EIGHT PASSENGER RIDE FOR KIDDIES AND ADULTS

The Roll-A-Whirl is built on and made a part of a two-wheel trailer and can be transported behind a passenger car as easily as a medium weight house trailer.

★ ★ ★

Requires no help for setting up or tearing down. Constructed of steel and aluminum throughout. It makes a nice flash in the midway because of the streamlined construction and the numerous colored lights on the hull.

★ ★ ★

Ride is powered with two high quality capacitor type 110 volt Century Electric Motors.

Overall dimensions: Length 18 ft., height 10 ft., width 7 ft. 10 in. Approximate gross weight 2300 lbs.

Complete with ticket box, sign, heavy duty rubber covered lead wire, light bulbs, automobile controls for the electric brakes.

Trailer is equipped with Atwood hitch, Hammer blow, safety engineered axle and springs, Warner electric brakes; R.C.A. public address system, which includes pick-up mike amplifier and speaker. All bearings are heavy duty Seal Master. Firestone 6-ply Champion DeLuxe tires.

Write for pictorial catalog. Send your order in NOW! We can still deliver some rides early this season. Wire or phone TODAY

**PRICE COMPLETE, \$3,450.00**

Plus 2% Sales Tax, F. O. B. Factory, St. James, Mo.

**THE ROLL-A-WHIRL CO.**

HIGHWAY 66

PHONE 337

SAINT JAMES, MISSOURI

## ATTENTION

Only two KIDDIE SPEEDBOAT RIDES left for mid-June delivery. Nine aluminum deluxe Speedboats, including electric power boat, flashy six-color combination, revolving lighthouse center, wiring, switches, floodlights, signs, etc. Unit is light and very portable. Priced at only \$1185.00 complete, less tank, or \$1495.00 with tank. We have one of the best proven rides of this type on the market today. Write, phone or visit

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STOCK TICKETS	
One Roll	\$ 1.00
Five Rolls	4.00
Ten Rolls	6.00
Fifty Rolls	20.00
100 Rolls	38.00
ROLLS 2,000 EACH	
Double Coupons.	Double Prices.
No C. O. D. Orders.	
Size: Single Tkt. 1x2"	

It would be nice if we could trade in the heads of oak for hearts of the same material.

## TICKETS

of every description

**THE TOLEDO TICKET COMPANY**

114-116 Erie St., Toledo (Ticket City) 2, O.

SPECIAL PRINTED	
Cash With Order.	Prices:
2,000	\$ 6.80
4,000	7.65
6,000	8.50
8,000	9.35
10,000	10.20
30,000	14.50
50,000	19.00
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500,000	118.00
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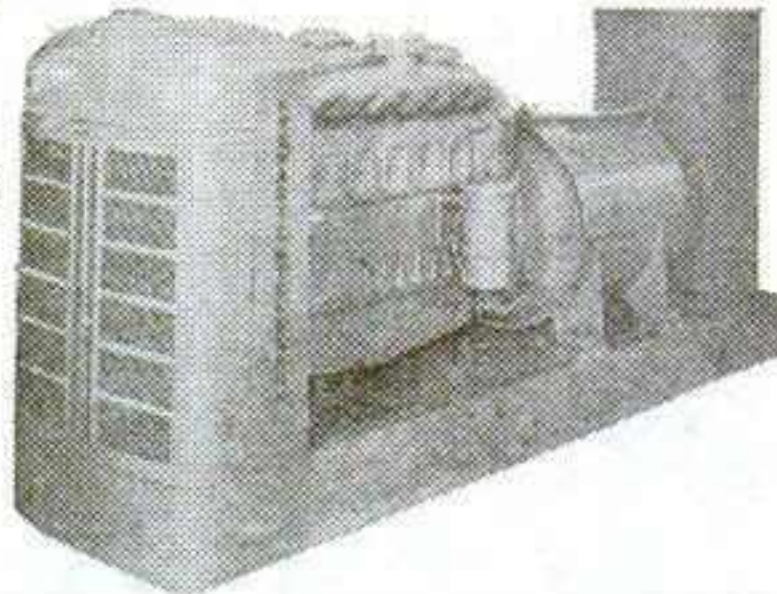
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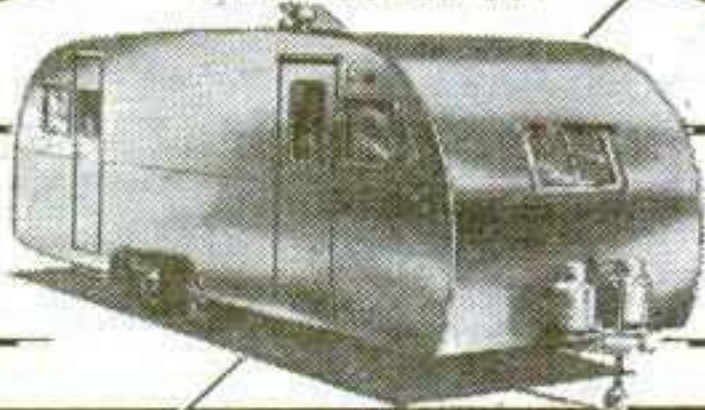
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**SPEEDWAY ROUND-UP**

**Freeport Sets Inaugural**

**FREEPORT, L. I., N. Y., May 7.**—The inaugural midget racing card is slated for Freeport Stadium Friday night (13), with Lloyd Christopher, Tony Bonadies, Dutch Schaefer, Johnny Zeke, Steve McGrath, Art Cross, Red Marlow and other American Racing Drivers Club aces set for the opening.

First of the stock car races, scheduled for Tuesday night (17), will present an array of drivers headed by Ted Tappet, who will get competition from Al Keller, Johnny Rogers and Charlie Eithier.

Slick third and fourth turns, that constituted danger spots at the track, have been given a new and less slippery surface which is expected to increase safety.

**Midgets Start at Bridgeport**

**BRIDGEPORT, Conn., May 7.**—Midget races started their third sea-

son at Candlelight Stadium this week under the direction of Bill Tuthill. Among drivers competing were Georgie Rice, Steve McGrath, Bert Brooks, Chet Gibbons, Tony Bonadies, Len Fanelli and Stan Disbrow, of the American Racing Drivers' Club.

Races are expected to be considerably faster because of the widening of the course and other improvements.

**Aussie Racing Strong**

**SIDNEY, May 7.**—Popularity of midget auto and motorcycle racing in Australia and New South Wales continues strong. Attendance at Sydney's two speedways, the Sports Ground and the Showground, is at a high level and since opening of the season has reached a total of 500,000. The season's gates for the two tracks are expected to top 1,000,000.

In Brisbane the speedway is also gaining in popularity. On Saturday preceding Easter it drew a 37,000 gate, an all-time high for that city.

**Knie on Annual Switzerland Tour**

**ZURICH, May 7.**—Knie Bros.' Swiss National Circus, celebrating the 150th anniversary of its founding, left its permanent quarters at Rapperswil March 20 for its annual Switzerland tour.

One of the largest circuses in Europe, it was founded in Austria by Friedrich Knie, an equestrian and wire-walker, and has continued for 150 years under the direction of descendants of the founder. For much of that time it has been located in Switzerland, where the third generation of the family adopted Swiss nationality some 50 years ago, and in 1919 added the Swiss National Circus tag to its title. Show is currently under control of Freda and Rudolf Knie, of the fifth generation.

Knie Bros. undoubtedly have the largest and most diverse groups of trained animals of any circus in Europe, as well as a large menagerie. Only a part of this live stock is used on tour, several Knie animal acts being farmed out with other circuses. Animal acts with the show this season are the Knie elephants, lions, chimpanzees and sea lions. In addition the show carries 80 Liberty and high school horses. Most of the animal acts are presented by members of the Knie family.

Acts with Knie this season are Enrico Caroli and his troupe of bareback riders; 12 Ben Abdrahman Wazzans, Arab tumblers; Two Cavalinis, with their crazy car; Six Triscas, high wire; Three Francescos (Carolis), clowns, and the Two Bronleys.

**Wills's Tulsa Stampede Offers \$6,750 in Prizes**

**TULSA, Okla., May 7.**—Johnnie Lee Wills's 11th Annual Tulsa Stampede, to be held at Fairgrounds Pavilion here May 17-22, will offer \$6,750 in prizes, all entry fees added. Purses for the various events are: Calf roping, \$1,350; bulldogging, \$1,350; saddle bronk riding, \$1,380; bareback bronk riding, \$1,350, and bull riding, \$1,350.

O. W. Mayo is stampede business manager and Floyd Gale arena director. Stock will be furnished by Beutler Bros., Elk City, Okla. Johnnie Lee's band will furnish the music.

Acts scheduled include Bushbaum's Liberty horses, Roscoe Armstrong's Funny Ford, and Mr. and Mrs. Jack Knapp, roping.

**Waco Centen Inks 101 Ranch**

**WACO, Tex., May 7.**—Contract to provide the grandstand attractions for this city's Centennial Exposition has been awarded to 101 Ranch Wild West, with six matinee and night performances scheduled, Tommy Stevens, manager, announced this week. Event will be held October 24-30.

**Yavapai County Annual, Phoenix, Dates Are Set**

**PRESCOTT, Ariz., May 7.**—The 1949 Yavapai County Fair will be held September 16-18, inclusive. The 62d annual Frontier Days (rodeo) celebration is scheduled July 2-4. The request of Bert Watkins, president of the Prescott Speedway Association, to use the fairgrounds track for jalopy racing was denied. The speedway group will construct its own track.



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# DRESSING ROOM GOSSIP

## Dales

We have been enjoying good lots and warm weather.

Shirley Vining, Rex Rossi, Gene Hoffman, Tommy Hodgini, Red Harris, Shorty Adkisson and Ida Mae Kerley were interviewed on Station WMOA, Marietta, O., under the direction of Rex LaRue. Rex has been doing 5-minute spots on all stations.

Gene Christian dropped back from advance to shoot some more pictures and to put Tommy Hodgini in a photographic mood. They took one shot of Clara Hoffman spanking little Yarro that ought to make *Life*.

Our roller skating club, The Rolling Rocks, has been meeting regularly. Gene Hoffman is always the first on the floor, and Frank Doyle is always the last to leave. Richard Bedell gets a lot of laughs with his imitation of a beginner. Henry Crowell gets the speed honors, and Leo Dales, Lash LaRue, Rex Rossi and Bobby Bolter cop the endurance prizes. Charlie and Virginia Smith had their first outing since opening at the Zanesville, O., session.

Visitors have included Mr. and Mrs. Earl Annon, Mr. and Mrs. William Dutton Rabe, Lou Henderson, of the Juggling Hendersons, Mr. and

Mrs. Wick Leonard, Mr. and Mrs. Camille, C. O'Day, Al Jones and Mr. and Mrs. Buck Lucas. The Duttons and Louie Watson were dinner guests of Mr. and Mrs. Frank Bowen. The Bowens presented Mrs. Dales with a cake decorated with the Dales Circus monogram.

Lucy Arenz and Peggy Ann Simpson celebrated birthdays.

Nicky Dales copped eating honors at the weiner roast given by the concert on the Coshocton lot, with Lash LaRue as host. We moved off the lot there just in time for the Robbins show to move on. Last to get off the lot were breakfast guests of Larry King and John Dees, who were early arrivals on the incoming show.—IDA MAE KERLEY.

## Hamid-Morton

During the open week between Newark and Buffalo, personnel caught the Ringling show in New York. At night the Belvedere bar was like Old Home Week for Hamid-Morton and Ringling performers.

We arrived in Buffalo ahead of time and visited Niagara Falls. Those with trailers did not have to worry about the cold; they were able to park in the building.

New acts joining in Newark included Ferdinand and Jerry, the Delmars, and Jean Dawn and Connie Sherer.

Lydia, of the Sil Sisters, who fell at the opening show in Buffalo, is back after a few days in the hospital. Her parents' act, Rob Cimse, motorcycle, is going strong.

The Norbertys are back after two weeks' rest, as is Dick Clemens, who was hospitalized for a week. Mrs. Thomas is hospitalized in Buffalo with pneumonia.

Visitors in Buffalo were Caldonia's mother and sister and Mr. and Mrs. Humphreys, parents of Len.

On the jump from Buffalo to Harrisburg, Peaches O'Neil's trailer broke loose from her car, causing slight damage to the trailer. Mr. Gautier has a new trailer. Gautier's wife, daughter-in-law and granddaughter are on for the season.

Stan Stancyk visited the Eriksons. Pete Van Kleef, from *Health and Strength* magazine, also visited.

The ladies' dressing room looks like a laundry with four washing machines going practically at the same time. Over the men's side it looks like a gym with all the hand balancers getting together in competition.

Mr. Watkins recently showed his colored movies after the show.—CONCHITA.

## Ameri-Congo

The second week out found us in Dawson, Ga., after opening in Florida. Superintendent W. H. (Wingy) Sanders had the canvas rolled and loaded in 45 minutes in Cairo, Ga.

LeRoy Sanders is boss animal man, does the veterinary chores and works as inside lecturer. Bob Edwards is chief electrician, and Lester Harry Rohe is assistant lecturer and has charge of the stake and chain wagon. Cline Godsey assists in supervising the five-man crew on canvas.

Prof. Leo Cogozzo's Hollywood Monkey Show is packing them in. Blackie, the crap-shooting monkey, is featured. Johnnie Winget has the ticket box on the Monkey Show, and Robert C. Edwards is in charge of the sound equipment.

A magic sword act and a Punch and Judy show has been added. The Sanders' two-headed baby is featured as an extra attraction.

Mr. and Mrs. Jack Winslow have the floss, popcorn and novelties, and report good business. Charles Bartlett, general agent, has been getting good crowds out for the school kids' matinees. Owner Howard Ingram and most of the crew stopped off in

## Gran Circo Americano

The engagement in San Juan, Puerto Rico, will be long remembered. One week of rain shortly after opening was the only jarring note.

Nellie Markow, of the Three Jewels, was out of the act thru most of the San Juan date, the result of Michael, the new chimp, biting her finger. She recently rejoined her partners, Denise Wathon and Bunnie Tucker.

Zefta Loyal-Repensky was presented with a trophy by director Jerome O. Wilson for outstanding bareback riding work. Local press gave the presentation good coverage.

After San Juan we played Humacao five days and Guayama seven days, both inland. Crowds were good in all stands.—TERESA LOYAL-REPENSKY.

## Karl Knecht Pays Visit To El Gran Circo in Mex.

EVANSVILLE, Ind., May 7.—Karl Knecht, cartoonist of *The Courier* here and organizer of the Circus Fans' Association, recently flew to Mexico City where he caught the El Gran Circo Espanol Arriola, playing a six-week stand in Mexico City.

Presented under canvas, behind an area that included a kiddie Merry-Go-Round and other rides, Knecht reported the first show, on a Saturday night, started at 6 p.m. with a full house. Two American acts, Emil Pallenberg Jr. and his bears, and the Flying LaVals, Bill Valentine Sr. and Jr., and Al Leak, were on the program. Box seats went at 10 pesos each, or \$1.45 in American money. Second night show started at 9 p.m. Matinees are given Sundays at 11 a.m. and 2:30 p.m.

## Rain Hurts Dales Draw

At Point Pleasant, W. Va. POINT PLEASANT, W. Va., May 7.—Rain raised havoc with Dales Circus here April 27, the show getting only half houses at both afternoon and night shows. At Marietta, O., Friday (29) it was different, however, org scoring with a full one at night after a three-quarter matinee.

Rain hit the show at Athens, O., the next day and attendance at both matinee and night was light. Despite good weather Wednesday (4) in Mingo Junction, O., business was light at the matinee. The night show drew a three-quarter house.

Albany to visit the folks on the Endy Bros.' Shows.

Visitors have included Dr. Bozeman, Mr. Miller and Mr. and Mrs. McGraw.

The writer continues to hold down the main ticket box and also handles the press.—M. BAILEY.

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50-100 Per Roll	.44	.88

For orders totaling less than \$5.00 an additional shipping charge of \$1.00 will be added in addition to postage or express charge.

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All quotations are F. O. B. Chicago and all shipments will be made by parcel post or express unless otherwise specified. 50% deposit required with order and shipment for balance will be made on C. O. D. basis unless satisfactory references are furnished.

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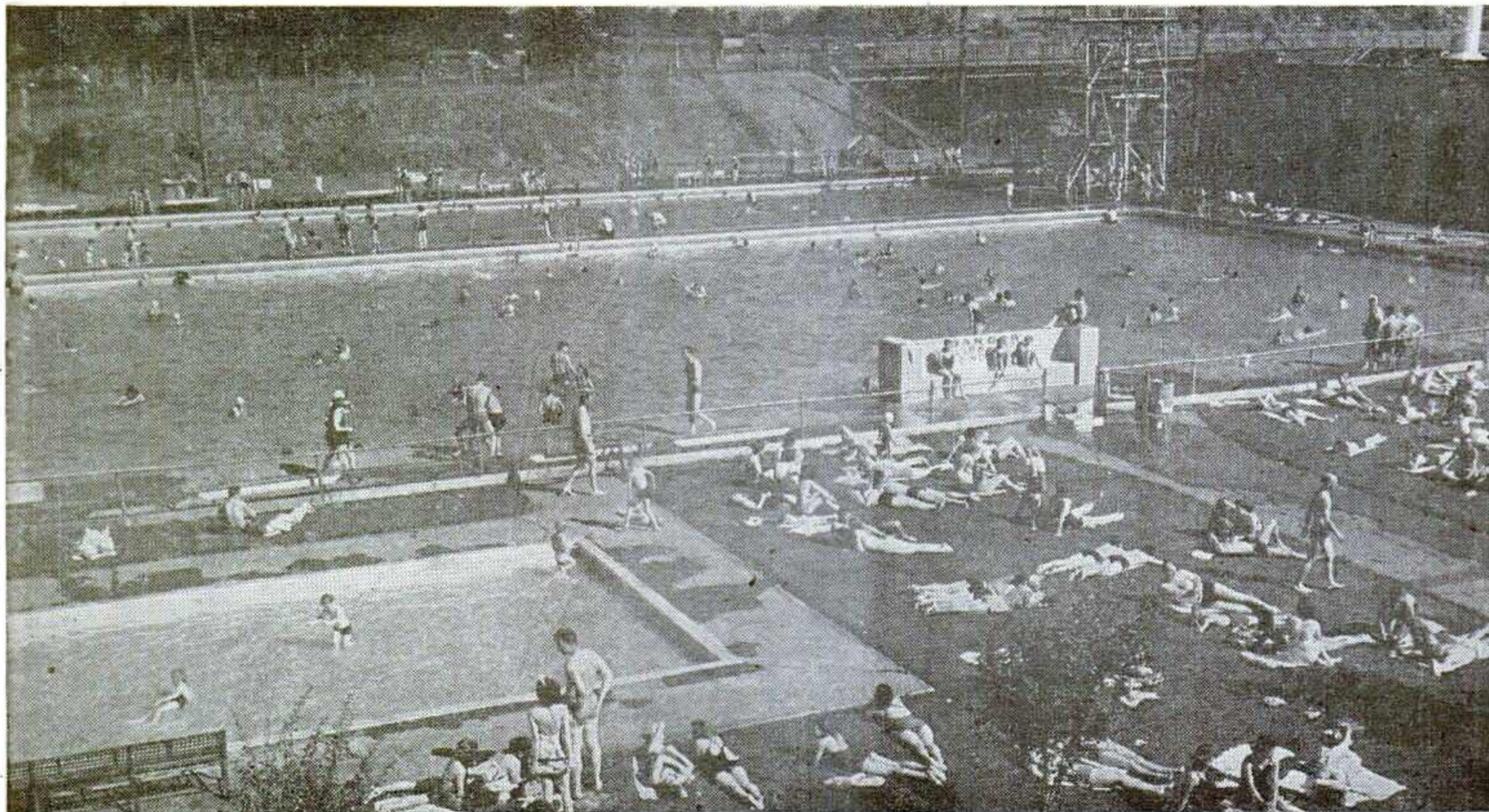
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# Swim Campaigns Are Helpful

**I**F THE swimming pool or beach at your park isn't paying dividends, the reason probably is you aren't doing anything in the way of promotion. Because people either are or aren't swimmers, many ops feel there isn't anything to be done in the way of promotion.

People who like the water and know there is a swimming pool or beach near by will patronize the place without promotion. Those who don't swim won't come anyway.

That, believe it or not, is the way some pool and beach operators reason. As a result, if they happen to be in a location where people aren't swim-minded, the pool or beach receipts take a licking.

I firmly believe that a pool or beach can be one of your best sources of income if rightly promoted. The

**Project is one of best promotions pool, beach operators can use—equipment this year plentiful and prices within reason**

ideal promotion for pools and beaches is a "Learn To Swim" campaign.

### Diving Boards Back

Before getting into this angle let's talk about pool and beach equipment for a moment. Biggest news, from the equipment angle, is that diving boards and diving board standards are back on the market. As every operator knows, boards have been very hard to get because of the lumber situation.

Rubber caps, hydraulic floor and wall brushes, water conditioning equipment, rental swim suits, pool paints, chemical filtration supplies, etc., all are available for immediate delivery.

Prices on most pool and beach equipment are about the same as last year. Diving boards and standards, however, are up over prewar years. This is due entirely to the high price of lumber today.

Another item which has been scarce, but which is available this year in quantity, is the knockdown bleachers for pools. Like diving boards, the price is up over prewar years, but not out of line.

With the equipment situation eased and prices practically unchanged from a year ago, pool and beach operators can forget about their troubles in that respect and concentrate on swim promotions.

### Popular Campaign

That brings us back to the "Learn To Swim" campaign. The program outlined in this article has proved the most popular and profitable ever devised for the aquatic field. Its popularity is due to inherent desires for safety and recreation and the fact the event is of mutual interest to the entire swimming pool and beach industry.

Back in 1921, while conducting a school of swimming, my partner and

I coined a phrase "swimming is an art, superior to all others, for the promotion and preservation of health." This phrase, in my opinion, still describes the merits of swimming as "tops" because it is conceded as the best exercise for all purposes. It is one of the very few forms of sports that exercises every part of the body with moderation, yet it imposes no undue or severe strain on any single muscle.

Aside from the health-giving reasons, every one should learn to swim for safety and self-protection. Statistics prove that 90 per cent of all accidental deaths occurring each year from drowning could be eliminated if every person would learn to swim a mere 50 feet. When a non-swimmer learns to swim he overcomes the natural fear and becomes "at home" in the water and at the same time becomes a community asset rather than a liability.

In the past two decades great progress has been made in "waterproofing" our population, except during the war period, when lack of qualified instructors, together with other contingencies, necessitated the elimination of teaching swimming to a great extent. However, now is the time to re-establish the thought "every one a swimmer."

This is where every pool operator—and I don't stop at commercial pools—every club, association, every commercial and municipal pool should

## 3000 BINGO

No. 1 Cards, heavy white, black back, 5 1/2 x 7 1/4. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 @ \$5 per 100. Fibre Calling Numbers, 50¢; Wood Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, # 3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. DOUBLE Cards, No. 1 size, 5 1/2 x 14 1/2 ..... 10¢ each

## 3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards, tally card, calling markers, \$3.50.

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White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000, size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra, 50¢. Ping Pong Balls, printed 2 sides ..... \$30.00. Replacements, Numbered Balls, Ea. . . . .58  
 3,000 Jack Pot Slips (strips of 7 numbers), per 1,000 ..... 1.25  
 M. W. Cards, 5x7, White, Green, Red, Yellow, per 100 ..... 2.00  
 3,000 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads. Size 4-5. M ..... 1.50  
 3,000 Featherweight Bingo Sheets, large size, 5 1/2 x 3, 5 colors, loose, no pads. M ..... 1.75  
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 Cardboard Strip Markers, 10 M for . . . . .75  
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 Red or Green Plastic Markers, 1/4 Square, Round or Scalloped, \$2.50 M; 5/8ths size ..... \$2.00 M

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### About the Author

PAUL H. HUEDEPOHL, author of this article, is executive secretary of the National Association of Amusement Parks, Pools and Beaches (NAAPPB). He formerly managed Jantzen Beach Park, Portland, Ore., is a former high school physical education instructor and a former member of the swim committee of the Amateur Athletic Union. His ability in conducting "Learn To Swim" campaigns has won him national fame.

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 Big Sixes  
 Jobbers write for special prices.  
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conduct an annual Learn-To-Swim  
 campaign. These campaigns have  
 long passed the novelty stage. They  
 have become good-will agents as well  
 as business builders and have ex-  
 ceptional publicity value. The novice  
 who learns to swim never forgets the  
 place where he was taught to over-  
 come his fear of the water. He be-  
 comes a regular patron of the es-  
 tablishment that gave him this op-  
 portunity. The newspaper and word-  
 of-mouth publicity cannot be valued  
 in dollars and cents.

A Learn-To-Swim campaign pos-  
 sesses unlimited publicity value. The  
 background of a successful campaign  
 is newspaper sponsorship. Many pub-  
 lishers and editors sense the oppor-  
 tunity of rendering a civic service  
 and are interested in this type of pro-  
 motion. The pool operator stands to  
 derive the most benefits thru un-  
 limited space and increased revenue.

**How To Organize**  
 The pool operator's first move is to  
 set a date for the campaign. This  
 is preferably immediately following  
 the close of schools for the summer.  
 The campaign should be set for a  
 period of 6 to 10 successive days (in-  
 cluding Sundays and holidays). He  
 then arranges with a prominent and  
 capable instructor familiar with  
 teaching large groups in mass in-  
 struction and who has a knowledge  
 of American Red Cross water safety  
 technique.

The operator then goes to the  
 editor of the local newspaper. If  
 more than one newspaper is published  
 in the community, he should first con-  
 tact the newspaper having the largest  
 circulation and/or having the reputa-  
 tion for its civic and community in-  
 terests.

The pool operator agrees to lower  
 his regular admission charges for the  
 duration of the campaign to all those  
 registered for enrollment in the swim  
 classes. In return, the newspaper is  
 to support unstintingly the campaign  
 with news stories and the campaign  
 to be named (name of newspaper)  
 Learn-To-Swim campaign.

Newspaper stories should begin to  
 appear at least a week to 10 days  
 before the opening day of the cam-  
 paign and should run daily. The  
 health and recreational benefits of  
 swimming are featured; in fact, every  
 conceivable phase of swimming  
 should be brought into these stories,  
 thus stimulating individual interests.

In many instances it is not difficult  
 to interest leading merchants, espe-  
 (See **SWIM CAMPAIGNS**, page 81)

- POP CORN TRAILERS
- ICE CREAM TRAILERS
- LUNCH TRAILERS
- JEWELRY TRAILERS
- ROOT BEER TRAILERS
- FRENCH FRY TRAILERS
- POP CORN MACHINES
- RESTAURANT EQUIPMENT

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 Concession Trailer, with ten-foot body, 88  
 inches wide, heavy duty chassis. Price  
 \$495.00. Immediate delivery.  
 Write for Catalog.  
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**WHITE CHIEF**  
 Fully Equipped  
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 Any Color, Size or Shape  
 8'x10', 10'x10', 10'x12' in Stock  
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 14'x21', 28'x42', 20'x30', 30'x30',  
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 Ideal for GRANDSTANDS  
 CONCESSIONS, BOATING,  
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Sturdily built of finest  
 hardwoods. Upholstered.  
 Duran plastic covered. 4  
 models. Also detachable  
 legs.  
 Write for quantity  
 prices and dis-  
 counts.

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 Prompt delivery any type tents to order  
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 Orange for trim.**  
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Multiplex Faucet Co. Serving the Trade 43 Years

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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.

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A Higher Butter Fat Mix

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The new Electric Counter Model Popcorn Machine and Grill is built to last... backed by Concession Supply Company's 44 years of manufacturing experience. Equipped with 8 qt. Kettle Popper, 110 volt 1500 watt heating unit with three-way three-heat switch. Storage case is all aluminum with double strength glass on three sides. Stainless steel bottom meets all State health requirements. Buy this outfit today and get in on big cash profits. Also complete line of popcorn kettles from 8 qt. to 35 qt. capacity, new and used floss machines, candy pullers and waffle molds. Write for full story.  
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Carnival Routes

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(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- Alamo: Dumas, Tex.
- Alleghany Expo.: Marlinton, W. Va.
- American Beauty: Trenton, Mo.; Brookfield 16-21.
- American Eagle: Rosiclare, Ill.; Carterville 16-21.
- American Midway: Sequin, Tex.; Hillsboro 16-21.
- American Expo.: Uniontown, Pa.
- A. M. P., No. 1: Hillsville, Va.
- A. M. P. No. 2: Quinwood, W. Va.; Summerville 16-21.
- Badger State: Owatonna, Minn.; Red Wing 16-21.
- Baker United: Huntington, Ind.
- B. & C.: Geneva, N. Y.; Oswega 16-21.
- Beam's Attrs.: Somerset, Pa.
- Becht, Lee: North College Hill, Cincinnati, O.
- Bee's Old Reliable: Jackson, Ky.
- Beeson, Tex., Am.: Granby, Mo.
- Belle City: (S. 6th & W. Okla. Sts.) Milwaukee, Wis., 9-19.
- Bernard & Barry: St. Thomas, Ont., Can.; Oshawa 16-21.
- B. & H.: Liberty, S. C.
- Big Four Am.: Moweaqua, Ill.
- Big State Am. Co.: Ozona, Tex.; McCamey 16-21.
- Blue Grass: Bedford, Ind.
- Bogle & Reese: Monett, Mo.
- Bohn, Carl, & Sons United: Arkansas City, Kan.
- Boone Valley: Boone, Ia., 14-21.
- Borderland: Somerville, Tex.
- Brodbeck: Enid, Okla.
- Brownie Am. Co.: Broken Arrow, Okla.
- Buck, O. C.: Menands, N. Y.
- Bullock Am. Co.: Lenoir, N. C.; West Jefferson 16-21.
- Burdick Greater: Goldthwaite, Tex.; Comanche 16-21.
- Burke, Harry: Hammond, La.
- Burkhart: Roodhouse, Ill.
- California: Oroville, Calif. 9-15.
- Capell Bros.: Ponca City, Okla.
- Capital City: Cynthiana, Ky.
- Catlett Greater: Merriam, Kan.
- Cavalcade of Amusements: Sheffield, Ala.; Evansville, Ind., 16-21.
- C. & B. Am. Co.: Brownsville, Tenn.
- Central States: Dodge City, Kan.
- Cetlin & Wilson: Harrisburg, Pa.
- Chanos, Jimmie: Lima, O.
- Clifford's United: Lone Pine, Calif.
- Coleman Bros.: New Britain, Conn.
- Collins, Wm. T.: Redwood Falls, Minn. 16-21.
- Columbia: Gardiner, Me.
- Community Fairs: Inglewood, Calif., 11-15; El Monte 18-22.
- Continental: Amsterdam, N. Y.
- County Fair: Bridgeport, Neb.
- Crafts Expo.: Fresno, Calif., 9-15.
- Crescent Am. Co.: Ada, Okla.; Seminole 16-21.
- Crescent: Vancouver, B. C., Can.; Victoria 16-24.
- Crystal Expo.: Franklin, N. C.; Burnsville 16-21.
- Cunningham's Expo.: New Matamoros, O.
- Curl, W. S.: Massillon, O.
- Del-Mar: Bridgewater, Pa.
- De Luxe: Wethersfield, Conn.; Southington 16-21.
- Denton, Johnny J.: Williamson, W. Va.; Pikeville, Ky., 16-21.
- Dick's Greater: Carlisle, Pa.; Rochester 16-21.
- Dickson United: Hartshorne, Okla.
- Dobson's United: Fairbault, Minn.
- Dobson's Imperial: Nashville, Tenn.
- Douglas Greater: Roseburg, Ore.
- Down River Am. Co.: River Rouge, Mich.
- Drew, James: Princeton, W. Va.
- Dumont: Trenton, N. J.; St. Louis, Pa., 16-21.
- Dyer's Greater: Poplar Bluff, Mo.
- Eastern Am. Co.: Hollowell, Me.
- Eddie's Expo.: Scottdale, Pa.
- Endy Bros.: Columbus, Ga.
- Evans United: Osceola, Mo.
- Exposition at Home: Bridgeport, Pa.
- Ferris, Carl D.: Clarion, Pa.
- Fidler's United: Burlington, Ia.; Dixon, Ill., 16-21.
- Fleming Mad Cody: Waycross, Ga.
- Florida Am. Co.: Hartsville, Tenn.
- Francis, John: Alton, Ill.
- Franklin, Don: Bryan, Tex.; (Fair) West 16-21.
- Frear's United: Fredonia, Kan.
- Galety: Auburn, N. Y.
- Garden State: Alpha, N. J.; Slatington, Pa., 16-21.
- Gem City: Pine Bluff, Ark.
- Gentsch, J. A.: Oxford, Miss.
- Gold Bond: Monmouth, Ill.
- Gold Crown Expo.: Siler City, N. C.
- Golden Rule: Lawnside, N. J.
- Golden West: (Fair) Angels Camp, Calif., 12-15.
- Gooding Am. Co.: Gauley Bridge, W. Va.
- Gooding Greater: Charleston, W. Va.
- Gooding Park Attrs.: Defiance, O.
- Graceland Greater: Charleston, Ill.
- Gra-Loy: Sturgis, Mich.; Auburn, Ind., 16-21.
- Grand American: Newton, Ia.
- Grand Union: Drumright, Okla.
- Granite State: Portland, Maine.
- Grants Rides & Am.: Foxburg, Pa.
- Great Plains: Oberlin, Kan.
- Great Sutton: Jacksonville, Ill.
- Greater Rainbow: Hastings, Neb., 16-21.
- Groves Greater: Franklin, La.
- Gulf Coast: Fulton, Mo.; Mexico 16-21.
- Hannum, Morris: Lancaster, Pa.; Emmaus 16-21.
- Happy Attrs.: Barborton, O.; Weirton, W. Va., 16-21.
- Happy Holiday: Salem, O.
- Happyland: Royal Oak, Mich.
- Harrison Greater: High Point, N. C.
- Hartsock Bros.: Bevier, Mo., 14-21.
- Hawkeye State: Moravia, Ia.; Melcher 16-21.
- Heart of Texas: Big Springs, Tex.; Midland 16-21.
- Hennies Bros.: Decatur, Ill.
- Henson, J. L.: Bald Knob, Ark.; Corning 16-21.
- Heth Expo.: Mt. Vernon, Ill.
- Heth, L. J.: Murfreesboro, Tenn.
- Hiawatha: Dowagiac, Mich.; Plainwell 16-21.
- Hill's Greater: Raton, N. M.

- Home State: Washington, Ia.; Anamosa 16-21.
- Hottle, Buff: Gretna, La.
- Imperial: Urbana, Ill.
- Imperial Expo.: Petaluma, Calif., 9-15.
- Inland: Mountain Home, Ark.; Ava, Mo., 16-21.
- International: Toronto, Kan.
- Jack Greater: High Point, N. C.
- J. & B.: Sandston, Va.; Bowling Green 16-21.
- Johnny's United: Red Boiling Springs, Tenn.
- Jones Greater: Huntington, W. Va.; Madison 16-21.
- Jones, Johnny J., Expo.: Altoona, Pa.; Johnstown 16-21.
- Kaus, W. C.: Elkins, W. Va.
- Kirkwood, Joseph J.: Hazleton, Pa.
- LaCross: Brattleboro, Vt.
- Lamb, L. B.: Carbondale, Ill.
- Lane, Sammy: Marceline, Mo.; Huntsville 16-21.
- Lankford's Overland: Nicholls, Ga.; Lumber City 16-21.
- Lawrence Greater: Louisville, Ky.
- Lee United: Port Huron, Mich., 10-15.
- Lewis, Ted: Saddle River, N. J.
- Lone Star: Hamilton, O., 9-11; Lima 16-21.
- Maddox Bros.: Harper, Kan.
- Magic Empire: Dickson, Tenn.
- Maine Am.: Kittery, Me.
- Manning, Ross: Newburgh, N. Y.
- Marlon Greater: Rock Hill, S. C.
- Marks, John H.: Eddystone, Pa.
- McKee, John: Johnston City, Ill.
- Meeker: Hoquiam, Wash.; Kennewick 16-21.
- Merriam's Midway: Marshalltown, Ia.; Iowa Falls 17-21.
- Merryland: Three Rivers, Mich.
- Midway Expo.: Rocky Ford, Colo.
- Midway of Mirth: Louisiana, Mo.; Hermann 16-21.
- Midwestern Expo.: Locust Grove, Okla.; Coffeyville, Kan., 16-21.
- Mighty Hoosier State: Connersville, Ind.; Kokomo 16-21.
- Mighty Page: Marion, Va.; Westminster, Md., 16-21.
- Model: Mexico, Mo.
- Model Shows of Canada: Welland, Ont., Can.
- Moore's Modern: Anadarko, Okla.
- Mound City, No. 1: De Soto, Mo.
- Mound City, No. 2: Piedmont, Mo.
- Nelson, George W.: Bethany, Mo.
- Nessler's: Hillsboro, Ill.; Carlinville 16-21.
- Ohio Valley: Marion, O.
- Page Bros.: Paducah, Ky.
- Palmetto Expo.: Duncan, S. C.
- Peck's Am. Co.: Greenfield, Ind.
- Peerless Celebration Am.: St. Paul, Va.; Pearisburg 16-20.
- Penn Premier: Bridgeton, N. J.
- Peppers All-State: Tazewell, Va.
- Perry, Jack J.: Christiansburg, Va.
- Pike Am.: Purcell, Okla.; Enid 16-21.
- Pioneer: Williamsport, Pa.; Montgomery 16-21.
- Playland: Flat Rock, Mich.
- Playtime Am.: Fall River, Mass.
- Playtime Am., No. 2: Quincy, Mass.
- Powelson Greater: Mt. Gilead, O.; Gallion 16-21.
- Prell's Broadway: Lynchburg, Va.; Beckley, W. Va., 16-21.
- Queen City: Chapmanville, W. Va.
- Rafferty: Morehead City, N. C.
- Rainbo: Watertown, Tenn.
- Redwood Empire: Sacramento, Calif., 10-15; North Sacramento 17-22.
- Reid, King: S. Glens Falls, N. Y.
- Robinson's Greater: Cedar Falls, Ia., 14-21.
- Rockwell, Mike: Collinsville, Okla.
- Rogers Bros.: Fergus Falls, Minn., 19-21.
- Rogers Greater: Princeton, Ind.; Bicknell 16-21.
- Rosen, H. B.: Greeneville, Tenn.
- Royal American: (Cotton Festival) Memphis, Tenn.; (Grand & LaCade Ave.) St. Louis, Mo., 16-28.
- Royal Crown: Covington, Ky.
- Royal Empire: Taylor Township, Detroit, Mich., 9-15.
- Schafer's Just for Fun: Kilgore, Tex.
- Shan Bros.: Hazard, Ky.
- Shugart & Son: Bonham, Tex.
- Siebrand Bros.: Gallup, N. M.
- Silver Slipper: Portland, Tenn.
- Silver Star Attrs.: Tiffin, O.
- Smith Am. Co.: Shamrock, Tex.; McLean 16-23.
- Smith, Geo. Clyde: Nanty Glo, Pa.; Scaip Level 16-21.
- Snapp Greater: Joplin, Mo.; Independence, Mo., 16-21.
- Southern Valley: Malvern, Ark.
- Sparks, J. A.: Majestic, Ky.
- Strader, M. A.: Garden City, Kan.
- Standard: Lusk, Wyo., 9-11; Newcastle 13-17.
- Star Am. Co.: Wynne, Ark.
- State Fair Shows on Parade: Blount City, Okla.
- Stephens, C. A.: Dante, Va.; Clintwood 16-21.
- (See CARNIVAL ROUTES, page 80)

Circus Routes

Send to  
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- Beatty, Clyde: Santa Cruz, Calif., 10; Watsonville 11; San Jose 12; Palo Alto 13; Redwood City 14; San Mateo 15.
- Beers-Barnes: Veedersburg, Ind., 10; Attica 11; Covington 12.
- Billie Bros.: Fairmont, W. Va., 11.
- Clyde Bros.: Amarillo, Tex., 10-13; Dodge City, Kan., 14-15; Pratt 18-19; Hutchinson 20-22.
- Cole Bros.: Richmond, Ind., 10; Fort Wayne 11; Lima, O., 12; Dayton 13; Springfield 14; Columbus 15; Zanesville 16 Newark 17; Marion 18; Tiffin 19; Mansfield 20; Akron 21.
- Dalley Bros.: Gary, Ind., 10; Benton Harbor, Mich., 11; South Bend, Ind., 12; Goshen 13; Kendallville 14.
- Dales: Monongahela, Pa., 10; Greensburg 11; Blairsville 12; Cresson 13; State College 14; Lock Haven 16.
- Davenport, Orrin: Winnipeg, Man., Can.; Calgary, Alta., 16-21.
- Davies, Ayres & Kathryn: Wilmington, Ill., 10; Crete 11; Middlothian 12; Bensonville 13; Plano 14; Winfield 15; Naperville 16; Lisle 17.
- Gainesville Community: Cleburne, Tex., 12.
- Gran Circo Americano: Mayaguez, P. R., 10-18; Aquadilla 19-23.
- Hamid-Morton: New Haven, Conn., 9-15.
- Kelly, Al G., & Miller Bros.: Quanah, Tex., 10; Paducah 11; Memphis 12; Wellington 13; Mangum, Okla., 14.
- King Bros.: Madison, W. Va., 12; Logan 13; Man 14; Greenfield, O., 16.
- Mills Bros.: Niles, O., 10; Barborton 11; Hudson 12; Kent 13; South Euclid 14; Norwalk 16; Bowling Green 17; Adrian, Mich., 18; Jackson 19; Coldwater 20; Auburn, Ind., 21.
- Fawling, John: Elwood City, Pa., 10; Ambridge 11; Cannonsburg 12; Waynesburg 13; McKeesport 14; Uniontown 16.



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Foremost  
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SNOW CONE MACHINE**  
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**ELECTRIC PREEDIT PEANUT ROASTER**  
Used but in good condition. 12 pound capacity.  
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TAlmadge 3-9444

Polack Bros. (Eastern): (High School Stadium) San Angelo, Tex., 9-12; (High School Stadium) Midland 13-14; (Baylor Stadium) Waco 16-21.  
Polack Bros. (Western): (Auditorium) Oakland, Calif., 9-15; (Auditorium) San Francisco 19-29.  
Ringling Bros. and Barnum & Bailey: (Boston Garden) Boston, Mass., 10-15; Washington, D. C., 17-21.  
Rogers Bros. Fayetteville, N. C., 10; Dunn 11; Goldsboro 12; Kinston 13; New Bern 14; Williamston 16.  
Roy's: Arcadia, O., 10; McComb 11; Rawson 12; Marselles 13; Leipsic 14.  
Selles Bros.: Pataskala, O., 13-14; Baltimore 16-17; Pickerington 18; Groveport 19-20; Ashville 21.  
Sunbrock, Larry, Texas Rodeo: Lancaster, Pa., 9-14.

**Misc. Routes**  
Send to  
2160 Patterson St., Cincinnati 22, O.

Ameri-Congo Animal Show: Franklin, Ga., 11-12; Bowden 13-14; Buchanan 16-17; Dallas 18-19; Jasper 20-21.  
Marquis-Karston Show (Ritz) Gainesville, Ga., 11; (Carroll) Carrollton 12; (Crisp) Cordele 13; (Arcade) Sandersville 14; (Sumter) Sumter, S. C., 17.  
Miller's, Irvin C., Brown-Skin Models (Pekin) Montgomery, Ala., 11-12; (Frollic) Birmingham 13-14; (Frollic) Bessemer 16; (Star) Meridian, Miss., 17; (Lincoln) Laurel 18.  
Pan - American Animal Exhibit: Anniston, Ala., 11-15; Piedmont 16-17.  
Plunkett's Stage Show: Morton, Tex., 9-11; Muleshoe 12-14; Dimmitt 16-18; Tulla 19-21.  
Slout Players Tent Show: Owensville, Mo., 9-14; Waterloo, Ill., 16-21.  
Williams, Rusty, Show: Sims, N. C., 9-14.

WASHINGTON, May 7. — The charge of "cruelty to children" placed against Larry Sunbrock, producer of the Texas Rodeo (*The Billboard*, April 30), was dropped by local authorities last week. It was explained that Sunbrock had ceased to exhibit an 8-year-old after he had been booked and that the charge was a technical one designed to keep the child from appearing.

**Hudson Line Signs  
Gotham Dock Space;  
Runs Begin May 28**

NEW YORK, May 7.—Operation of the Hudson River Day Line fleet of four excursion steamers this summer was definitely assured with the issuing of final pier permits to the new owners of the fleet by the Department of Marine and Aviation of New York City.

The new owners, George Sanders, Abe Ellis and Oscar Markovich, announce that their deal with the city calls for the payment of a lay-up fee of \$20 a day for each of the firm's four boats, plus 5 per cent of the line's gross income. The deal covers use of Pier 81, North River, and the terminal on the West 125th Street Pier. Percentage deal is applicable to both piers, while the lay-up fee is charged at Pier 81 only.

By the end of next week a thorough overhaul and renovation job will have been completed on the Alexander Hamilton, Peter Stuyvesant and Robert Fulton, by the Todd Shipyards in Hoboken, N. J. The Hendrick Hudson is also skedged for an overhaul before going back into service. The jobs will cost around \$200,000.

All four ships have been fitted out with bandstands and dance floors, while the Alexander Hamilton is being equipped with additional features to serve as a showboat for moonlight cruises. Each boat will also be equipped with television salons and radio, as well as movie theaters for the kid trade. Dining rooms are being streamlined and modern bars installed.

Service will start May 28 with runs from West 42d Street (Pier 81), New York, to Poughkeepsie, with stops at West 125th Street, Yonkers, Bear Mountain, West Point and Newburgh.

**Plan Amusement Center  
At Bowling Green, Ky.**

FRANKFORT, Ky., May 7.—The secretary of state issued a charter to Western Kentucky Park, Inc., Bowling Green, Ky., which proposes to operate carnivals and other amusements, including games, swimming and boating.

Authorized capital stock is \$10,000. Incorporators are F. G. and Alma L. Vale and Beulah H. Brizendine.

**Elk Creek, Calif., Rodeo  
Sets New Attendance Mark**

ELK CREEK, Calif., May 7.—A record-breaking 2,000 persons attended the annual Elk Creek Rodeo here April 24. Top money rider was Harold Jones, Bayliss, who pocketed \$177 with firsts in calf roping, team roping and calf roping from a jeep. Bob Yokel took top money in bronk riding. Gene Marshall copped in bareback riding.

**PEANUTS  
POPCORN  
and  
SUPPLIES**

**TOP-POP HYBRID  
POPCORN CARRIES A  
MONEY BACK GUARANTEE**  
● Five Sizes Boxes—Complete line of supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—Sno-King Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Echols & Sno-Master Ice Shavers—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies.

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Hank Theodor 2808-14 Smallman St. Pittsburgh 7, Pa.  
Ed Berg 1261-62 E. Sixth St. Los Angeles 21, Calif.  
Ralph Cobb 1230 W. Morehead St. Charlotte, N. C.

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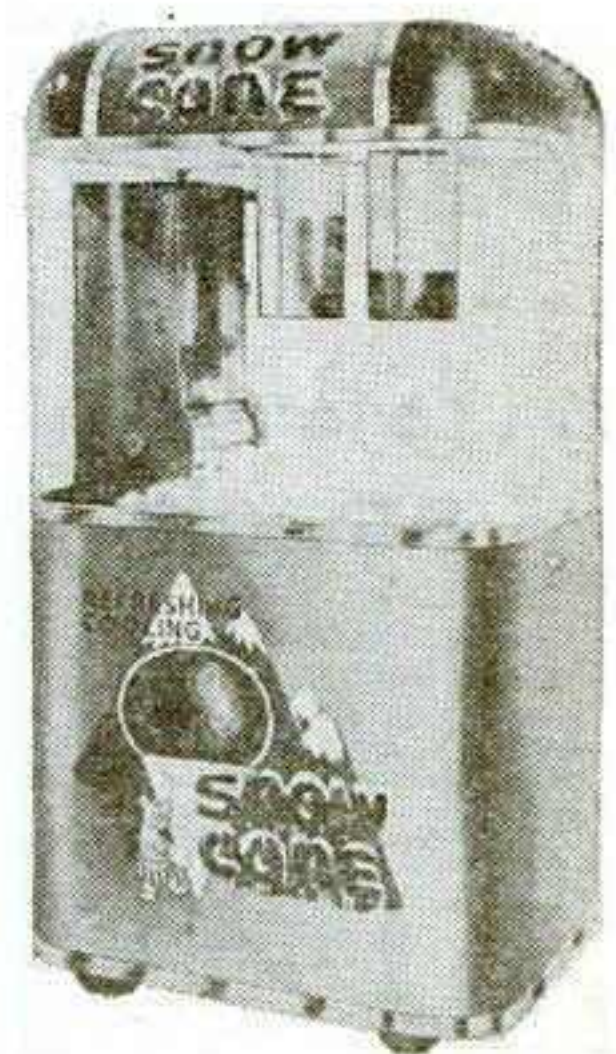
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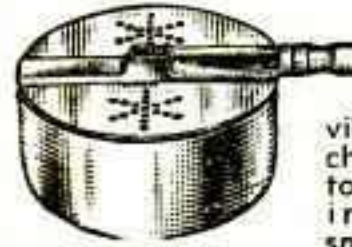
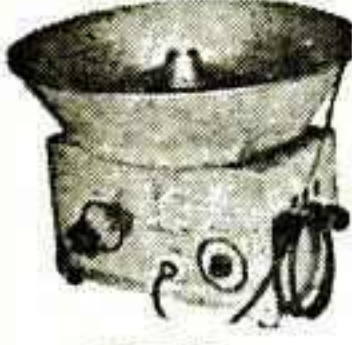
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**Soap Box Races Set For Halifax Funspot**

HALIFAX, N. S., May 7. — Bert Cooper, owner of the amusement park on the northern outskirts of Halifax, will go in for promotions in a big way this year.

First on the agenda, Cooper says, will be a series of soap box races. Entrants from all over the maritime provinces will be invited to participate. Races will be held weekly.

Also on the schedule will be roller skating and dancing promotions, bathing beauty contests, a swim revue and a swim club. The latter already has been organized and various contests will be held. Park opens late in May.

Colored lighting has been installed around the swim pool, the only commercial pool, incidentally, in this area. In addition, Cooper has built concrete bathhouses with all modern conveniences.

**WON, HORSE & UPP COMBINED CIRCUS**

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Scarehead, Ark.

May 7, 1949.

Dear Editor:

When Pushpole Bros.' Circus closed last week, its efficiency expert, Bill Endow, was sent for to save this show from a similar fate. After receiving two bus tickets, dough to spring himself and wife from a hotel and extra money to crate and ship his dog, Endow arrived to take up his duties. He proved himself to be a good man—to stay away from.

His first action was to start an argument, which we will refer to as "Press agents vs. elephants." We have heard of shows carrying lots of press agents and elephants, but this show carried three of the former and only one of the latter. The new guy visited the newspaper editor who complained

about the three news pictures our agents left with him. He stated that the last two circuses to play the burg used the same pictures of an elephant pulling up a center pole, an elephant carrying a water tub and one of a bull pushing a cage wagon. With all fairness to our publicity department, let me add that we did have pictures of a kid sneaking under the sidewall, but we ran out of them. The expert's argument was that three press agents were too many for a three-picture press department and too many for a one-elephant show. Our argument was that circuses are not rated by bulls but by rings, with one press agent per ring. When thousands of customers claim they can't see everything in a three-ring circus, how would a manager expect three press agents to see everything to write about unless you have one man per ring?

To make it possible for the office to let two agents go, the new guy decided to seek co-operation from shows that play our route by agreeing to meet and divide the elephant publicity to keep each show's different. Those to attend the meeting were the managers of the Chariot & Tableau Circus and the Garland Entry Hippodrome Circus. However, Ford Axle Annie, owner of Ford Axle Annie's Horseless Wild West Show, arrived uninvited. The boss figured that because she wasn't an elephant owner, Annie wasn't entitled to the privilege of sitting in. However, the gal owner claimed that she was only there to protect her publicity picture of the Pony Express, with cutlines reading, "How they carried the mail in the early days," which she claimed the Garland Entry show was using as concert publicity.

The managers finally agreed that we were to have the sole rights to use publicity photos of a bull pushing a cage and the one of a kid sneaking under the sidewall, which reduced our press staff to one man. The other shows held the rights to the other photos, as they only carried one agent each. Today we followed the other two circuses into this town to learn that they had double-crossed us by doubling up their two bulls for publicity photos and had lived up to the agreement of not using like one-elephant pictures. However, they had used shots of two elephants pulling up a center pole, two bulls carrying a tub, two bulls pushing a cage wagon and one of 10 kids sidewalling themselves in. The press agents we blew off joined them. To any circus wanting an efficiency expert, there's one available.

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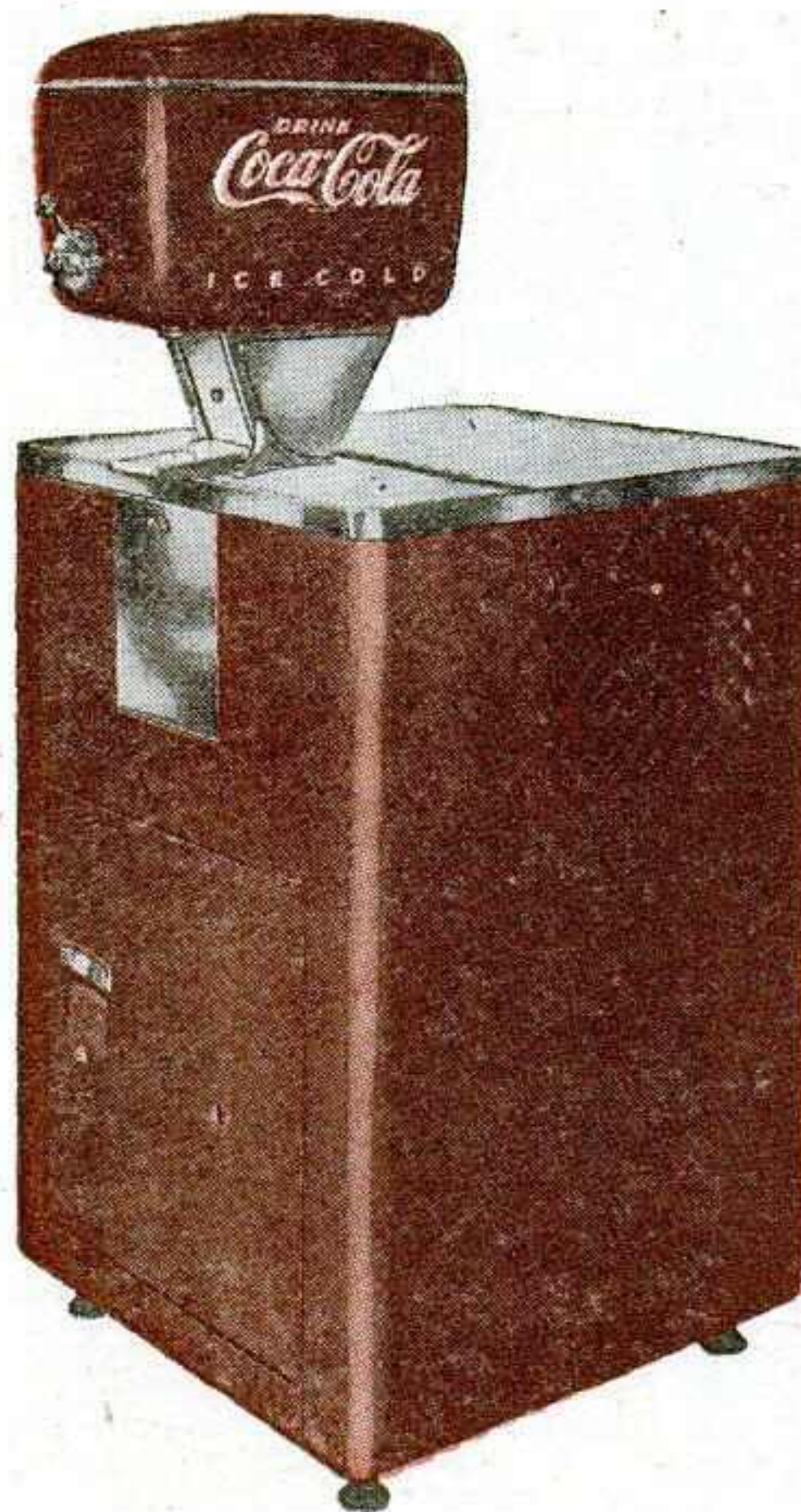


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# R-B SETS NEW GOTHAM MARK

## Dailey's Trek Thru Indiana Proving Okay

### Vincennes Is Red One

MARION, Ind., May 7.—Dailey Bros., getting some ideal weather, is doing okay business on its Indiana trek, the high spot being Vincennes April 30. The show drew an overflow matinee and a capacity night house. Dailey was the first railroad circus to visit in several years.

In Marion (27) the show arrived early from Anderson and had its calliope in action on the streets by 9:30 a.m. Weather was ideal and the matinee was a three-quarter house, with night attendance slightly above that mark.

Hot weather, with the temperature close to the 90 mark, held down matinee attendance at Anderson, but it was three-quarters at night. In Princeton (29), a city of about 9,000, the show had a light matinee but a strong night house.

Mount Vernon, Ill. (28), gave with a three-quarter night house despite chilly weather, after a light matinee. Show's lighting system went on the blink at night but performers carried on despite the dim light.

Business in Sikeston, Mo., (26) was good, matinee attracting a full one and the night show getting a three-quarter house.

## Pawling Org Hits Jackpot in Ohio

IRONTON, O., May 7.—With the weatherman co-operating the John Pawling Circus hit the jackpot in three Ohio towns. In Ironton the show drew a straw matinee and capacity at night. Show was minus its bulls here, due to a truck breakdown in West Virginia.

Chillicothe (4) gave with two full houses. Weather was ideal. Show management announced the new big top is expected any day from O. Henry Tent & Awning Company, Chicago.

In Waverly (3) it was a straw at the matinee and capacity at night.

## Polack Bros. Does Turnaway Biz at Santa Rosa, Calif.

SANTA ROSA, Calif., May 7.—Polack Bros.' Western Unit did turnaway biz here Monday and Tuesday (2-3), earning over \$5,000 for the Aahmes Temple Shrine Club in the two-day stand.

Three of the five bulls recently brought from Thailand by George Emerson for Louis Goebel's World Jungle Compound, Thousand Oaks, were purchased by Irving Polack. The bulls were shipped by truck to San Angelo, Tex., in the company of Rudy Muller, where the org opened Friday (6). Cheerful Gardner will break them in.

Polack also purchased a pair of camels from Goebels. These were shipped to Baltimore where they were presented to the city zoo by Polack Bros. and Boumi Temple.

Irving Polack, discharged recently from the Hollywood Presbyterian Hospital, is recuperating at his San Fernando Valley ranch. It will be another month before he can return to work.



WHEN THE HAMID-MORTON show played Harrisburg, Pa., three visitors from Europe caught the show and the photographer recorded the event. Left to right: Bob Morton, Rolph Knie, owner of the Knie Circus, Switzerland; Mrs. K. Williams, owner of the Blackpool Tower Circus in England; Mrs. Bob Morton; Lew Grade, London booker, and Len Humphries, Morton's assistant on the H-M show. The Mortons leave July 1 for a tour of Europe and plan to catch circuses in England, France, Switzerland, Italy and Germany.

## Cincy Area Produces Good Biz for Cole Three-Day Stand; Indiana Pans Out Well, Too

### Tavlin Still Scouting Name Talent

CINCINNATI, May 9.—Cole Bros.' Circus, the first under-canvas show of the season to hit this area, rolled up a healthy gross Friday thru Sunday (6-8). In Covington, Ky., Friday the show had a light matinee but a straw house at night, while the week-end Cincinnati stand on Carthage Fairgrounds registered two three-quarter matinees and full houses at night.

Excellent weather greeted the show. Friday the temperature was in the 90's. Saturday and Sunday were warm and bright. Delays hindered the show in both cities. In Covington the show was late getting on the lot because of a delay at the railroad yards, and it was 3:45 before the matinee started. While loading the train for the run to Cincinnati, an overturned wagon again caused a delay. Show officials were aggravated further in Cincinnati when Elmwood Place police objected to the hauling of equipment on streets with steel-treaded tractors, claiming it broke concrete pavement. The problem was solved by hauling trailers to the tractors, then loading them on trailers for transportation to the lot.

### Indiana Dates Good

Before appearing here Cole played Indianapolis April 29-May 1, getting two three-quarter matinees and a light one, plus three-quarter night houses. In Columbus, Ind., Monday (2) the show drew a three-quarter matinee and full night crowd. Jefferson, Ind., (3) produced fair business, while Lexington, Ky., (4-5) was big. Weather has been in the show's favor.

The org has a fresh appearance with new canvas, new Side Show banner line, steel chairs in the grandstand, and excellent wardrobe. Big top seating capacity is 5,500, with grandstand 13 tiers high. The two-hour performance clicked, running

### Arumia, Dailey Elephant Trainer, Mauled by Bull

LOGANSPOUT, Ind., May 7.—Singh Arumia, 22, elephant trainer on Dailey Bros.' Circus, was attacked by one of the show's bulls here Friday (6).

The animal, altho chained, knocked Arumia down, then picked him up with its trunk and threw him into the air.

The bull mauled Arumia until beaten to its knees by other circus workers. Physicians described Arumia's injuries as serious.

smoothly under the direction of Vander Barquette. Announcing is done by Norman Carroll. No changes have been made in the program since it opened in Louisville (*The Billboard*, April 23). Dorita Konyot, who was out of the program the first week because of an injury to her horse, is scoring with her turn.

Don Lang looked after press in Covington, and Bev Kelley in Cincy, both landing good shots.

### Negotiating for Stars

Since April 27, when Burt Lancaster, movie actor, left the show, General Manager Jack Tavlin has been negotiating with other film stars to appear for two-week periods thruout the season, but no contracts have yet been signed. However, Tavlin announced that the George Hanneford family of riders, who were with the show in Louisville, had been signed for the 1950 season. Bobby Hasson, Side Show manager, who left the show in Jeffersonville, Ind., as did his brother, inside manager and lecturer, has not been replaced. The Hassons were to go to their home in Washington.

Kid show prices were reduced this week from 35 to 25 cents.

Tavlin said that Frank Orman, new manager, has taken hold in fine style.

## Mills Org Finding Good Business on Trip Thru Ohio

UPPER SANDUSKY, O., May 7.—Ohio towns are receiving Mills Bros. with open arms in the form of full ones and near capacity.

Sponsored by the Lions' Club, org drew near capacity at the matinee and capacity at night here Wednesday (4). Weather was ideal.

In Marion (2) it was three-quarters at the matinee and a slight overflow at night.

What would have been two sure sellouts in Columbus, April 30, were ruined by a heavy rain in the afternoon and cold, threatening weather at night. As it was, the show played to near capacity at the matinee and a three-quarters house at night.

Delaware (29) proved anything but good, despite a tie-up with Ohio Wesleyan University, in which the school's campus newspaper ran a queen contest, with the two winners riding Burma, Mills elephant, at the show. Local paper went big for this.

## 33-Day Stand Tops \$2 Million

Burkhardt inked to assist Duval—org may have to bypass lucrative Jersey

(Continued from page 51)

practically set for the road, as about the only changes in the line-up of acts will be bowing out of Woolford's Dachshunds, which were brought in to pinch-hit pending arrival of Peterson's jockey dogs, and some changes in the flying trapeze acts, with Harold Voise and his troupe dropping out after the Boston run.

News item of the week was the signing of Noyelles Burkhardt as assistant to Herbert Duval, veteran legal adjustor, whose health has not been up to par. Burkhardt resigned as manager of Cole Bros.' Circus about two weeks ago. In addition to serving as legal adjustor, Duval has been serving on the board of directors since reorganization of the show's management.

### May Skip Jersey

Refusal of Public Safety Director Keenan, of Newark, N. J., to grant a license for the Big One to appear in that city brought an announcement from General Agent Waldo T. Tupper that this would force the show to cancel plans for showing in Atlantic City, New Brunswick and Paterson, N. J. Keenan's refusal was based on fire hazards. Newark papers gave the affair considerable space, apparently disapproving his action.

Ringling circus has not shown in Newark for several years, due to difficulty in getting a good lot, but Tupper claims to have arranged for use of a centrally located lot on Freylinghuysen Avenue, owned by the Pennsylvania Railroad. Newark, when played, was a two-day stand and a good spot.

## King Registers At Appalachia

APPALACHIA, Va., May 7.—King Bros. scored with a full house at the night show here, after a three-quarter crowd caught the April 29 matinee. Show officials reported business thru the Appalachian coal fields has been good.

Aided by clear weather, King registered a full one in Harlan, Ky., April 28 after a strong matinee.


Heavy rain hurt attendance at Pineville, Ky., both the matinee and night shows getting half houses.

## Harrisburg, Altoona Okay for H-M Show

ALTOONA, Pa., May 14.—When the Hamid-Morton Shrine Circus closes here tonight, it is expected a record gross will be chalked up. Stand was lengthened from five to six days. Advance sale was reportedly 20 per cent ahead of last year. Promotion was under direction of Elwood McBeth.

The week previous at Harrisburg, the show opened to capacity and registered sellouts four of six nights. Five matinees were capacity. In Harrisburg the show played in the State Farm Show Arena, seating 8,200. Special rigging and lighting was installed for the engagement of Mike Malos and Andrew (Fingers) Castle. Mr. and Mrs. Cliff Darling handled the Harrisburg promotion.





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Madison, W. Va., May 12; Logan, W. Va., 13; Man, W. Va., 14; Greenfield, Ohio, 16.

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# Biller Bros. on Upgrade; Staff Changes Are Listed

PORTSMOUTH, O., May 7.—Biller Bros., which like quite a few other circuses has been experiencing tough weather, saw business improve this week in Kentucky and Ohio spots. Weather has been good.

Art Stahlman, Biller general manager, said that Dee Aldrich, Side Show manager, and his wife, who, it was rumored, are to leave the show, are still with it. Cecil Cooper, Side Show boss canvasman, has left. He has been succeeded by Pete March. Felix Morales has replaced Roy Bittle as equestrian director and Swede Johnson is in charge of the Liberty act. Jack Smith, org's treasurer, left the show. He has been replaced by Deedy Monarch, who joined May 2 in Frankfort, Ky. L. C. (Doc) Hall has been named general agent, replacing Emmet Sims, who resigned a few weeks ago.

Portsmouth, O. (5) gave the show a good day's business, while the day before at Flemingsburg, Ky., the matinee was fair with capacity at night. Winchester, Ky. (3) proved only fair, Stahlman said, with Richmond, Ky., average and Corbin, Ky., on the light side. A change of lots in Corbin hurt. Rain the previous

day made it impossible to play the Bruce showgrounds. At the last minute the show moved to the Skinner showgrounds on the other side of the city.

## Medrano Sisters, Aussie Circus, Playing Genoa

GENOA, May 7.—The Four Medrano Sisters' Circus, well-known Austrian circus, is playing an extended run at this Italian seaport. Circus features the horses and riding routines of the four sisters. Roberto Hiebner is ringmaster with the show and J. Jeszek fronts the band.

Besides the Liberty and high-school horse numbers of the Medrano girls the program bills Irene and Rosemarie, antipodists; baby elephant presented by Wanda Medrano; Mera, equilibrist; Wilchy, magician; Five Hungarys, tumblers; Rob Carry, juggler; Colleanos, slide-for-life; group of lions presented by Oscar Koniot; high-school horse by Williams, and the Amedeo Trio, clowns.

The Zoppe Circus, Italian family circus, is playing at Naples under canvas.

## DRESSING ROOM GOSSIP

### Ringling-Barnum

We are counting the days until we will be under the big top again.

The show gave its annual benefit performance Monday (2) for orphans and underprivileged children. As usual, the place was jammed. This is one show we all enjoy doing. Curtis Genders had a big time appearing in spec and the bar act with Bill Warner.

Art and Antoinette Concello, Toughie Genders and members of the flying acts were written up in a two-installment article in *New Yorker* magazine.

John Ringling North, Henry Ringling North, Art Concello, Hubert Duval, Waldo Tupper, Frank and Paul Miller, Fred De Wolfe and Pat Valdo attended the Circus Saints and Sinners luncheon honoring Rodgers and Hammerstein.

Coincidence: Marschany, Arabian tumbler, while dining in a New York restaurant with Jack Leontini and Charlie Mrowski, saw a familiar face at a near-by table. After a second look, he realized it was one of the two men who held him up in Central Park. A policeman took the man in tow, and now we are all hoping his partner in crime will be hauled in so Marschany can leave New York with his finances intact.

Minnie Alzana flew to England, called there by the illness of her father. Daizy Doll, Rosita Moyer and Nina Unus celebrated birthdays.

Visitors: Joe Menchen, Madaline Parks, Claire Faucett, Arden Larey, (See *RINGLING-BARNUM*, page 95)

### Clyde Beatty

The San Diego weather ran true to form and the crowds were good. The three-day stand gave many of us a chance to visit Mexico.

We showed on the asphalt parking lot again and having a floor in the dressing room reminded us of our days in vaudeville. Bobby Kay and the writer were dinner guests of Jack and Anne Skimmings.

Ed Hubbard visited, and joined in several clown numbers. Johnny, Milonga and Cathy Cline were house guests of the Hubbards. Ted and Jerry De Wayne, Dick Lewis, Brownie Gudath, the Clines and Esther Escalante were guests of the Hubbards at a chicken fry.

Robert Fontaine is keeping Yellow (See *CLYDE BEATTY* on page 95)

### Cole Bros.

The three days in Indianapolis were swell. The weather and crowds were good. Burt Lancaster and Nick Cravat left in Kokomo, Ind. They will be missed. The new menage number is directed by Paul Nelson. For the finish, Capt. John Smith trots hit horse, Flash. Jinx Adams, Toni Martin, Mickey Lyons, and Malcolm and Sallie Marlowe are the riders.

Mrs. Ray Marlowe celebrated her birthday in Columbus, Ind. She was guest of honor at a spaghetti dinner given by her brother, Paul Nelson.

Helen Keeler cleaned out her trunk. A rummage sale is expected any day. Annie De Vries is laid up with pleurisy. Josephine Scranio is having a hard time trying to hide her taped back under her wardrobe. Orchids to Jinx Adams in the 16-hour hitch and to announcer Norman Carroll for their great work. Lilly Konyot plays her concertina for us between shows. Jack Crippen does a bang-up job on the steam calliope. Horace Laird, just out of the hospital when the season opened, is okay again and gets the mail to us on time.

Joe (Doc) Cotton, of the Side Show, was on the sick list. Nunzio Palumbo, (See *COLE BROS.* on page 95)

### Dailey Bros.

Copperfield Jimmy Van's wife is helping him with his concession, making Western wardrobe for the girls in the concert line-up.

Phil Barrera, wire walker, and Paco Saona, cloud swing, entertain nightly with singing and guitar music. Pedro Saona does a head balancing act in the show, Silva Brothers, perch, go over big. Eva Vazques is in the contortion number.

Mitt Carl is steward again; Mrs. Carl has the milk concession, and Tommy Tumpkins is head waiter.

Visitors: Lorraine Wallace, Evansville, Ind.; Mr. and Mrs. McGraw, Fred Marks, Clem Kevekordes, Skyline Bill, the old Indian scout; Mr. and Mrs. Zack Terrell, Naomi McDowell, Milton J. Durham, King Baile, Abe Tavlin and party, Bert and Corrine Dearo, Bobbie and Caroline Gordon and daughter, Carol, Billie Griffin's parents, Paul Van Pool, Mr. Keene, Mr. Olson, Chuck Mueller and Harry Haag.—HAZEL KING.

## Trefflich Receives 800 Animals by Air

NEW YORK, May 7.—The largest air shipment of animals ever made was greeted on arrival on Idlewild Airport yesterday by Henry Trefflich, New York animal dealer, and a group including Frederick Sandman, director of New York's Central Park Zoo, and Robert Dean, director of Chicago's Brookfield Zoo.

More than 800 animals collected by Trefflich's assistant, Miss Genevieve Cuprys, made the eight-day air hop from Bangkok and Singapore to New York. Included in the cargo were two baby elephants, a pair of black leopards, three tiger cubs, two golden cats, 700 Java monkeys, 16 gibbons, several large pythons, cobras and other reptiles and an assortment of tropical birds and small animals.

## Si Kitchie Featured On Beers-Barnes Org

SPENCER, Ind., May 7.—Si Kitchie, head balancing traps, for many years with Dailey Bros., is featured on the Beers-Barnes org this season.

Show opened the season in Crossville, Tenn., to fair business. Weather played havoc the first two weeks but since moving into this territory the weather has been okay and business has perked up. Show has a new big top, added another light plant, two new semis and a new Hammond organ. Kim Kimball presides at the organ and Cy Ross Essex is the drummer.

Concert features Walt and Doris Davis. Jim MacInnis is in charge of the Side Show. C. B. Ludwig is general agent. Show is owned by Roger Barnes and Charles Beers.

Line-up includes Yvonne & Ray, perch; the Barnes sisters, double traps; June MacInnis, dogs; Si Kitchie, head balancing traps; the La Belle Ray troupe, Roman rings; Walt Davis, Liberty horses; Mervy Ray, hand balancing, and the Beers-Barnes elephants.

## Ken Baker's Thrill Unit Signed To Play

LOS ANGELES, May 7. — Ken Baker's Thrill Circus has been inked to play the San Fernando (Calif.) Fiesta, May 21-22. Other California dates lined up this week include Bakersfield Stadium, May 27; Airport Speedway, Fresno, May 28, under auspices of the Italian Club; Mother Lode Fair, Sonora, May 30; 99 Stadium, Modesto, June 3; Hughes Memorial Stadium, Sacramento, June 4; 99 Stadium, Stockton, June 5; Salinas, June 10; San Jose Speedway, June 11, and Bayshore Stadium, San Francisco, June 18-19.

Signed this week by Baker were Jimmy Hazlitt, for the bus jump; Ernie Coker, and John Pizzo (Bozo the Clown).

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### SI RUBENS, ROGERS BROS.' CIRCUS

Fayetteville, May 10; Dunn, 11; Goldsboro, 12; Kinston, 13; New Bern, 14; Williamston, 16; Greenville, 17; Wilson, 18; all North Carolina. P.S.: Can also use 2 White Face Clowns and good Ground Act for Big Top (no Animals); also Trombone and Trumpet for Jig Band.

## CLOWNS-COMICS

Greatest Novelty Stunts in Years. See Page 48.

CROXDALE DOES IT AGAIN



## Extra Sessions Set To Handle Overflow Crowds at Blackpool

BLACKPOOL, Eng., May 7.—Summer circus season at the Blackpool Tower Circus, which opened April 14 is drawing so well that, in addition to the usual twice-daily performances, morning shows will be given each Monday, Tuesday, Wednesday and Thursday from June 20 thru September 15.

Unusually good line-up of animal and circus acts make up this summer's program. Most of the animal acts are from the well-known Knie Bros.' Swiss circus, including Knie's Four Elephant Stars, presented by Ralph Knie, and Knie's (9) Polar and (2) Himalayan bears, handled by August Natsch. Victor Julian is playing a return date with his well-trained dogs and monkeys.

Horse numbers are all presented by the Tower's own quartet of riders, Johnny and Georgie Scott, Billy Stebbings and Frank Bailey, under the direction of Equestrian Director Roy Delbosq. Working with the male riders are three cuties from the Tower's line of girls who perform capably in high-school, Liberty and bareback numbers. Delbosq puts the Schumann ponies thru their paces.

### Spanish Troupe

Circus acts are diversified, with standouts being the Grecos, Spanish aerialists in a sensational cradle act; the Bedinis (4) in neat Risley number; the Myrons, unusual perch act, and the Eight Ifni Saharas, speedy Arab tumblers.

The Reverhos, jugglers on the wire, who were with the Ringling circus in America, also clicked, as did La Paloma, fem trapezist; Sayers and Jimmy Buchanan, with their funny car, and the Colbergs (2), whose poses are featured in the elaborate aquatic spec, in the Tower's pool, which closes the show.

Rating special mention is Charlie Cairoli, one of Europe's top joeyes and a talented musician, who heads the Tower's clown alley. Also tops are Annette's Circusettes, a versatile line of girls.

House manager of the Tower Circus is W. J. McGinty; band leader is Eric Ogden, and assistant ringmaster is Pamela Crozier. Mrs. Kathleen Williams is the active head of the Tower Circus administration and is responsible for the make-up of the program. This season the bill stacks up as the best in years and is assured of a long run as advance sales are unusually heavy.

## WANT TO BUY

Lead Stock, hay-eating Animals and all kinds of caged Animals, Cages and Cage Wagons. Camels, Llamas, Horned Horse, Water Buffalo, Yaks, Hyenas, Bears, Lion Cubs, Monkeys and Tropical Birds, etc. Write full description as to breed, age, health and lowest cash price to

## JAMES M. COLE CIRCUS

Winterquarters, Penn Yan, New York

## WANT AT ONCE

For Side Show Band, A-1 Trumpet and Drummer with Drums, A-1 Girl to sing and dance. Write or wire

## BILLER BROS.' CIRCUS

FAIRMONT, W. VA., MAY 11; or Per Route

## PHONEMEN

TICKETS AND PROGRAMS. YEAR'S WORK.

Wire or Write

Room #2, Nelson Hotel, Racine, Wis.

## BANKS CIRCUS WANTS

Even-tempered Boss Canvasman who keeps labor. Also can place 24-Hour Combination Banner Man and Candy Butchers. Permanent address: Forrest City, Ark.

## UNDER THE MARQUEE

Heard daily in front of monk cages. "Hey, Bill! Here are some of your kinfolks."

**Benny Fox**, who with his sister, **Betty**, performed on the high pole pedestal in Barnes Bros.' Circus in the Chicago Stadium, expected to be released Monday (9) from Norwegian-American Hospital, where he has been a pneumonia patient for a week. Fox said he would take it easy for a week before moving back into the act.

There is this to be said about the daily serving of beans by stewards: They're solid food and nobody fights over the gizzard.

In the staff line-up of Dailey Bros., carried in the April 30 issue of The Billboard, **J. A. Gephart** was listed only as traffic manager. Gephart also is show's general agent. The names of **Jean Allen**, floss and candy apples; **Cecil Stapleton**, novelties; **Orville Linderman**, grease joint; **Murray Fein**, program, gilly and purchasing, and **Ray Morrison**, peanuts and popcorn, were inadvertently left out.

Collectors will even buy pictures of early-day circus horses without asking if they ever won any parlays.

**Tom Scaperlanda** and **Frank Pahlman**, of the CFA Tent, Alfredo Codona, San Antonio, visited Polack Bros.' Eastern Unit at City Coliseum, Austin, April 30 and renewed acquaintances with **Hubert Castle** and **Ed Raymond**. . . . **Vincent Deedy** again is on the exchange desk of Cole Bros. . . . **Harry Hunt** is band leader on Hunt Bros. **Guy Leslie** is mail agent and trumpet player. **Roy Carpenter**, trombonist, and **Leslie** caught the Ringling show in New York and visited **Jack Ganonhack**, who was with Hunt last year. . . . **L. T. Knight**, advertising car manager of Prell's Broadway Shows, attended the Diamond Jim Circus at Rustburg, Va., and the Hoxie circus in Appomattox, Va., and visited with the folks. **Oscar Wiley** is handling the front of Diamond Jim show.

Remember those yesteryear days when boss canvasmen claimed, "You never get lucky until you're crumby?"

**Freddie and Ethel Freeman** and **Billy Griffin**, en route to California with Polack Bros.' Western Unit, stopped over in Albuquerque, N. M., for a visit with Mr. and Mrs. **George Converse**. The Converses later flew to New York to visit **Col. and Mrs. Harry Thomas** at the R-B show in the Garden. . . . **Mrs. Tom Gregory**, wife of the former president of the Circus Fans' Association, has recovered from the flu. She and her husband visited the Big One during its last week in the Gardens. . . . **Edgar H. Wilson**, Rockford, Ill., attorney and circus fan, recently was elected city secretary. He and Mrs. Wilson recently visited friends on the R-B show in New York. . . . **Ray and Bess Mettler** and daughter, **Mary Faith**, former circus musicians residing in Hamilton, O., caught **Mills Bros.** in Camden, O. They renewed acquaintance with **Jack, Jake and Bob Mills** and **Carl Woolrich**, among others. **Mettler** is with The Hamilton Journal-News.

Optimist, in circus biz, is the mall man who likes to think he has retired.

**Jim Conley** writes that an order has been placed for a new big top and marquee for **Robbins Bros.** Shows

### Bullen Plays Sydney Show

SYDNEY, May 7.—For the first time in years **Wirth's Circus** did not play Sydney during the Royal Easter Show. Its usual lot in Alfred Park was occupied by **Bullen Bros.' Circus**, an outfit making its first appearance here. **Bullen** did not open until three days after the fair was under way. **Wirth's Circus** is on one of its periodical tours of New Zealand.

scored a red one at Bowling Green, Ky., with a capacity matinee and a turnaway at night. At Clarksville, Tenn., it was a capacity matinee and a strong night house. . . . **Jimmy Troy** recently jumped from Binghamton, N. Y., to Mercedes, Tex., for **Johnny Andrews**, and also was at the Fort Worth Shrine Circus for **Johnny Troy** worked several club dates in Houston and then went to the State Theater, Baltimore. He recently met with an accident outside of Fort Smith, Ark., a truck smashing the left side of his car. **Troy** visited the Dailey opening at Gonzales, Tex., and the Ringling show in New York. . . . **Roy Bible**, equestrian director of **Biller Bros.' Circus**, closed at Danville, Ky., April 30.

Tractors weren't built for stunting, but that doesn't keep drivers from trying when there's a crowd at the unloading crossing.

**Kim Kimball**, organist, and **Cy Ross Essex**, drummer, on the Beers-Barnes show, visited **Roy Short** on the Dailey show at Seymour, Ind. (See Under the Marquee, page 94)

## ACTS WANTED

Am Now Contracting

FEATURE ACTS

FOR MY

INDOOR CIRCUS DATES

AND

1949 FAIRS

ERNIE YOUNG

Suite 2306

203 N. Wabash Ave. Chicago, Illinois



### ELASTIC NET OPERA HOSE

Suntan, Black or White, \$4.95. Elastic Net Tights, \$7.50. Cotton Leotards or Tights, \$4.50. Other items. Free Folder.

E. ROWE

P. O. BOX 233 RADIO CITY STA. NEW YORK 19, N. Y.

### WANTED IMMEDIATELY

Girl Aerialist—Experienced in high act, \$100.00 weekly. 25 weeks guaranteed. Wire or write air mail, stating all you do.

### DARING TRIO

Billboard, New York, N. Y.

## THRILL DRIVERS WANTED

WHO CAN DO AERIAL CRISS CROSS WITH MOTORCYCLE AND CAR, RAMP TO RAMP JUMP, ROLL OVER, ETC.

16 weeks guaranteed with four weeks optional, opening June 6th. Top salary to experienced drivers. Pay in U. S. currency. Write or wire immediately experience and salary expected. Boozers save stamps. We use 1949 stock Fords exclusively. Every driver supplied with new car.

### —CONGRESS OF HOLLYWOOD DARE-DEVILS—

789 Viger Ave., Room 6, Montreal, Quebec, Canada.

## CIRCUS ACTS

## CIRCUS ACTS

### WANTED

High Quality Circus Acts—Ground—Aerial—Animal, to work in the open. July 10th to 17th (Eastern territory). Please state lowest salary in first letter to:

STANLEY W. WATHON

1564 BROADWAY

NEW YORK 19, N. Y.

P. S.: Only Established Acts Will Be Considered.

## COLE BROS.' CIRCUS

### WANTS FOR SIDE SHOW

FREAKS TO FEATURE AND NOVELTY ACTS. Salary no object if you can meet the standards of this Circus. No one has left this Circus of his own accord. Those who have left have done so by request or because of incompetency.

WIRE OR WRITE JACK TAVLIN, COLE BROS.' CIRCUS

Richmond, Ind., May 10; Ft. Wayne, Ind., 11; Lima, Ohio, 12; Dayton, Ohio, 13; Springfield, Ohio, 14; Columbus, Ohio, 15.

P.S.: Doc Yates, please get in touch with Frank Orman.

## AL G. KELLY & MILLER BROS.' CIRCUS

### WANTS AT ONCE

A good Kid Pusher, also Assistant Boss Canvasman, two more Grooms, one Man for Animals and one more Bull Man. Can use another Trumpet and Baritone for Big Show Band. Wire per route or come on; Band Men, \$47.50 per week; others state lowest salary.

Quannah, Texas, May 10; Paducah, 11; Memphis, 12; Wellington, 13; Mangum, Okla., 14.

### WANTED

Strong Big Show Act to feature, Circus Cornet. Doto, answer. Can also place A-1 Trombone. Long season. Address:

LEE HINCKLEY, Band Leader

Can place experienced Banner Man.

JOHN PAWLING CIRCUS

Cannonsburg, May 12; Waynesburg, 13; McKeesport, 14; Uniontown, 16; all Pennsylvania.



# BIZ ZOOMS AT DET. SPOTS

## Week-End Edgewater Crowd Near Holiday Level; Ops Report Spending Good

Jefferson Beach Opens With "Sneak Preview" and Clicks

By H. F. Reves

DETROIT, May 7.—Favored by good week-end weather which was not interrupted until 9 p.m. Sunday (1), Detroit parks hit their pre-season stride for the first time since the general opening three weeks ago. Business was uniformly satisfactory both Saturday and Sunday afternoon. Sunday crowds reached almost a holiday level at Edgewater. All funspots reported spending good, especially at night. At Eastwood, week-end business so far is off slightly, compared to last season, but the mid-week totals are ahead. Park officials reported biz so far this season is ahead of the corresponding time for the last prewar year of 1941, which they consider a true basis of comparison for normal business. Prices, incidentally are the same as in '41, except for the Coaster, which has dropped from 25 to 20 cents.

A major change in park management at Eastwood was confirmed this week. Henry Wagner, partner and co-manager of the spot, has retired from active operation, after 42 years in the business. His interest has been purchased by his sons, Milton and Alvin. The other interest in the park, belonging to the late Max Kerner, is the property of Mrs. Kerner, as executrix of his estate.

### Stahl Manager

Harry Stahl, past president of the Michigan Showmen's Association and long-time superintendent of Eastwood, has taken on the additional duties of manager.

Surprise of the week was the "sneak preview" type of bow at Jefferson Beach Park, which opened its gates Sunday (1) without advance publicity or advertising. Attendance was equal to that of some Sundays last year when business was called satisfactory. The park is not yet set for its formal bow and no official date has been set.

Emphasis this season is being put on picnic promotions. Jefferson Beach already has picnics booked with practically every major industrial and association group. Bookings to date, according to Bernard Siegel, manager, exceed the total number of the last three seasons. In addition, park management is working on the booking of smaller school picnics for May and June.

### Highly Profitable

This type of school picnic is highly profitable, both at Jefferson Beach and at Edgewater, where Manager Jack Dickstin has set an extensive schedule. Saturday, April 30, Edgewater was host to 150 youngsters from Maple Junior High School, and Friday (6), Roosevelt School, Detroit, and Northwood School, Royal Oak, Mich., shared the park.

Bargain prices also are in vogue in Detroit spots this year, helping to hypo business and gain plenty of good will. Eastwood, for instance, is continuing its Tuesday night specials, a tradition at this spot, with all rides going for a dime. This is in addition to the special bargain matinees offered Sundays between 1 and 5 p.m., when all rides go for a dime. Edgewater, too, is using this Sunday matinee policy, with rides at a dime instead of the normal 14 to 20 cents.

### Continue Free Acts

The operation at Edgewater, under the general direction of Charles S. Rose, owner, remains similar to that of last season, with free acts being continued. Hank Shelby, formerly of Flint Park, Flint, Mich., is the new concession manager at Edgewater, re- (See Motor City Funspots, opp. page)

## New Flying Scooter, Ferris Wheel Added At Indianapolis Spot

INDIANAPOLIS, May 7.—Two new rides, a Ferris Wheel and a Flying Scooter, are among the many innovations noticed at Riverside Park, which bowed for the season here tonight.

Other improvements include new buildings for snow ball, cotton candy and custard concessions; a new Bemis machine in the popcorn concession; installation of electrical equipment in the cafeteria; 10 Skee Ball alleys and two shuffleboards.

H. E. Parker, manager, reports picnic bookings this year are well ahead of last year. George E. Burrows is manager of the cafeteria and Thomas Egan again will be in charge of the skating rink.

John L. Coleman is park president; Frank A. Holmes, director of promotions, and Paul B. Carlstedt, superintendent of grounds.

## Guenther's Olympic Skeds Week - Ends

IRVINGTON, N. J., May 7.—Henry Guenther's Olympic Park, catering to the heavily populated Newark area, opened its week-end previews today. Another preview will be held next week-end, with formal opening set for Saturday (21).

Rides and concessions were open for preview visitors and band concerts by Joe Basile's band are slated for tomorrow night and Sunday night (15). Park's open-air circus and daily band concerts get under way with the official opening. Olympic's swim pool is being overhauled and will open as soon as the weather warrants.

In addition to the usual fireworks displays, which Fred Murray will provide on holidays, Guenther is mapping a series of special summer events, including a large number of picnics. The George A. Hamid office is providing Olympic's circus acts.

## Miami Spot Wins Publicity

MIAMI, May 7.—Edward J. Reicher's Fairyland Park here, a kiddie spot opened a few months ago, recently got a bundle of publicity in local papers when Reicher threw the park open to underprivileged children, reports Happy Golden. Two dailies carried layouts of pictures and text. For the past six years Reicher had the Penny Arcade and games on the Boardwalk at Russells Point, O.

## Pontchartr'n Bows To Record Crowd; Selden Featured

NEW ORLEANS, May 7.—A new opening-day attendance record for Pontchartrain Beach was established here Sunday (1) when an estimated 100,000 persons swarmed into the funspot, according to Harry J. Batt, owner.

"Sunday's attendance was 25 per cent ahead of last year," Batt said, "and this may be an indication that '49 will be Pontchartrain's biggest year."

Featured performer is Selden the Stratosphere Man, swaying high pole, who is on for an extended engagement. Fireworks, arranged by Art Briese, of the Thearle-Duffield Fireworks Company, Chicago, also were featured opening day.

The new Kiddieland is expected to be ready in two weeks. A Kiddie Coaster, purchased from National Amusement Device Company, Chicago, is being installed, along with a miniature boat, auto and pony and buggy rides.

## I. E. Pierce, Veteran Park Op, Dies at 83

HARTFORD, Conn., May 7.—I. Edward Pierce, 83, prominent for many years in both amusement park and political circles in Connecticut, died April 29 at his home in Bristol, Conn., following a short illness.

Pierce, who was State Democratic representative from Bristol four times, also was known in Connecticut as a member of the Pierce family, which was long associated with Lake Compounce, amusement park at Bristol. Following graduation from Eastman Business College in Poughkeepsie, N. Y., he became manager of the park, which office he held for many years.

Later the business was incorporated as Pierce & Norton, Inc., with Pierce holding the position of president until two years ago, when he was made chairman of the board of directors.

Pierce always claimed Lake Compounce the oldest amusement park in the country in continuous operation, the park now being in its 105th year, having been opened in 1844.

Survivors include his widow, Mrs. Josephine Gilman Pierce; a son, Edward G. Pierce, of Bristol; a sister, Mrs. Stanton F. Brown, of Poquonock; a brother, Julius S. Pierce, of Lanesboro, Mass., and several nieces and nephews.

Funeral services were held Monday (1) at the Dunn Funeral Home and at St. Joseph's Church in Bristol. Interment was in the family plot in Lake Avenue Cemetery.

## British Shore Spot Spends \$28,000 for Improvements

SOUTHPORT, England, May 7.—Pleasureland here reopened April 15 and will operate daily, except Sundays, until late September.

According to L. J. P. Bedford, general manager of publicity and attractions for Southport Corporation, operator of the park, more than \$28,000 has been expended on improvements. Major projects were an improved layout of attractions and enlarging of parking space. New rides are a miniature railway, kiddie Roto Whip, Swirl and Baby Wheel.

Floral Hall Ballroom on the Promenade is doubling its band budget. A local band is regularly employed, with name bands brought in for one night stands. Ball room accommodates 1,200 patrons.

## Bob Lo Isle Funspot Sold

Browning Lines plan June 3 bow for Detroit amusement park under new management

DETROIT, May 7.—Bob Lo (Bois Blanc) Island Park, at the mouth of the Detroit River, which celebrated its 50th year of operation in 1948, has been purchased by the Browning Lines, Inc., and will reopen for the season June 3.

The new owners represent the T. H. Browning Steamship Company and the Nicholson Universal Steamship Company, both of which operate sizable fleets of cargo ships on the Great Lakes. The new firm is headed by a group of four brothers, with T. H. Browning as president. Actively in charge of the park will be L. D. Browning, vice-president of the corporation. W. B. Browning is in charge of advertising, publicity and bookings on the excursion steamers which will operate to the island.

### 240 Acres Involved

Total of 240 acres, nearly the entire island, is involved in the deal, together with the dock at the foot of Woodward Avenue, where headquarters of the Browning operations will be moved. Two steamers, the Columbia and the Ste. Claire, with a capacity of 2,500 persons each, are included in the deal, and will operate to the park, making up to several trips daily. In addition, two small boats will be used to bring patrons from Anherstburg, Ont., to the park.

Plans call for installation of a public address system on the boats, with an announcer to point out spots of interest along the Detroit River. Professional clowns also will be booked, to provide entertainment en route. Further gimmick for the rides, as planned, will be the weekly car giveaway.

### Up Advertising Budget

Major expansion in advertising, radio, newspapers and small local papers and magazines, is planned.

Plans call for the occasional use of name bands for the first time. Bicycle concession, horseback riding and a number of rides and possibly other attractions will be added.

A regular schedule of excursion trips from Wyandotte, 17 miles south of Detroit, and from Windsor, Ont., is planned, on certain days only, increasing the park's draw from the metropolitan area. Prices will remain the same as last year—\$1 regularly and \$1.30 on Sundays and holidays, with half fares for children.

## Tulsa's Lakeview Has 2 New Rides

TULSA, Okla., May 7.—Two new rides are among innovations at Lakeview Park here which opened its season Easter Sunday. Spot is owned by Cecil Elifritz and Cliff Wilson.

This is Lakeview's third season, altho its opening in 1947 occurred late in the season.

New rides are a Tilt-a-Whirl and Moon Rocket. A Roller Coaster is expected to be installed soon. Elifritz says the total investment to date is around \$250,000, "But before we finish it will be close to a half-million," he declared. Plans call for additional rides and a swim pool, the latter to be built next year.



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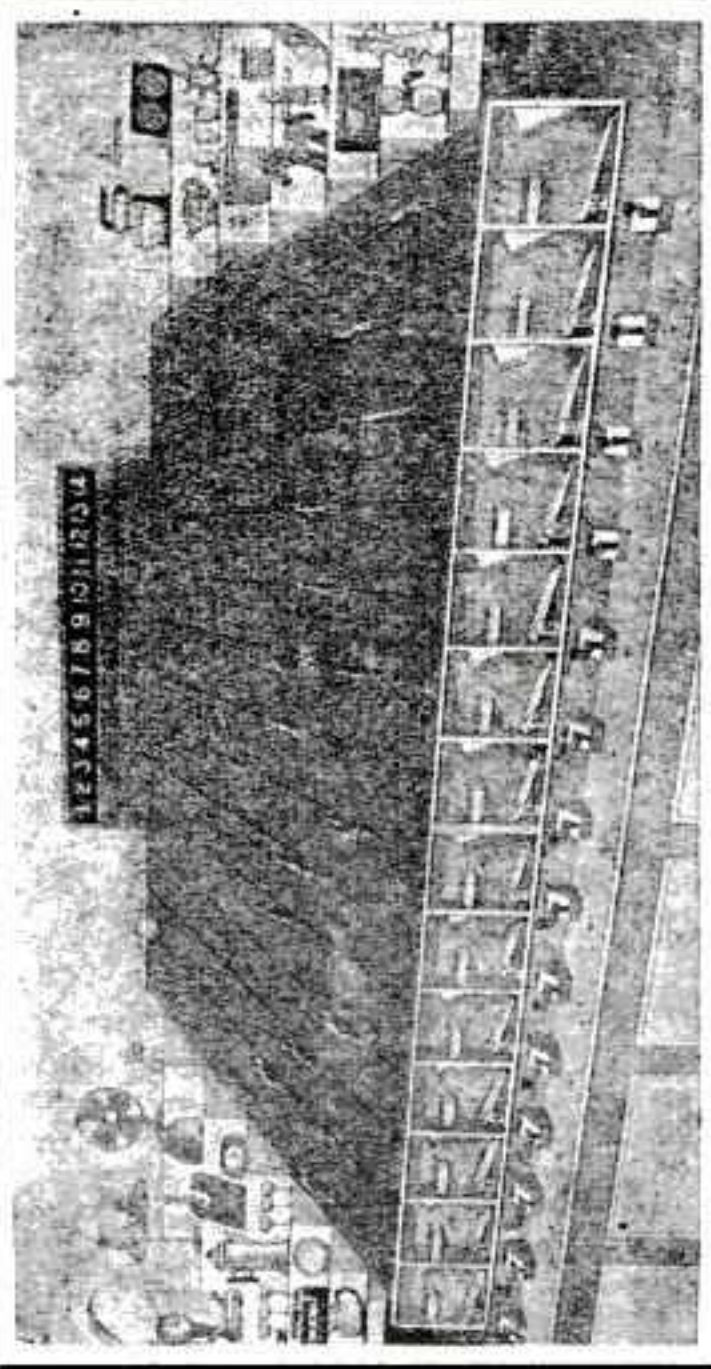
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**ATTRACTIVE GREYHOUND RACE**

(Tamper Proof Registers That Indicate Exact Gross)

**12 UNITS \$3540 14 UNITS \$4130**

**GREYHOUND AMUSEMENT DEVICE CO., INC.**  
2124 SURF AVENUE ESPLANADE 3-6810 BROOKLYN 24, N. Y.



**STROBLITED DARK RIDES**

Mystifying! Amusing!

Stroblite will add new thrills to your Pretzel and Dark Rides. Countless intriguing and spectacular effects can be attained with Stroblite Luminescent Colors (that glow in the dark) and Stroblite U V Lamps (Blacklight).

Write for Information

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**CRYSTAL PARK**

ROUTE 40, CUMBERLAND, MD.

**WANTS FOR DATES**

JUNE 28-29-30—JULY 2-3-4

SEPT. 3-4-5

Rides, Fun House, Hillbilly Side Show, Frozen Custard and other Novelties on percentage basis. Good opportunity. Contact

**FRED PERRY**

Garden Theatre, Cumberland, Md.

**MINIATURE RAILROADS**

Deluxe, custom built, 12" to 24" gauge, to 300 passenger cap. Steam or Diesel types (all gas driven). Specials: Coal-burning 1 1/2" gauge Steam Loco. New 15 pass. Streamliner with rail, \$2,895.00. Switches, special track work, separate coaches. Immediate delivery light rail. New catalogue with large, glossy photos, \$2.00. IRON HORSE LINES, 144 High St., Wareham, Mass.

**Motor City Funspots Enjoy Near - Record Opening Play**

(Continued from opposite page) placing Ralph Williams, who recently purchased a drive-in restaurant on Grand River Road.

At Jefferson Beach, a steady promotion and building program is being continued. The latest addition is a new Scooter, installed by W. O. King, Mount Clemens, Mich., ride builder. The Funhouse, long a park feature, has been remodeled into a walk-thru type attraction.

**Jeff Prints Brochure**

An outstanding 20-page brochure has been issued by Jefferson Beach this year as a park promotional piece. Carrying an attractive two-color cover, it is profusely illustrated with pictures of the many park attractions, and features the slogan, "Plan Your Group Outing at Jefferson Beach." All the features offered picnic groups by the park are covered, with pictorial emphasis placed on such details as uniformed police, DDT control and sports equipment.

Eastwood continues full-scale operation. The harassing tactics of local authorities, who have been opposing the park's right to operate, apparently are at a halt until the hearing on petitions for counter injunctions in court Tuesday (17). Park officials report the opposition has not hurt business and may have helped by giving the funspot extra publicity.

**Tests Archery Concess**

A new archery concession with a large-scale range, designed with moving targets on the order of the familiar lead shooting gallery, is being tested by Mike Englebrink, who closed his shooting gallery recently, following an accident to a patron.

This type of park adjustment to the reasonable suggestions of local au-

thorities is typical of the co-operation extended by the park. Other instances are the closing of the circus Side Show and the shutting off of outside loud-speakers because official objection was voiced.

A new feature at the park this year is the Kentucky Derby, operated by Mrs. Harry Stahl, with 20 stools for patrons. This is proving an excellent money getter.

**Uses Radio Aplenty**

Eastwood is using plenty of radio time this year, getting three-a-day spot announcements five days a week. In addition, many streetcar and bus cards are being prepared.

Eastwood's Gardens, a 5,000-capacity outdoor ballroom, will open Friday (27) with Jerry Wald's ork. Spot this year will close at 1 a.m. weekdays and 2 a.m. Saturdays.

**Philly Zoo To Feature Allen**

PHILADELPHIA, May 7.—Ross Allen, founder and director of the Reptile Institute at Silver Springs, Fla., will give demonstrations of snake handling at the Philadelphia Zoo Sunday (15) as a highlight of anniversary day.

**Del. Shore Spot Opens**

PORT PENN., Del., May 7.—Augustine Beach was opened last Sunday (1) for the season. The spot includes a pier with a hotel at the end, several concessions and a bath house. Owners are Mr. and Mrs. Thomas Taxis.

**Train in Operation**

ROSEVILLE, Calif., May 7.—The miniature steam railroad at Royer Park here is in operation. The city park commission will operate it as a concession on a commission basis. In 1948 the train grossed \$1,100 the first two months.

**FOR SALE**

- Due to remodeling our park
  - 15 Electric Scoota Boats—extra motors and parts. This ride operated last season. Bargain—\$1,500.00.
  - 1 Mirror Maze or Glass House. Requires about 18x25 ft. Not a small or skimpy set-up. \$15,000.00 worth of glass at pre-war prices. Dividing posts of floor plans—\$1,000.00.
  - 1 War Show (all crates, etc.). Extraordinary collection of guns, uniforms, souvenirs, pictures, etc., of World War I. Many of these are now real collection pieces and very valuable. Combine this show with a collection of last war and have finest exhibit in the country. Worth \$5,000.00—\$1,500.00.
  - 1 15 Kw. Generator, A.C. New in December. International Harvester, battery starting with automatic battery charger, mounted on pneumatic tires, very compact. Like new. Cost \$2,900.00. Will operate five kiddie rides—\$1,500.00.
  - 1 Illusion Show. Ten or more illusions and all props, including Headless Olga, Thurston Levitation. Everyone complete, crated and ready to go. Worth \$1,500.00—\$800.00.
  - 1 Kohr Bros.' Custard Machine, uncrated—\$100.00.
  - 1 Six-Hole Ice Cream Cabinet—compressor—uncrated—\$50.00.
  - 1 Lot Misc. Gears, Pulleys, Shafts and Devices for Fun House. Must be seen.
- CASINO ARCADE PARK**  
WILDWOOD, N. J.

**Driving Ranges**

AND

**Miniature Golf Courses**

We have a complete stock of

GOLF BALLS—CLUBS

TEES—MATS—PUTTERS

Write for prices

**EASTERN GOLF CO.**

244 W. 42nd St., Dept. 5, N. Y. 18, N. Y.

**FOR RENT**

3 rooms, for business use, on Boardwalk, in Joyland Building. Center of activity at this Resort. For entire season. One at \$350, one at \$400, one at \$600. Contact

**FOX AND FOX**

Colonial Beach, Va.

**FOR SALE**

One 12 car Mangles Whip equipped with 8 cars. Excellent shape. 10 h.p. A.C. motor. Doing business every day in established Park. Season just starting. Bargain at \$1,950. Takes in more than this in one season.

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Hands of patron are stamped with a harmless invisible ink which becomes visible under the Stroblite U.V. Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

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**WANTED EXPERIENCED MEN**

To Operate Candy Floss and Laff in Dark for Park Season. Apply in Person or Mail Stating Salary Desired.

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ROCKY POINT PARK

Warwick Neck, R. I.

**HAVE PERMANENT SPOT**

For Amusement Park in front of my Baseball Park—Sport Center Grounds, also site for Midget Race Track on back of property. 411 ft. wide on Highway front 101—1320 ft. long on sideroad 1 1/2 miles from Tia Juana, Mexico; 12 1/2 miles from San Diego. 7,500,000 people passed by here last year on visit to Mexico. Write or phone

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Imperial Beach, Calif.

**World's Largest Designer, Builder and Manufacturer Of Roller Coasters, Old Mills, Mill Chutes, Fun Houses, Kiddie Ferris Wheels, Kiddie Roller Coasters and the Famous CENTURY FLYER MINIATURE TRAIN**

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Roller Coaster Chain, Rails and Equipment on Hand.

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**WANT PROMOTION MAN**

Must know his way around the track. Must furnish references. Top pay to right man. Write or call F. Rafal, General Manager

**SUMMIT BEACH PARK**

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**WANT KIDDIE RIDES**

For one of the newest and biggest Parks in the Middle West. Will lease or work percentage. Over 10,000 kids every Sunday. Opening date Sunday, May 29, for 19 weeks. We spend \$2,000.00 a week for Acts. Contact Harry Smythe

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## Brydon Signs Leo Singer's Midget Troupe

### Inks Other Midway Units

CHICAGO, May 7.—Leo Singer's Midgets have been signed by Ray Marsh-Brydon, supplier of midway shows to fairs and parks. The midgets will open at Riverview Park here when the funspot bows and will continue there until the opening of its fair route Brydon announced. One of the fairs the troupe will play is Ohio State Fair, Columbus, where Brydon booked the show thru Floyd E. Gooding, holder of the midway contract.

Brydon also disclosed that he has closed with Jack Green, of T. & G. Producing Company here, for the latter to produce three tent shows for Brydon's fair dates. These units will be a Latin-American revue, a posing show, and a jig show, the latter to be produced under the direction of Sherman Dudley.

### New Show

Warren B. Irons, former Kansas City burlesque operator, is to frame and operate a walk-thru show under the Brydon banner. This unit, now being readied, will play fairs only.

Julius Kuhnel has been signed to handle a three-in-one freak show for Brydon. The unit, which will include Susie, the elephant girl, and Albert-Alberta, is to open May 9 at Edgewater Beach Park, Detroit, and will shift later to fairs.

Archie McAskill again will have the Illusion Show, Brydon said.

Before leaving here for Savin Rock, Conn., where he has the Side Show, Brydon denied rumors that Sally Rand would head a girl show for him. He left here accompanied by Red Friend, who is to replace Norman Wolf as manager of the Brydon Side Show at Savin Rock.

## International Trade Event for Det. in '50 Now Seen as Possible

DETROIT, May 7.—Plans for a major fair here, under discussion for several years, took shape this week when officials of the Detroit Board of Commerce decided to support such an event for 1950. As now projected, this will be an International Trade Fair.

Commercial and industrial exhibits will predominate, altho the event will be held on Michigan State Fairgrounds. Amusement features have not been outlined in detail.

Willis H. Hall, secretary of the board, has been touring Europe, and reported favorably on the project by cable. A meeting for definite planning is to be held upon his return next week.

Earlier plans were to hold the fair in 1951, in connection with the city's 250th anniversary, but word from Hall indicates a strong sentiment by European businessmen to co-operate if it is held in 1950.

## Hughes Inks Quebec; New Arena Planned

NEW YORK, May 7.—Joseph H. Hughes, field representative of the George A. Hamid Agency, this week announced inking the talent contract for the Quebec Exposition, Quebec City, Que. Manager Emery Boucher acted for the annual.

The exposition will present a night grandstand revue this year for the first time since its arena, in which it annually presented *Skating Vanities*, was destroyed recently by fire. A new arena is planned but it will not be ready for the September showing.

## Harness Racing, Horse Show Out At Dunkirk, N. Y.

DUNKIRK, N. Y., May 7.—Chautauqua County Fair, opening here Labor Day for six days, will not have harness racing or a horse show this year the board has decided.

Entry fees in the race events last year totaled \$1,280.55, while purses and expenses amounted to \$4,189.95, a loss of \$2,909.40. The 1948 horse show cost \$5,672.22, with income totaling \$1,845.55, a loss of \$3,826.67.

## Eastern Expo Buildings Get Tax Abatement

WEST SPRINGFIELD, Mass., May 7.—The West Springfield Board of Assessors, acting under the authorization of Henry F. Long, State tax commissioner, has abated taxes assessed against State buildings on the Eastern States Exposition grounds.

In announcing the abatement of the 1948 taxes—storm center of a controversy that has raged here for several months—Chairman Fred Steel said that the board "has at last accomplished the clarification of the acts under which the land and the buildings of the States of Maine, New Hampshire, Vermont and Connecticut were intended to be exempt from taxation."

He said the States will hereafter be able to sell at retail the products of their States during the exposition, without raising the question of losing their exempt status.

The amount of taxes previously assessed were Maine, \$1,410.50; New Hampshire, \$1,738.40; Connecticut, \$1,738.40, and Vermont, \$1,410.50.

Meanwhile, at a hearing at the State House in Boston before the Legislature's Committee on Taxation, overwhelming sentiment in favor of legislation to exempt from taxation buildings owned by the New England States at the exposition grounds was recorded.

The measure under discussion is intended to clarify an act passed in 1920, which failed to provide for the desire of States to advertise to the fullest extent all of their industrial, agricultural and recreational advantages.

Clarification was sought when the question of the right of States to authorize the sale of various products produced in those States was raised last fall.

The West Springfield assessors, who raised the question by slapping taxes on all State buildings except the Massachusetts structure, recorded itself in favor of the bill.

Representatives of four States were present to speak in favor of the proposed law. Attorney James A. Crotty, of Worcester, representing the Exposition, pointed out that the four States have substantial investments in buildings constructed to advertise themselves. Rhode Island, which has already appropriated money for a building, is disturbed by the controversy, he said, and this has seriously jeopardized efforts to obtain an additional appropriation to equip and furnish the projected building.

## Towanda, Pa., Annual First Week in August

TOWANDA, Pa., May 7.—The Veterans of Foreign Wars (VFW) Farm Fair will be held here the first week in August, George Snell, VFW commander, announces.

The former Bradford County fairgrounds, recently purchased by the VFW, have been improved and remodeled. The fair will feature harness racing, August 3-5.

George Pike, of Waverly, secretary of the Owego and Hughesville fairs, will be in charge, and Ash Parsons will frame the entertainment.

## Okay Canton, O., Grandstand Bids

### Commissioners award contracts—city pushes admission tax claim

CANTON, O., May 7.—Stark County commissioners recently accepted bids for repairs and enlargement of the Stark County Fairgrounds here. At the same time Mayor Carl F. Klein declared that the city may resort to court action to collect a 3 per cent admission tax at the fairgrounds.

A bid of \$58,671 for the repair of the grandstand and one for \$19,504 for the installation of 1,840 new grandstand seats were approved. Improvements are to be made in time for this year's centennial fair.

Grandstand renovation and remodeling will be done by Penetryn System, Inc., Cleveland. American Seating Company, Cleveland, got the chair contract. New seats will increase the grandstand capacity to 3,000.

The mayor's declaration about court action to collect the admission tax followed a meeting with the county commissioners. The city contends its maps show that the fairgrounds, altho county-owned, are within the city limits.

The tax upon fairgrounds admissions would be considerable, the mayor said. A roller skating rink, operated the year-round by a private company, would be subject to the tax. Commissioners and fair board members contend that the fairgrounds should be tax exempt inasmuch as they are county property. The city began taxing amusements after the Ohio State tax was revoked.

## Topmiller Is Named To Head Committee Seeking Ky. State Aid

SHEPHERDSVILLE, Ky., May 7.—Victor Topmiller, president of the Daviess County Fair, Owensboro, Ky., was named at a meeting here April 29 of the Kentucky Association of Fairs and Horse Shows, to head a committee that will seek legislation for State aid to Kentucky county fairs. Topmiller's appointment was made by John C. Wehrley, Louisville, president of the association.

The committee was created at the suggestion of Clyde S. Howard, vice-president of the Hardin County Fair and a State Representative, who pointed out that the 1938 General Assembly had passed a law permitting State grants of \$500 to \$1,000 to fairs if they matched the appropriations. The measure, however, never became effective as no State appropriation was voted to implement the law.

### Speakers

Other speakers at the meeting included Clyde W. Peel, vice-president of the association and manager of the West Kentucky Fair; George Lambert, new Kentucky State Fair manager; Tom Clore, manager of the Kentucky State Fair Horse Show; L. (Doc) Cassidy, secretary and supervisor of special events for the Kentucky State Fair, and Capt. Tom Cunningham, public relations officer at Fort Knox, Ky.

Representatives of 30 Kentucky fairs, including a large representation from the Bullitt County Fair, which is to be revived here this year after a 20-year lapse, attended. Jack Haberman, president of the Bullitt County Fair board, welcomed the delegates.

The next meeting of the State association will be held June 23 at the Washington County Fair, thru an invitation extended by Leon Simms, president of that annual.

## Great Barrington Has Date Trouble

GREAT BARRINGTON, Mass. May 7.—Great Barrington Fair Association and selectmen of this town are having a cold war regarding dates for the annual Berkshire event. As a result, dates for the fair are still up in the air.

The association, of which Ed Carroll is president, wants dates similar to last year, in late August, when weather and summer visitors are usually favorable. The selectmen, at the request of inn keepers, who do not like a date before the Labor Day week-end, want it moved to late September. Fair officials counter with the contention the late date is bad, and have even gone so far as to say there is a question whether it would be worth the expense and effort to run in late September.

## Big Night Gates, Slight Spending Seen for Ohio

WAPAKONETA, O., May 7.—Large night attendance, with spending down 10 per cent from last year, were forecast for Ohio fairs this year at Bi-State Convention of County Fairs here April 28.

More advertising of fairs was urged. It was pointed out that the passage of a bill, now pending in the Ohio State Legislature, would ease advertising of giveaway prizes and the selling of chances on products.

Harry Kahn, secretary of the Auglaize County Fair here was in charge of the meeting devoted to discussions of fair problems. He recommended closer co-operation between fair officials and concessions, and told of his plans to have the nightly grandstand show at his fair end at 10:15 p.m. to give patrons more time to patronize concessions.

More than 30 Ohio fairs were represented at the one-day convention.

Bert DeLong, president of the fair here, was the featured speaker at the opening of the forum. At a banquet, which capped the convention, speakers included Clair L. Hill, Wellington, vice-president of the Ohio Fair Managers' Association; H. S. Foust, Plain City, manager of the Ohio State Fair; Judge G. W. Rittenour, Piketon, chairman of the board, United States Trotting Association; B. P. Sandles, manager of the Clark County Fair, Springfield, and Mack Sauer, Leesburg humorist. Entertainment which followed the banquet was furnished by fair booking agencies.

At the entertainment session which got under way at 9 p.m., Bill T. Hall, of Station WLW, Cincinnati, was emcee with talent provided by George Riddles Booking Service, York & Son Theatrical Booking Agency, Paul Spot Agency, Gus Sun Booking Agency, WLW Promotions, Inc., Whitey Gobrecht, Klein's Attractions, Auglaize County Fair Board and Ralph Bechdolt Sound Equipment.

The local Chamber of Commerce gave Kahn and assistants excellent co-operation and tossed in two attractive door prizes.

## Single-Day Records Broken at Sydney

SYDNEY, May 7.—The Royal Sydney Show chalked up several record gates, beginning with opening day, April 13, when 121,603 turned out for opening festivities presided over by Australia's governor, General Northcote. This topped the 1947 opening day record gate by 5,997. While total attendance, 1,183,365, exceeded last year's gate, it broke no records. Official figures are not available on the total take, but it was estimated at more than \$800,000.



## Fair Dates

The following corrections and additions to the List of Fair Dates were received during the week ended May 6.



The complete List of Fair Dates was published in the issue dated April 9. The next complete list will be published in issue to be dated May 28. See each issue of The Billboard for corrections and additions.

### ARKANSAS

Waldron—Scott Co. Fair Assn. Third or fourth week in Sept. Norman Goodner.

### GEORGIA

Wrightsville—Johnson Co. Fair. Oct. 3-8. E. L. Brinson.

### IDAHO

Ririe—Jefferson Co. Fair. Sept. 2-3. Carl M. Shaner.

### ILLINOIS

Augusta—Augusta Livestock Assn. July 19-22. L. Wayne Robison.  
 Carlisle—Macoupin Co. Fair. Aug. 7-10. John Meno.  
 Greenville—Bond Co. Fair Assn. Aug. 23-27. Theon T. Dewey.  
 Macomb—McDonough Co. Agrl. Fair. July 26-29. Walter Zettle.  
 Mazon—Grundy Co. Agrl. Fair. Sept. 2-5. W. P. Carter.  
 Moline—Rock Island Co. Fair. Aug. 23-25. William T. McKelvey.  
 Nashville—Nashville-Washington Co. Fair Assn. Aug. 16-19. James K. Williamson.  
 Olney—Richland Co. Fair. Aug. 21-26. W. H. Shultz.  
 Pana—Christian Co. Fair. Sept. 2-5. James Moliski.  
 Princeton—Bureau Co. Fair. Aug. 23-26. Wayne Slutz.  
 Rosiclare—Hardin Co. Fair. Sept. 8-10. Raphael Humm.  
 Shawneetown—Gallatin Co. Fair Assn. Sept. 13-16. Charles I. Oldham.  
 Sparta—Randolph Co. Fair. Aug. 2-5. Harry C. Foster.  
 Virginia—Cass Co. Fair Assn. Aug. 25-27. M. M. Cruft.  
 Woodstock—McHenry Co. Fair. July 28-31. R. K. Bauder.

### INDIANA

Lyons—Lyons Community Club Fair. Aug. 23-27. Melvin S. Briggs.

### KANSAS

Paola—Miami Co. Fair Assn. Aug. 23-25. Loren C. Ellis.

### MICHIGAN

Onekama—Manistee Co. Agrl. Soc. Sept. 14-17. Mrs. Ed Briske, Kaleva, Mich.

### MINNESOTA

Aitkin—Aitkin Co. Agrl. Soc. Aug. 16-18. P. C. Kaplan.  
 Anoka—Anoka Co. Agrl. Soc. Aug. 15-17. G. E. Marander.  
 Arlington—Sibley Co. Agrl. Assn. Aug. 12-14. Louis Kill.  
 Bayport—Washington Co. Fair. Aug. 12-14. F. S. Lammers, Stillwater, Minn.  
 Bemidji—Beltrami Co. Fair Assn. Aug. 8-10. Mrs. Hypatia Spangler.  
 Cambridge—Isanti Co. Fair Assn. Sept. 7-10. L. O. Carlson.  
 Clinton—Big Stone Co. Agrl. Soc. Aug. 4-7. Robert L. Wells.  
 Elk River—Sherburne Co. Agrl. Soc. Aug. 15-17. E. E. Bjuge.  
 Faribault—Rice Co. Agrl. Soc. Aug. 11-14. C. C. Adams.  
 Garden City—Blue Earth Co. Fair. Aug. 22-24. Daniel James.  
 Grand Marais—Cook Co. Agrl. Soc. Sept. 8-10. Milford J. Humphrey.  
 Jackson—Jackson Co. Fair Assn. Aug. 18-21. Anton C. Geiger.  
 Kasson—Dodge Co. Fair. Aug. 3-7. Victor F. Sander, Dodge Center, Minn.  
 Littlefork—Northern Minn. Dist. Fair Assn. Aug. 6-7. Elroy Homuth.  
 Mankato—Blue Earth Co. Fair. Sept. 20-21. W. C. Pratt.  
 Motley—Morrison Co. Agrl. Soc. Aug. 15-17. Leroy Greig.  
 Northome—Koochiching Co. Agrl. Assn. Aug. 5-7. C. W. Bray.  
 Saint Vincent—St. Vincent Union Indust. Assn. Sept. 15-16. L. C. Ward.  
 Shakopee—Scott Co. Agrl. Soc. Aug. 22-24. R. T. Schumacher.  
 Tyler—Lincoln Co. Fair Assn. Aug. 25-28. Jens Bollesen.  
 Wabasha—Wabasha Co. Fair Assn. July 29-31. Herbert E. Feldman.

### MISSOURI

Farmington—St. Francois Co. Fair. Sept. 29-Oct. 1. Joe Grandhomme.  
 Fredericktown—Madison Co. Fair. Sept. 23-24. Melbourne R. Ward.  
 Greenfield—Dade Co. Free Fair. Sept. 8-10. H. M. Russell.  
 Paris—Monroe Co. Fair Assn. July 28-30. William E. Pugh.  
 Platte City—Platte Co. Agrl. Assn. Aug. 21-26. J. Frank Sexton.

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AN ARCHITECT'S CONCEPTION of the livestock coliseum to be constructed at Minnesota State Fair, St. Paul, is shown above. Estimated to cost \$1,000,000, the building will have a seating capacity of 8,000. Plans call for construction to start about July 1.

### NEBRASKA

Auburn—Nemaha Co. Fair. Aug. 24-26. G. E. Codington.  
 Bassett—Rock Co. Agrl. Assn. Aug. 19-21. H. M. Bunnell.  
 Burwell—Garfield Co. Fair. Aug. 10-13. Paul Banks.  
 Desiler—Thayer Co. Fair Assn. Aug. 16-19. Milton Beckler.  
 Dunning—Blaine Co. Fair Assn. Sept. 1-4. Vernon Johnson.  
 Geneva—Fillmore Co. Agrl. Soc. Aug. 16-20. Howard W. Hamilton.  
 Grant—Perkins Co. Agrl. Assn. Aug. 18-20. W. E. Cannady, Madrid, Neb.  
 Johnston—Brown Co. Fair. Sept. 3-5. Kenneth Graff.  
 Leigh—Colfax Co. Agrl. Soc. Aug. 27-28. Otto C. Weber.  
 Loup City—Sherman Co. Fair. Aug. 28-30. Clark Reynolds.  
 McCook—Red Willow Co. Fair. Aug. 14-16. Don Thompson.  
 Madison—Madison Co. Fair. Aug. 26-28. Earl Moyer.  
 Minden—Kearney Co. Agrl. Assn. Aug. 24-26. Mervin Petersen.  
 Norden—Keya Paha Co. Agrl. Soc. Sept. 8-10. Harley McCormick, Springview, Neb.  
 North Platte—Lincoln Co. Agrl. Assn. Aug. 22-25. Clarence P. Wright.  
 Pawnee—Pawnee Co. Fair Assn. Oct. 4-7. W. P. Colwell.  
 Spencer—Boyd Co. Fair. Aug. 17-19. R. W. Black.  
 Tecumseh—Johnson Co. Agrl. Assn. Sept. 19-22. Lloyd Halsted.  
 Wayne—Wayne Co. Fair Assn. Sept. 14-17. William E. Von Seggern.

### NORTH CAROLINA

Hickory—Catawba Fair Assn. Sept. 26-Oct. 1. Corbin Green.  
 Louisburg—Franklin Co. Fair. Oct. 3-10. A. H. Fleming.

### OKLAHOMA

Antlers—Pushmataha Co. Fair. Sept. 15-17. R. I. Bilyeu.  
 Ardmore—Carter Co. Free Fair. Sept. 6-10. B. C. Sparks.  
 Atoka—Atoka Co. Fair. Sept. 15-17. L. W. Martin.  
 Boise City—Cimarron Co. Free Fair. Oct. 5-8. Rufus T. Dickerson.  
 Bristow—Creek Co. Free Fair. Sept. 13-16. Earl H. Powell.  
 Chickasha—Grady Co. Fair Assn. Sept. 19-20. M. G. Tucker.  
 Clinton—Southwest Fair Assn. Sept. 14-17. A. R. Patrick, Arapaho, Okla.  
 Collinsville—Collinsville Tri-Co. Fair. Sept. 8-10. Paul Latture.  
 Cordell—Washita Co. Free Fair. Sept. 14-17. James V. Son.  
 Dewey—Washington Co. Free Fair. Sept. 12-15. Howard Nelson, Bartlesville, Okla.  
 Duncan—Stephens Co. Free Fair. Sept. 14-17. Fred Huffine.  
 Durant—Bryan Co. Free Fair. Sept. 15-17. Jack Ridgway.  
 Frederick—Tillman Co. Free Fair. Sept. 13-16. Wayne C. Liles.  
 Guthrie—Logan Co. Free Fair. Sept. 14-16. Harold Castej.  
 Hobart—Kiowa Co. Free Fair. Sept. 15-17. J. W. Remple, Gotebo, Okla.  
 Hollis—Harmon Co. Club Fair. Sept. 15-17. Thomas S. Cunningham.  
 Jay—Delaware Co. Fair. Sept. 1-3. James R. Welch.  
 McAlester—Pittsburg Co. Free Fair. Sept. 15-17. O. D. Gamble.  
 Madill—Marshall Co. Fair. Sept. 14-16. Dale Ozmert.  
 Marietta—Love Co. Fair. Sept. 15-17. Jess Babie.  
 Norman—Cleveland Co. Fair. Aug. 31-Sept. 3. H. E. Chambers.  
 Okemah—Okfuskee Co. Fair. Sept. 12-17. Myrl Gray.  
 Oklahoma City—Oklahoma Co. Fair. Sept. 19-21. Harry F. James.  
 Okmulgee—Okmulgee Co. Free Fair. Sept. 26-30. A. H. Polley.  
 Pauls Valley—Garvin Co. Free Fair. Sept. 7-9. H. B. Finlayson, Wynnewood, Okla.  
 Pawharka—Osage Co. Free Fair. Sept. 12-15. A. A. Sewell.  
 Perry—Noble Co. Free Fair. Sept. 7-10. George Freeman.  
 Pond Creek—Grant Co. Free Fair. Sept. 20-23. H. J. Dedrick, Medford, Okla.  
 Sallisaw—Sequoyah Co. Fair. Sept. 15-17. Howard Ward.  
 Stillwater—Payne Co. Free Fair. Sept. 13-16. D. B. Jeffrey.  
 Taloga—Dewey Co. Free Fair. Sept. 15-17. William P. Taggart.  
 Watonga—Blaine Co. Free Fair. Sept. 13-15. Vance L. Diston.

### PENNSYLVANIA

Beavertown—Deaver Community Fair. Sept. 22-24. Kenneth H. Boyer.  
 Bellwood—Antis Community Farm Show. Sept. 22-24. Dorothy Jamison.  
 Cambridge Springs—Cambridge Springs Fair Assn. Sept. 14-17. Caroline Russell.  
 Clarks Summit—Newton-Ransom Fair. Sept. 14-17. Edward C. Hopkins.  
 Cochranton—Cochranton Community Fair Assn. Sept. 14-17. Robert Pegan.  
 Dallastown—Junior Chamber of Commerce Fair. Aug. 15-20. Harold Jameson.

(See Fair Dates on page 94)

## Gay-Lynch Splurge 10G on Equipment, Up Feeding Capacity

LOS ANGELES, May 7. — Over \$10,000 in new equipment has been purchased by Gay-Lynch Enterprises, concessionaires, for the 1949 season according to Jimmy Lynch. With his partner, Edmond Gay, Lynch is hitting the road this season with a new 26-foot all-metal trailer with a detachable dining room, capable of seating 80 patrons. In addition to the dining room the trailer can handle the public at the rate of 200 customers an hour. This will make the unit capable of feeding 300 persons an hour.

A cab-over model Chevrolet with a 16-foot bed has been purchased to tow the trailer. A refrigerated van eight feet high and 16-feet long has been built on the truck for storage of perishables. Both units were designed and built under the supervision of Jimmy Lynch.

### New Equipment

Additional equipment consists of two trucks, six chuckwagons, two of the conventional set-down cook-houses, four floss and apple stands, four Sno-Kone stands, and six 12 by 12s complete with griddles and novelty stands.

Personnel includes Henry (Whitey) Bahr, general manager; John Mansfield, R. J. Hicks, Frank Wilson, Von Wise and R. Nanson.

Gay-Lynch opened the 1949 season at the Salinas Valley Fair, King City, then played *It's May Day in Los Banos*, Los Banos. This week they play the indoor circus, Fort Ord, and the Chowchilla Fair, Chowchilla. They play the Jumping Frog Jubilee, Angels Camp, May 13-15. Other dates include the Third District Fair, Chico, and the Marysville Stampede, Marysville.

## Cecil Stobbs Dies

LEAMINGTON, Ont., May 7. — Cecil Stobbs, Leamington fair exec, died here Wednesday (4). He had been associated with the annual for many years and was well known to many Canadian and American showmen.

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**WANTED**  
 Free Acts for Walker County Fair, La Fayette, Ga., October 6-7-8. Flying Acts preferred. Address all mail to  
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**WANTED CARNIVAL**  
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# C&W, JJJ IN STRONG STARTS

## Cetlin-Wilson Flash Power

Lavish Raynell posing unit paces costly back end — Petersburg gross tops '48

PETERSBURG, Va., May 7.—Issy Cetlin and Jack Wilson have framed a powerful back end for their Cetlin & Wilson Shows in an apparent bid for bigger dates, and it will take plenty of big fair dates to equalize the heavy nut involved. Last year's best features have been retained and others added with the result that there isn't a weak link in the line-up. Shows preemed here last Friday (29) and, despite a deluge Monday (2), the partners report that the date is comfortably ahead of the 1948 gross, and their confidence in the future is evident in their investment in many new features.

### Posing Unit Tops

The much-heralded Raynell-built posing unit, *Manhattan Merry-Go-Round*, justifies all claims. Show is housed in a 70-foot round top with a 35-foot peak. The ceiling is lined with peach colored satin and the 16-foot sidewall is draped with black velvet. A 20-foot revolving circular stage, with the center pole as the hub, is built in tiers on which are placed pedestals of various sizes and shapes. Two plush curtains, hung from the top of the tent, completely envelope the stage. A third curtain descends only to the base of the top tier to shield the finale, a Lady Godiva portrayal, until the end of the performance. A simulated grass carpet, several feet wide, completely encircles the tent at the base of the sidewall. Similar carpet circles the base of the stage. The area between the two carpets is enclosed with velvet covered rope.

Producer-Designer Raynell said huge colored transparencies, giving a third-dimensional effect, are to be added, along with folding chairs. An attractive lass just inside the entrance will direct traffic with a neon light wand. The front bears the names of most of the nation's better known night clubs and a large (See Cetlin & Wilson on page 77)

## Goree Leases Show To George, Edsall

ULYSSES, Kan., May 7.—Cecil A. Goree, owner-manager of the State Fair Shows on Parade, announces he has leased his org for the season to Sammy George and Roy Edsall.

Edsall was connected with the T. J. Tidwell Shows for 20 years, moving over to the State Fair office last year. George has been connected with the D. S. Dudley Shows for a number of years.

Goree, who has purchased hotels in three Texas cities, will devote his time to the hotel business.

## St. Louis Red One For Hennies Org

ST. LOUIS, May 7.—Hennies Bros.' Shows enjoyed perfect weather here thru Friday (6), the 10th day of its 12-day stand at Grand and Chateau, and patronage was good. The thermometer ranged between 85 and 92 daily and the night weather was ideal.

The engagement figures to close tomorrow (8) as an extremely profitable one, with the turnouts far offsetting the per capita drop-off in spending.

## Greater Tampa Showmen's Org Breaks Ground for Clubhouse

TAMPA, May 7.—Ground-breaking ceremonies for the new clubhouse of the Greater Tampa Showmen's Association was observed here recently, with many Tampa officials and dignitaries, as well as a large number of showmen wintering in the area, in attendance.

J. H. Dolcater, president of the Greater Tampa Chamber of Commerce, and Gypsy Rose Lee, this year on the Royal American Shows, officiated at the actual ground breaking.

The structure, to cost between \$50,000 and \$75,000, will include a main auditorium, clubroom, game rooms, a board of directors room, an office for the executive and recording secretaries, a barroom, general utility room and a kitchen with facilities to prepare meals for large dinners. One portion of the building is to be devoted to the ladies' auxiliary, which will have its own general office and board room.

### Terraced Site

The building site is 100 by 250 feet, and the structure itself will be faced on all sides by a six-foot-high terrace. The entire tract is to be walled by a five-foot stone fence to provide privacy. A huge barbecue pit, large enough to accommodate 500 to 600 guests, is to be built. The building, according to present plans, will be completed by October.

Besides Dolcater and Gypsy Rose Lee, others present at the ground-breaking ceremonies included Carl Sedlmayr Sr., Jerry Gaughn, Eddie Hunter, L. B. McSwain, potentate of the Shrine here; P. T. (Pa) Strieter, secretary-manager of the Florida State Fair here; Mayor Hixon, Duke Wilson, Nat Rodgers, Larry Ford, Gean Berni, Julio de Diego, husband of Gypsy Rose Lee; Whitey Hinckle, C. J. Sedlmayr Jr., Snap Wyatt, Phil

Le May, Charles Fogle, Clover Fogle, J. C. Huskisson and Mr. and Mrs. Earl Maddox.

Also Leo Carrell, H. A. (Hal) Hall, Mrs. Harry Gaughn, Mr. and Mrs. Dick Harris, Edward M. Hunter, Eddie Lowe, Jay Kirk, Gean Filardo, George Schwerdtfeger, Tommy Arger, Fred Burd, Edward (Pop) Daily, Sam Duncovich, Guy F. Gardner, Mr. and Mrs. Sam Holman, James Moeller, Mr. and Mrs. Joe Pontico, Eddie Le May, Jimmie Owens, Whitey Hinckley, Mr. and Mrs. Lew Morgan, Charles Cohen, Tex Darlington, Andy Flynn, Jack Stretz, Mrs. Kay Yennie, Mrs. Bette Reynolds, Mrs. Mac McGee, and Leon Claxton and His Harlem in Havana band.

## Wade's Pontiac Opener Off 10%

Adverse weather first week, auto plant strike prunes gross below '48 tee-off

PONTIAC, Mich., May 7.—Entering the homestretch of its two-week opening stand, which closes here tomorrow (8), the W. G. Wade Shows thru Wednesday (5) were off about 10 per cent from last year, when they also launched their season here. Adverse weather hurt during the first week. An automobile plant strike also injected some uncertainty into the patrons' spending, and this was felt in this primarily automobile manufacturing city.

The stand here was auspiced by the Pontiac Industrial Union Council, CIO. Next week the shows move (See W. G. Wade Pontiac, page 77)

## Eastern Rail Orgs Corral Okay Takes at Bow Dates

NEW YORK, May 7.—Cold weather jackpot sessions and their pessimistic themes were shunted into the background this week as the Eastern biggies got in their first licks. Preliminary, and perhaps hasty, reports indicate that the season ahead will be okay—at least as good as last year. The sampling to date couldn't be construed as adequate, but owners have had a chance to feel the spending pulse and their years of experience, coupled with intuition, a necessary qualification for survival in a hazardous industry, have resulted in a definite optimistic outlook.

Issy Cetlin and Jack Wilson, co-owners of the Cetlin & Wilson Shows, have demonstrated their confidence in the season by spending extravagantly for back-end features where flash is essential but dough in the profit sense is hard to come by. It will take plenty of people with money to spend to provide grosses big enough to take care of the nut.

### C & W Biz Okay

Business at Petersburg, Va., the org's winter quarters and opening stand, is ahead of last year, discounting a night lost to weather. True, the increase can be measured in only a few hundred dollars but the impression is that most ops

would gladly settle now for a similar increase on a seasonal basis.

In Washington the Johnny J. Jones Exposition, aided by good weather, is also counting on exceeding last year's gross. Partners Morris Lipsky and Buddy Paddock also are happy with their initial date and have a tranquil outlook. E. Lawrence Phillips, the org's patriarch, also thinks the season will be okay, as does Ralph Lockett, whose job it is to set the unit into winning spots.

### Jones Revamping

The show has been considerably spruced up and power added to the back end. An announced revitalizing program is apparently well under way and bigger grosses ought to result.

Frank Bergen's World of Mirth, which preemed in Wilmington, Del., last night (6) has had too little time to analyze the date but Bergen, Ralph Smith, the org's treasurer, and Bucky Allen, concession manager, are happy enough with prospects as they see them.

The James E. Strates Shows, first railroad unit to preem in the East and with more than a month of action behind it, reports continuing good business when fair weather prevails. The org's gross last week in Perth Amboy, N. J., was reported as 20 per cent ahead of 1948.

## Jones Glows With New Life

Refurbishing under way in new deal program—D. C. business ahead of 1948

WASHINGTON, May 7.—Good weather, together with bigger crowds and more money, here a year ago, got the Johnny J. Jones

on the Benning Avenue lot for 10 days ending tonight. The increase in the take can be measured in only a few percentage points but, nevertheless, the Morris Lipsky-Buddy Paddock operating combo, together with E. Lawrence Phillips, who also was on hand for his home town showing, tagged the results as favorable omens.

The previously announced revitalizing program, designed to build the fortunes of the org and a waning prestige, has been tackled seriously, and preliminary results on display here, plus plans now jelling, will greatly increase the competitive future of the venerable rail org. Except for gaps in the back end, which Lipsky said will shortly be filled, the org presented a spruced-up, spick and span appearance. The rides, all of which are comparatively new, will also be supplemented, altho the shows, in size, need little else to adequately care for the midway needs of most annuals.

### New Gal Show

Typical of the planned rebuilding scheme is the new girlycue, produced and presented by Allen Gilbert, vet burlesque impresario. The show, *Allen Gilbert's New York Follies*, is a flashy, lengthy performance and contains enough good talent to give promise of a well rounded and acceptable unit. Gilbert, producing under canvas for the first time, this week was still busy coping with the portable aspect of outdoor showbiz but well on his way to licking the problems. Costuming, designed by Billy Livingston, is elaborate.

The huge Dick Best Side Show squared off the back end of the lot here. The unit can almost fill any section of the average railroad show midway. Best is building a new walk-thru unit featuring a sea shell exhibit. A new Posing Show, with a freshly painted front, will get into action next week. The show is well lighted with the towers and front providing an excellent flash.

The front end got a heavy play here with biz beginning very early, while the back-end awaited customers. Carl (Red) Barlow had several units here. The sale of independent space (See Jones Glitters on page 77)

## Westchester Okay For Morris Hannum

WESTCHESTER, Pa., May 7.—In the second week of its tour, the Morris Hannum Shows did fair biz here, despite the fact that some evenings were on the chilly side. The org operated behind a 12-cent gate, with children admitted free.

Rides presented here were a Merry-Go-Round, Ferris Wheel, Loop-o-Plane, Octopus and Chairplane and two kiddie units, train and auto. The back end included a captive w...le, a Side Show, Minstrel and a Girl Show. Concessions, including grab joints, numbered 23. The org has a new blue and white canvas marquee with the show title on the front.



# Perth Amboy Gives Strates 20% Increase

## First Break in Weather

PERTH AMBOY, N. J., May 7.—The James E. Strates Shows enjoyed a full week of good weather here for the first time since it began its Northern tour. Business was only fair during the first two days, but large crowds on the last four days gave the midway a gross which topped the 1948 take by 20 per cent.

The short run from Philadelphia was made in good time and this enabled the crews to get most of the units up on Sunday.

Special Agent Edward P. Rahn returned to take up his duties after undergoing a minor operation at his home in Schenectady, N. Y. George Murray, Motordrome operator, suffered three broken ribs while setting up. H. W. Pleus, Monkey Show op, reported one of his best performers stolen. Ray Richards arrived to take over the front of the Pandora unit. George L. Mahs, talker, is now turning them into the Motordrome. Mr. and Mrs. Tom Evans have taken over the management of the Funhouse and continue as operators of the Glass House. John Jacoby, manager of Nat D. Rodger's War Show, reports continuing good business. Jacoby is assisted by Charley W. Lovell.

Gifford Ralyea received a patent on a new ride which is already under construction. Gene Nadreau closed here. He will spend a few weeks with his brother in New York before joining the Ringling-Barnum circus. Gene Padgett joined to talk on Irvin C. Miller's *Brown Skin Models*. Doc J. T. Jones, vet talker, is turning them on Bentley's Side Show. Frances Fournier is adding more concessions to her already big chain.

Visitors included Mr. and Mrs. Carroll Clewly, former troupers.

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## Georgia Sothern Set by Cavalcade

TUSCALOOSA, Ala., May 7.—Georgia Sothern, stripteuse last season with the James E. Strates Shows, will head up a revue, produce and operate it and also a posing show on Cavalcade of Amusements, the latter's manager, Al Wagner, announced this week. The Cavalcade is currently showing here.

Miss Sothern's first date on the show will be during its stand at Evansville, Ind., the week of May 16. She, however, is skedded to join Cavalcade next week at Sheffield, Ala., where she will rehearse her troupe, which she is to bring in from New York as a package production. Preliminary rehearsals, meanwhile, will have been held in New York, it was announced. Costuming, too, will be completed there.

Negotiations between the stripper and Wagner have been under way for several weeks. Last week she flew to Mobile, where Cavalcade was playing, and the deal was practically completed at that time.

Only recently, the stripteuse crashed the public prints, both newspapers and magazines, when she engaged in a mitt-swinging session with another stripper. At the time, she was playing Bradley's, New York night spot, and the incident not only got into print but was widely aired by news commentators.

Wagner also announced that Mrs. Ike Rose's midgets will join Cavalcade at Evansville for the season.

## Douglas Greater In Successful Bow At Aberdeen, Wash.

ABERDEEN, Wash., May 7.—Scheduled to open here April 18, Douglas Greater Shows moved in two days earlier and bowed Saturday (16) to good business. Radio spot announcements proved a decided help. The 90-mile move from Kent, Wash., winter quarters was under direction of K. R. (Andy) Andersen, general agent. Owner Earl O. Douglas was on hand to supervise opening activities. Mrs. Douglas joined a few days later. She will supervise the popcorn and candy floss operation during the season.

Ride line-up, under supervision of Superintendent Lloyd (Pop) Russell, includes Merry-Go-Round, Leon Freety, foreman; Charles Coombs and F. Eugene MacDermoth; Ferris Wheel, Edward Lutz, foreman; Ed Kinney; Octopus, Floyd Nowning, foreman; R. A. Long; Tilt-A-Whirl, B. N. Callahan foreman; William Sullivan and Neal Waters; Rolloplane, Charles H. Hupp, foreman; Al Wilbert; Fly-O-Plane, Robert Andersen, foreman; George and Gilbert Elwell; Coaster, Ernest Susanf, foreman. Mr. and Mrs. Everett Butler have automobiles, whale and airplane kiddie rides.

Mrs. Charles Hupp, Mrs. Tom Preston, Mrs. Alex Stewart and Mrs. Long are selling tickets. Tom Preston, mechanic, joined at winter quarters, while Emil (Nubbins) Nelson came on as assistant mechanic. Alex Stewart is electrician. Helen Henn and sons, Bill and Jerry, arrived with a new trailer to take over the candy floss and popcorn stands. Mr. and Mrs. Bud Douglas, who operate the Snake Show, took delivery on a new trailer. They also operate the mid-gut horses, with Kenneth Latham assisting them.

Don Gilbert and Eddie McCue are representing A. J. Budd's Side Show. Bob and Jenny Perry are operating the Motordrome and Iron Lung, assisted by Chick and Clara Trotter and Freddie Sperb. Mr. and Mrs. Newman have the Girl Show.

Jack Glassman brought in his scales and pitch-till-you-win, while Ray Holding has six stands, with David (Tiny) Starr handling them for him. Red Hackett, Society Red Shreves and

# WOM in Quiet Wilmington Bow as C&W Backs Away From Inked Day and Date

## Bergen Org Cancels Richmond in Predate Move

WILMINGTON, Del., May 7.—Frank Bergen's World of Mirth Shows preemed here last night (6) instead of next Monday (9) as originally skedded, for the express purpose of predating the Cetlin & Wilson Shows, which had inked the town for a day and date showing. However, the expected competition did not materialize, when C&W, in a last-minute switch, decided to by-pass the town and go into Harrisburg, Pa., from Petersburg, Va., its opening stand.

Altho it skipped the town, preliminary maneuvering by C&W forced the Bergen org to a lot in the county just over the city line. The WOM lost its planned in-town location when C&W execs contracted a section of the show lot and left the 40-car biggie with a city license—the only one issued—and insufficient space for setting up on the South Market Street lot. C&W, unable to secure a city permit, had planned to go outside the city limits at the northern border on Governor Printz Boulevard. WOM is over the southern boundary on Maryland Avenue.

## Permit to Bergen

Bergen obtained a permit about a month ago and C&W, coming in a week later, was denied a permit for simultaneous showing. C&W had previously arranged to rent the parking lot adjoining the Wilmington ball park, where circuses and carnivals traditionally play. The sponsor for C&W was to be the Veterans of Foreign Wars, while the WOM is showing under the auspices of the Tall Cedars of Lebanon.

Bergen had planned to protect his city license by erecting several kiddie units in town Monday (9) and so guard against possible forfeiture, with the permit being reissued to C&W.

The battle for the town, which Jack Wilson, co-owner of the losing org, today said was "too small to give both of us a living," was costly to both sides. C&W, in sewing up lots, invested an estimated 2 grand, and this figure was considerably upped by other, normal expenditures with no refunds possible. The WOM, which had not left its winter quarters in Richmond, Va., was perhaps in a better position, altho it had to pay off its home town committee. Also, the Bergen forces invested some money in decoy advertising in Richmond.

## Richmond No Good

Richmond, WOM execs explained, was always a preview spot and never turned a profit, since the org was always predated, sometimes by as many as a half-dozen shows. By way of example they pointed out that the

Joe Moss are with Harry Goodman and Rex and Peggy Boyd came up from Palm Springs, Fla., with their Teddy Bear and ham and bacon stands. Sam Goldstein and Larry Kirkbride have a jewelry layout, while Henry (Hank) Moore, Charlie Moore and Hank's sons, Lyle and Harold, are operating four stands. Pete and Helen Ristak have the palmistry booth, with Norman (Dutch) Schue operating his derby race and a goldfish stand. Ernie Hulmes again has the cookhouse. Stella and Tom Coates and Gene Stevens are working out front and Marie (Mom) Russell is handling the kitchen.

Neta Vannerson had a novelty layout, with Joan Hupp assisting her. W. G. (Slim) Tremain is handling the office. W. F. Vannerson is auditor. Recent visitors included Tom Armstrong, who delivered a ride to Everett Butler; Mrs. K. R. Andersen and Phil Cunningham.

John H. Marks Shows pulled off the lot that the WOM was supposed to go on.

For a time the local situation was stalemated. As late as last Wednesday (4) partners Cetlin and Wilson both maintained that they would come in for the date. Wilson gave as another reason for the exiting the possibility that the competition might result in closing the town. This point was well taken, since a ban was instituted in Schenectady, N. Y., after several local committees squabbled and failed to agree on dates.

Bergen said the move would necessarily delay the planned work program laid out for the Richmond stand, but that it would be revived here and keep pace with the securing of necessary materials.

## Snellens III

Gerald Snellens, general representative, had the town well papered in advance of opening in anticipation of competition. He is currently confined to his hotel with an attack of gout. Bernard (Bucky) Allen, concession manager, has mostly new equipment, including mobile units.

Bob Gray, of the J. Ferdinand Speer Post, VFW, which sponsored the recent James E. Strates Shows' appearance here, appeared before the City Council Thursday night (5) to protest the sums required to be paid for police and fire protection. The council adopted a motion that its public safety committee call upon the public safety directors, requesting them to rescind their rule that off-duty police be hired. Gray told the councilmen that police protection had cost \$240.

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## MIDWAY CONFAB

Retired ride man can remember the day when it was just as hard for kids to choose between the Flying Jenny and the Ferris Wheel, the only rides available.

Joseph Lehr, spot store worker, pens from Philadelphia that William Hagelman, concessionaire, has added two stores giving him a total of 10 on the Simon-Krouse Shows. Hagelman's manager this year is Tex King, of Jensen Beach, Fla. Billy Boxer left the shows recently with his two ball games to join Dick's Greater Shows, Lehr reports. . . . Line-up of Duke Del Rio's Side Show on Capell Bros.' Shows includes Del Rio, manager; Si Perkins, musical cartoonist; Duke, Margie and Kathleen Del Rio, impalement; Johnny Flannery, electric chair, and Singapore Duke, tattoo artist. . . . Bill Meyers, photo gallery operator, is working with J. R. Stephens, taking photos of carnivals in the Detroit area. To date the boys

have toured the midways of Down River, W. G. Wade, Happy Holiday, Lee's United and Happyland shows. . . . Following a 670-mile jump from the South, Joe Teska has joined Badger State Shows with his Model Farm. . . . Ray Garrison and Johnnie Jarrell are no longer with Doc Hartwick on the James E. Strates Shows. They will work their own Lola Snake Show on Cole Bros.' Circus this season, with Ray on the inside and Jarrell handling the front. . . . Turner Bros. Shows hosted members of the Springfield, Ill., Junior Deputy Sheriffs League when shows played Springfield. Princess Marquita, snake charmer, was featured at the Carnival Sale promotion stunt in a Springfield drugstore during the engagement.

Diced carrots and peas are considered pie car delicacy, not because of the work it takes to grow them, but on account of the hard work involved in opening a can.



SHOWMEN WINTERING in the Tampa area and Tampa city officials and dignitaries turned out en masse for the recent ground-breaking for the new clubhouse of the Greater Tampa Showmen's Association. J. H. Dolcater, president of the Greater Tampa Chamber of Commerce, and Gypsy Rose Lee, featured this year with Royal American Shows, are shown above officiating at the ceremonies as some of the many showmen and dignitaries beam approval.

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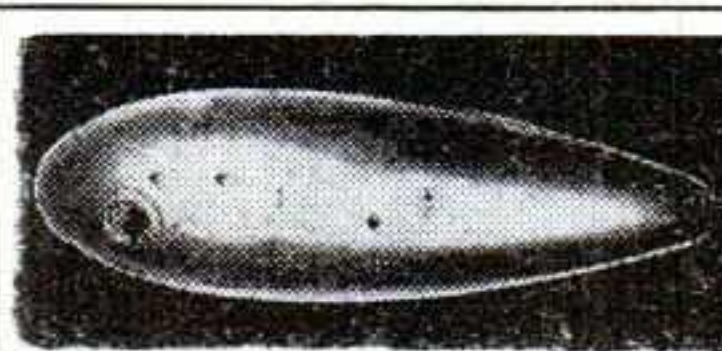
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# Making a Lot Out of a Little Harry Seber's Girl Show Plan

(Continued from page 52)

It was in 1908 when *The Great Train Robbery* (which would have been the Academy Award winner had there been an Academy Award) was shown as a double feature. Of course, there was no companion picture on the bill, but the added attraction was the Tour Car, which rocked the patrons who sat in cushioned train seats, giving them the sensation that they were being whisked thru the hills of El Cajon on a Santa Fe flyer.

Hall's Tour Car lasted six months at this location and was removed to make way for the first motion picture theater in that city. A partition was installed across the front part of the store with a box office built in the lobby. The audience sat in chairs rented from a near-by undertaking establishment.

### Adds Attractions

Not content to give the patrons a single attraction, Seber prevailed upon his partner to hire a piano player and a girl singer to lead the song fest to illustrated slides.

A year of this was enough for Seber, and he moved to Los Angeles. He was 16 when he joined Charlie Klopot, who held the California State rights to certain pictures. Movies seemed to be the coming thing and Seber had little or no trouble selling the smaller theaters in the City of Angels and vicinity. Klopot later was to become a partner of Sol Lesser, well-known film producer.

### Tables Turned

Seber, who has a knack for making a lot out of a little, found the tables turned on him in 1915 when he went into the San Diego Exposition, which marked the completion of the Panama Canal. He was to manage a \$350,000 exhibit of the Canal constructed on scale on a stage 300 by 50 feet. When the display opened, 140 employees were necessary to keep it running. Later, the roster was cut to 45—a necessary retrenchment, for only six or eight people were in the auditorium which seated 3,500. The only day the Canal show did any business was when the man who built the real McCoy was the guest of honor.

From then on, with few exceptions, it was up to Seber to make something from nothing. He moved to Los Angeles and opened the first store show on Main Street. Attesting to its success was the fact that in a short time there were six.

### "Stella" Clicks

After taking what he could out of the store show, this youthful impresario saw the possibilities of making money out of the top attractions at the San Francisco Exposition and showing them at San Diego, where the event was repeated. So, Seber showed up with Eddie Vaughn, who had the \$6,000 painting, "Stella." The power of publicity became evident to the native Diegan for the ballyhoo, "Have you seen Stella?" and "Stella wants to see you," paid off big at 10 cents per head. With this sort of promotion, "Stella" played to 90 per cent of the admissions at San Francisco. No other attraction is believed ever to have done this well.

Seber recalls that "Elizabeth, the Living Doll" was the second top money-maker in the Bay City. Third and fourth were Captain Sigsbee with an educated horse and "Madame Ellis, the Woman Who Knows." Madame Ellis later played the Orpheum time and continued her lucre-earning cycle.

All of these attractions were moved to San Diego, where Sid Grauman, now owner of the Grauman's Chinese Theater in Hollywood, had *Underground Chinatown*, an exhibit showing opium smoking dens, slavery and other morbid things.

Also shown at the exposition was *Paris After Midnight*—naturally, a

girl show—and the box office was literally mobbed. Seber watched the dimes pour in and decided then and there if he was to stay in show business it was girl shows for him.

Evidently it was to be only in San Diego that Seber was to be showered with the good fortune of having plenty with which to do things. The exposition had spent \$90,000 for a replica of the Hawaiian Islands. Lights were placed 90 feet in the air to give the Waikiki Beach moonlight effect. There were sand, hula huts, 24 Hawaiians and no business. Feeling that things could not be worse, the showman conceived the idea of putting tables around the place and serving drinks. For the price of a drink the patron also got a 30-minute musical show.

Then Seber went to work! The patrons had entered the famous Hawaiian Village for free, had drinks and enjoyed a musical show, but had they seen the real Hawaii? After they heard Seber's pitch they were certain they had not. So they filed by and bought their tickets.

### He's Saved

This was a typical Seber operation. Keep 'em interested and keep 'em coming is the basis of his success. It saved the Hawaiian Village and Seber.

The year 1917 saw Seber owning his first girl show, which he put on the A. C. Bouchers Shows midway. The carnival moved to Eureka, Calif., and there the people were told the show would jump to Vancouver by boat! Arriving in the Canadian city, the show played near an army camp and garnered plenty. On this stand alone Seber got \$2,000.

### Quits Carnivals

Operating with money in his pocket, Seber quit the carnival and moved *Paris After Midnight* to Seattle. Here he met the owner of the Great Dominion Trained Animal Show and threw his money in with the circus owner's. The show set out for Canada and two weeks later the government took over all baggage cars. Since the coaches were not restricted, the people arrived on time, the equipment arriving in freight cars days behind them. In Sedro Woolley, Wash., Seber counted his money. This took only a second or two. There was only one thing that Seber knew he could start without money—a girl show.

The morning after he arrived in Seattle he saw an ad in which Frank W. Babcock was looking for shows and concessions to play "the biggest show in the Northwest," a Fourth of July celebration in Hoquiam, Wash. The war was on and the town was filled with servicemen. In addition, trainloads of lumberjacks invaded the town.

### Profits Big

This was the only girl show in that neck of the woods. Seber sold tickets until his pockets bulged, and walked away with \$2,700 for posing two girls. At the end of the season with Babcock, the Felice Bernardi Shows, playing Northern California, had *Paris After Midnight*.

For the next two or three years Seber was with Colonel Cummings and had a girl show at the National Orange Show, San Bernardino. When the fair closed, he returned to Bernardi. The association was brief, for soon Seber was back with Babcock. John Ward took the *Paris* show and Seber left Babcock for Bernardi. He finished the season and went to San Francisco to open the Casino Theater. In this location Seber became a musical comedy producer, his first venture lasting six weeks. In Long Beach he produced the *Kandy Box Revue*, which got its share of the Signal Hill oil boom money. Seber put several shows on the Pike. Following the boom, Seber went to Taft, Calif., where the gushers were

common. There he had a girl show under canvas. E. K. Fernandez, the Hawaiian showman, looked it over, and persuaded Seber to ship it to Hawaii for a three-month tour.

Early in 1920 Seber returned to the mainland and teamed with Charlie Smith in operating a museum in Los Angeles. This operated for three years.

### Back to Hawaii

Bill Rice had booked a water circus with the Shrine in Honolulu and about that time Seber accepted the managership of it.

The hop-scotching that had marked Seber's life about 1918 was in again, for back in Los Angeles he rejoined Smith and later opened the Blossom Wilson School of Dancing. Feeling the urge to have shows, he put out small roadshows that played city theaters and those in adjacent towns. About that time Benny Oster bought the Arrow Theater in Los Angeles and a girl show was opened there. It did not take long for them to learn that extra revenue had to be earned.

### Pitch Works Again

Seber went back to his old formula. Instead of a finale, patrons were advised that behind the curtains a new Oriental type of dance was being presented for an additional charge of 50 cents.

The Pacific Coast Showmen's Association was organized in 1922 with the late Sam Haller as president. Seber accompanied him on many jaunts to cemeteries in the vicinity, and helped select Showmen's Rest in Evergreen Cemetery. Later Seber was named the first PCSA chaplain.

### Named PCSA Prexy

In 1928 the PCSA voted him president and to bolster interest nights honoring outstanding showmen were inaugurated, the first being held in tribute to J. W. (Patty) Conklin.

When *A Century of Progress* opened in Chicago, the girl show in the Spanish Village was produced by this San Diegan. Two years later he had *Streets of Paris* in San Diego and three years later, in 1938, he produced a show that got top money at Canadian National Exhibition in Toronto for Patty Conklin. In 14 days the show grossed about \$25,000.

Back in San Francisco, the *Greenwich Village* show at the Golden Gate Exposition was staged by him the first year. The second year Sally Rand took over.

### Joins SFA

It was during World War II that Show Folks of America, San Francisco Chapter No. 2, was organized. Seber did not join immediately for some people had felt that a past executive of PCSA should not be a member of another club. SFA was about a year old when he became a

member and Sammy Corenson, who was SFA's leader for two years, immediately made him a vice-president. With this post went the chairmanship of the cemetery board, and at two or three meetings Seber was successful in raising \$3,000 to buy the plot in Mount Olivet Cemetery. A monument was purchased and installed in the plot.

This past year Seber was with Margaret (Zerima) McCluskey as general agent of her Centennial Shows.

### Meet the Missus

At *A Century of Progress* there was a dance, *Sophisticated Lady*, that Walter Winchell predicted would outdo the famed fan dance. At California Pacific International Exposition, San Diego, this dancer, Frances Gilman, was the attraction at the top money-maker, *Street of Paris*. She has been Mrs. Harry G. Seber for 18 years.

**LAST CALL**  
**W. B. J. SHOWS**  
OPEN SATURDAY, MAY 14  
LONG SEASON  
WINTERQUARTERS LOT  
W. B. J. Shows SWANTON, O.

**HARRY CRAIG'S**  
**HEART OF TEXAS SHOWS**  
Want Patch. Would like to hear from one we lost. Also want Agents for Grind Stores, Bowling Alley, Razzle Dazzle and Roll-Downs. Ride Help that drives trucks. Want Sound Car Man, Acts for Side Show and Fun House. Will book Train and Boat Ride. Address Big Springs, Tex., this week; Midland follows.

**GEORGIA AMUSEMENT CO.**  
Want Concessions for following spots: Buford, Ga., May 9-14; Corning, 16-21; Dahlonaga, 23-28. These I played last year and were very good. Use Bingo, \$25.00 week, or work with office. Devil's Bowling Alley, Hoop-La, Jingle Board, Short Range Gallery, Balloon Dart, Pan Game open. We have four Rides and only the cleanest shows can play these spots.  
H. H. SCOTT, Mgr.

**FOR SALE**  
**NEW 1948 CHEVROLET STATION WAGON**  
(never used) at an attractive price  
**GRAND THEATRE**  
Seneca, Mo.

**UNITED LIBERTY SHOWS**  
Pekin, Ill., May 9-14; Ottawa, Ill., May 16-22; La Salle, Ill., May 23-30; 4 weeks in Chicago; Henry, Ill., July 2-3-4.  
FAIRS—Woodstock, Ill.; La Fayette, Ill.; Arthur, Ill.; Columbus Junction, Iowa; What Cheer, Iowa; Melvin, Ill.  
CELEBRATIONS—Delavan, Ill.; Cuba, Ill.; Spring Valley, Ill.; Chasworth, Ill.; Abingdon, Ill.; Kingston M'net, Ill.; Minier, Ill.; Normal, Ill.; Flanagan, Ill.; Gideon, Mo., and a long season in Massachusetts.  
Want Mechanical Show, Fun House, Motor Drome, Illusion, Iron Lung or any other Show of merit not conflicting with what we now have. CONCESSIONS—Bumper, Basket Ball, String Game, Huckle-Buck, Short Range, Penny Arcade, Clothes Pin, Sock Concession privilege, \$20.50. RIDES—Will book Caterpillar, Tilt-a-Whirl, Rolloplane or Spiffire. Nat O-man can use Girls for Girl Show. Also Agent for Swinger. Address as per above.

**DRAGO AMUSEMENTS**  
Opening May 14th, Peru, Indiana. All Concessions booked acknowledge this ad and report either to Peru or to Kokomo any time after May 12th.  
Can place legitimate Concessions. Want Fish Pond, Jewelry, Glass Pitch, Hoop-La, Mouse Game. Can place American Palmistry, positively no gypsies. Any Shows with own outfits and transportation. Can use Girl Show for Peru. Can place for season one or two nice Kiddie Rides. Address all communications to  
**PAUL DRAGO**  
Kokomo, Indiana (Phone 4507), until May 14th; then as per route.

**F. M. SUTTON SR. Presents**  
**GULF COAST SHOWS**  
HAVE COMPLETE NEW OUTFIT FOR ATHLETIC SHOW. WANT MANAGER WITH TALENT. CAN PLACE STOCK CONCESSIONS, WILL SELL "EX" ON LEAD GALLERY. NEED ONE MORE MAJOR RIDE, PREFER ROLLOPLANE, OCTOPUS OR TILT. ADDRESS: FULTON, MO., This Week; MEXICO, MO., Next Week; Then MACON, GA.



# JOHNNY J. DENTON SHOWS

Will sell exclusive on Photo Gallery. Want Pan Game, Pea Pool and Over and Under. Must have other Concession. Good opening for Monkey Show, Animal Show or Wild Life. Can use Fat Show. Henry Wilson can place Grind Store Agents. Show carries 11 Rides. Fourteen Fairs booked starting week after July 4. Have best 4th of July spot in the country. Wire

**JOHNNY J. DENTON, Care Johnny J. Denton Shows**  
Williamson, West Va., followed by downtown Pikeville, Ky.

P.S.: Can use experienced Bingo Caller.

## DICK'S Greater Shows Inc.

**WANT**

**CARLISLE, PA., THIS WEEK**

**WANT**

**WANT**

Will book Super Rolloplane, Octopus or Spitfire. SHOWS: Have complete Side Show, well framed. Want MANAGER and acts. Excellent proposition. MOTORDROME—WILD LIFE. CONCESSIONS: Pitch-Till-U-Win, Photos, Fishpond, Duckpond, Glass Pitch, Penny Pitch. RIDE HELP: Second Men on Ferris Wheel; other Second Men, semi drivers preferred. Top salaries.

**WANT CAPABLE LOT MAN**

**R. E. GILSDORF**

**Next Week, Rochester, Pa.**

## ALLEGHANY EXPOSITION SHOWS

Will book Octopus, Rolloplane or Spitfire Willie Bell, wire. Can place any worth while Show not conflicting; will furnish top and front. Good opening for Hanky Panks. We play payroll territory and are booked solid. No waiting till Saturday to know where you are going. Get a bank roll with a live Show. Can place Second Men who can drive; good treatment. Address all wires and communications to

**L. C. HECK, General Mgr.**

**MARLINTON, WEST VA., This Week.**

P.S.: Charlie Johnson can place high class Girls for Parisian Follies, top wages. Slim Carawan, thanks.

## B and D SHOWS

**OPENING WEEK, MAY 16**

Good route of industrial fruit and vegetable markets. Six Fairs North and South Carolina. WANTED—Hanky Panks all kinds, Mug Outfit, Scales, especially; no flats. Shows of all kinds with own outfits, attractive proposition. Route to interested parties. Wire

**C. E. DAVIS**

**Concord, N. C., this week.**

## TED LEWIS SHOWS WANT

at once. This week Route 6, Saddle River, N. J. Popcorn, Duck or Fish Pond, Candy Apple, Scales, Bingo. Girl Show, Side Show with own outfit.

**TED LEWIS, 12-37 Rosewood St., Fairlawn, N. J. 6-2794W**

## RIDE HELP WANTED

Ferris Wheel and Merry-Go-Round Men, useful Ride Help. Must be sober, capable. State experience, references, lowest salary. No set up or take downs. All replies to

**JOHN B. DAVIS**

**Long Beach Resort, Panama City, Fla., until Labor Day.**

## GOLD BOND SHOWS

**New Amphitheater Midway.**

**WANT**

**WANT**

**WANT**

CONCESSIONS—Photo, Fish Pond, Hi-Striker, Slum Bowling Alley, Ball Games, Duck Pond, String Game, Pitch-Till-U-Win Balloon Dart, Bumper, Jewelry, Custard, Snow Cones and all kinds of Hanky Panks; reasonable privilege. SHOWS—Want Monkey, Animal, Wild Life, Mechanical, small Motordrome, Side Show Help, Attractions, Ticket Se'ies and Talkers. Ride Help, Second Men who drive, for Wheel, Merry-Go Round, Loop, Octopus. Cook House Help, Griddle Man, Chef, Counter Men. Wires only.  
Monmouth, Ill., May 9th to 17th: Mickey Stark, Mgr.

## AGENTS—RIDE HELP

**WANTED**

**WANTED**

Agents for Pin Store, Razzle, Roll Down, Bowling Alley, Fish Pond, Balloon Darts. Ride Men who worked for me before, contact Great Sutton Shows Agents, wire at once:

**DUTCH WILSON**

**c/o Great Sutton Shows Jackonville, Ill., May 9-14.**

## FROM THE LOTS

### W. S. Curl

LONDON, O., May 7. — Shows opened an eight-day stand here April 30 under American Legion auspices to a light rain and a thin crowd which spent freely. Weather and business the remainder of the week were good.

Staff includes W. S. Curl, manager; Josephine Crul, secretary-treasurer; W. T. (Bill) Hopkins, general agent and press; Pat Harding, maintenance and ride superintendent; Don Wagner, advance and lot superintendent, and Shorty Betz, electrician.

Concessionaires are Ted Cole, bingo, fish pond, duck pond, merchandise, huckleberry buck, spill the milk and pea pool; Walter Curtis, cork gallery, dart store and pitch-till-you-win; James Chapman, balloon darts and basket pitch; B. E. Lichlighter, cotton candy and candied apples; Paris Montanez, balloon dart and ball game; Harry Hopkins and Timothy Nolan, long-range gallery; Vick Harding, popcorn; Van Balkenburg, cork gallery; Ida Hardin, grab joint; Harold Reed, short-range gallery and sno-cones; James Farrell, string game and glass pitch; Shorty Betz, cat rack, and Garland Flowers, photos.

Rides and foremen include Ferris Wheel, Gail Sherritt; Chairplane, Goon Anderson; Merry-Go-Round, Jack Parrish; Tilt-a-Whirl, Jack Scanlon; kiddie auto, Stanley East and miniature train, Charles Johnson.

Shorty Betz, Don Wagner and Pat Harding and their crews have done a good job in readying the org. Bert Geyer is the artist. Route will carry shows into Kentucky, Indiana and thru Ohio.—W. T. (BILL) HOPKINS.

### George W. Nelson

OSCEOLA, Mo., May 7.—Shows are headed north and will play Bethany, Mo., next week. George W. Nelson is owner-manager, and Mrs. Nelson is secretary. Rides include a Ferris Wheel, Merry-Go-Round, Chairplane and kiddie autos. Shows are: Bughouse, Ben Elsen; Animal, B. Harbert; Hawaiian Dancers, Bill Tienman, and two-headed baby, R. J. Calkins.

Concessions: Ben R. Elsen, bingo; Mrs. Ben R. Elsen, hot dogs and root beer; Bill Tienman, cookhouse and bottle ball game; Mr. and Mrs. Wayne Rex, photos; Mrs. Louise Snoderly, pick out; Al Snoderly, short-range gallery; Mrs. Evelyn Oswald, coke bottles; Levi Leath, mitt camp; Ethel Burnell, bumper stands; L. G. Doty, heart stand; Kenneth Hunt, candy floss, ball game and penny pitch; Mr. and Mrs. Howard Truax, popcorn, carmel corn, carmel apples and peanuts; Britt Evans, diggers; B. Harbert, glass pitch, and Charles Reynolds, ball game and p.c.—MRS. GEORGE W. NELSON.

### La Cross Amusement

BENNINGTON, Vt., May 7.—Org chalked up a big Saturday matinee April 30 in Easthampton, Mass., to wind up the stand on the right side of the ledger. Rides went for 9 cents, and over 2,000 kids rode the new Merry-Go-Round during the afternoon. The Bob Goodwin kiddieland reported his best matinee still date of his career. Business that night on the rides and shows continued good.

A Girl Show worked all week to satisfactory business. It was the first time a Girl Show had ever operated in Easthampton.

Run into here was made with only minor troubles and everything was ready to spring Monday night (2). Rain thruout the evening hampered business considerably but thru Wednesday (4) crowds have been good. The spending has been light due to conditions of the town.—PAUL R. LA CROSS.

### O. C. Buck

BINGHAMTON, N. Y., May 7. — Most of the equipment was erected here Sunday (24) after a fast run from Troy. Attendance has been good and business okay. An escaped monkey resulted in considerable publicity and helped boost attendance. Orville Hagen's Motordrome got a good play here.

Vandals slit some of the concession tops to steal merchandise, but they were apprehended by the local police. Mrs. Mildred Swartz is in Memorial Hospital, Albany, convalescing from a major operation. She would like to hear from friends. Samuel (Uncle) Babering joined Sid's Midway Cafe. Mr. and Mrs. Frank Wozniak joined with concessions. Eddie Evans arrived from Columbia, S. C.

Troy visitors included many members of the King Reid Shows and the Allen Smith Shows. Visitors here included Joe Walsh, Mr. and Mrs. Pete Stamos, of the Strates Shows; Paul Merriman, Pioneer Shows; Mr. and Mrs. Redge Dawson, AAA official starter; Bill Malarkey, Captain Fox and Eddie Rahn, Strates contracting agent.—ROY F. PEUGH.

### Bee's Old Reliable

CORBIN, Ky., May 7.—Bad weather hit shows' opener in Livingston, Tenn., April 25-30. Most of the week was lost, but a good Saturday matinee and night crowd helped. Move in here followed and, due to the difficult and roundabout way the trucks had to take, shows blew Monday night (9) but were all set for Tuesday night when the lot was crowded. Spending was heavy Wednesday night.

A few more concessions joined for the Kentucky trek. Org's fair dates start next month.—RAYMOND C. HULS.

## AIR SHOW

**MAY 29, GEORGE FIELD, ILL.**

**Auspices V.F.W.**

Expect 20,000 people. Want Hustlers for Ice Cream, Drinks, Bleacher Seats, Cookhouse Help. Will book Novelties, Mug Outfit, Pop Corn or anything not conflicting. Write

**DALE PASLEY**

**Box 209, Lawrenceville, Ill.**

## FAIRWAY SHOWS

**WANT IMMEDIATELY**

**Ferris Wheel Foreman.**

**EMIL J. ZIRBES**

**Bismarck, North Dakota**

## CARNIVAL AGENT OR SPECIAL AGENT AT LIBERTY

Handle all bookings or handle press, billing, special kids' day tie-ups thru stores. Sell banners. Local contracting. Have car. Join on wire. This ad due to Circus folding, labor troubles with business good. Address:

**J. C. ADMIRE**

**Gen. Del. Indianapolis, Indiana**

## WANTED

Small Bingo, Mug, Grab, Custard, Ball Game, all legitimate Concessions not conflicting. Can use on or two small Grind Shows; must be clean. Strawberry harvest is on and we're in the cream. Contact at once.

**W. T. BROXTON or C. A. CAVE**

**C & B AMUSEMENT CO.**

**Brownsville, Tenn., May 9 thru 14.**

## STOCKTON, ILL., ANNUAL STREET CELEBRATION

Wants Concessions for July 14-15-16. Also Aerial Act. Located on Route 20, 20 miles west of Freeport, Ill. Sponsored by Stockton Lions Club.

**FRANK C. NIEMEYER**

**Phone 4 or 3 Stockton, Ill.**



**Marks**

CHESTER, Pa., May 7. — Org moved into near-by Trainer at Fourth and Clayton streets this week. Monday (2) was washed out by a cloudburst at 5 p.m., and the opening was put off until Tuesday, when 4,700 paid admissions were recorded.

The Evening Times was liberal with space, George Northbridge, managing editor, contributing a column, plus daily art and stories.

A wire recorded broadcast of show talent and execs, made on the midway Wednesday night (4), was a feature the same night over Station WVCH. T. W. (Slim) Kelley, Johnny Ornellas, Del Crouch and Jimmy Simpson were on the program. Tom Harvey, outlet's program manager, interviewed John H. Marks. Walter D. Nealand arranged the program, which was emceed by Ornellas.

Friday and Saturday in Richmond were big despite a drizzling rain which cut down attendance of kids at the Richmond Dairy Company matinee. Saturday night netted a record for the show in Richmond.

In a listing of show personnel last week, the names of Thomas J. Heath, chief electrician, and Art Ross, Diesel engineer, were omitted.—WALTER NEALAND.

**Veterans' United**

WORTHINGTON, Minn., May 7.—Shows opened here April 30 and Co-owners Charles Carroll and Jack McDonald were satisfied with attendance. Weather was perfect and the kiddies thronged the midway at Saturday's matinee.

Personnel includes Florence and Red Cundiff, cookhouse; Otis Porterfield, electrician; Mrs. Vi Porterfield and children, photo gallery; glass pitch and country story; Paul Ebersole, bingo and Octopus; Bob Evans, diggers and sky fighters; Mrs. Ester Davis and Mr. and Mrs. Bill Davis, watch-la, bowling alley and cork gallery; Verna and Buster Kumalae, fish pond and novelties; Howard Kumalae, Hawaiian Show; Mrs. Peggy Junkens, Funhouse, popcorn, ice cream and candy floss; Billy Pappas, pin store, with Ernest Taylor, agent; Chief Little Wolf, Athletic Show; Mr. and Mrs. Happy Hooper, Penny Arcade; Jerry Ramsey, pea pool; Neva Lanke, penny pitch, mailman and The Billboard sales agent.

Recent visitors were Mr. and Mrs. William T. Collins, owners of the shows bearing their name; Mr. and Mrs. Gus Pappas; Chet Junkins; Mr. and Mrs. Gill Tuve, Northern Exposition Shows.—NEVA LANKE.

**Lawrence Greater**

HENDERSON, Ky., May 7.—In its seventh week of the season, the org has been running smoothly here with warm, clear nights prevailing. The show got in its first three consecutive nights of business here thru Wednesday (4).

The first five towns played each had a population of more than 100,000 but the weather hurt. To date the show has chalked up four winning stands. Hopkinsville, Ky., with Camp Campbell nearby, provided a bang-up week. The stand here, with Camp Breckenridge and Evansville, Ind., just across the Ohio River, thru Wednesday (4) bore all indications of another big week. Per capita spending, however, is definitely off.

The org has 14 rides, 10 tented shows, plus a Funhouse and Motordrome. The three kw. light plants and a 30 kw. auxiliary are carried. Vari-colored fluorescent towers and a neon front flash up the layout. Fifty-five concessions are operated under Fitzie Brown. Of these, Luther Sinclair has 11, plus the Bob Parker diggers.

Mr. and Mrs. Sam Levy are assisted in the management by Cash Wiltse, with the office again held down by Jay L. Machamer. C. P. Henry, billposter, also handles the second agent's job. Johnny Matisse, with one assistant, is superintendent of transportation and Jack Repass, with two assistants, is superintendent of the Diesels.

Betty Repass is in charge of the front gate tickets. Eddie Coe has the bingo, with Ralph Brown as caller, Robert Collins as checker, K. B. Fitzgerald as stockman and Ike Johnson, Bill Kirby and Johnny Moored as countermen. Walter Page is the shows' carpenter, the cookhouse and grabstand is operated by Zeld and Lou Meyers with the help of Al Devine, Curley Wolfe, Janie Brownell, Doris Myers, David Hollis, Junior Moore and George Engelmeyer.

Screw Ball Castle is operated by Elmer Welter, assisted by Ernest Woodruff. J. D. Powell is the foreman of the Fly-o-Plane, Chief Congo has the Snake Show, Fred Tillman the Motordrome, with Peggy Tillman and Walter Norris as riders; Harry Clark a well-cast Minstrel Show, with Jack Roof as talker, Jack and Kate King have the Monkey Show, Bob Young is foreman of the Twin Wheels, Frank Zorda, the Side Show, and Robert Hixon is the Caterpillar foreman, with Robert Metz as his assistant.

Concessionaires include Luther and Cherry Sinclair, Johnny J. O'Conner, Vic Batista, Bob Kemp, E. J. Hart, Abe Stein, Jew Murphy, Charlie Allen, Boxy Brooks, Curley Giouard, George Ready, Maurice Richley, Art Radke, Herb Miller, Joe Lewis, Lewis Schwartz, Jack Langdorf, Pudie Smith, Benny Kielman, George Hamilton, Sonny Scotland, Mrs. Vivian Richley, who has the palmistry, with Ercelle Baldwin, Bettye Earnest, and Nora Radke as readers; Bill Earnest, Howard Stroud, Ted Huerbin, Bob Baldwin, Dick Huerbin, Lawrence Jones and Joe Frazier.

Mr. and Mrs. Bob Harris joined and have taken over the pan game, pea pool and clubroom. Roy McGovern, in his fifth year with the show, has Mrs. Levy's popcorn and candy apples.

Recent visitors included Bob Kline, general agent of the Endy Bros.' Shows; Kinky Wolfe, St. Louis; Shot Gun Page, Page Bros.' Shows; John R. Wade, Mr. Yates and other officials of the Trenton (Tenn.) Fair; John J. Daus, Anchor Tent & Awning Company, Evansville, Ind.; Mel Dodson, Dodson's Imperial Shows, and Arthur Petty and Jessie Craig, old friends of the writer.

Longest move to date was from Atlanta to Nashville, a distance of 302 miles.—HERB SHIVE.



**EMMAUS, PA., MAY 16-21**  
**GIGANTIC FIREMEN'S CENTENNIAL**  
 FIFTY VISITING FIRE COMPANIES.  
 CONCESSIONS: Hanky Panks of all kinds, Novelties, Age and Scales, Darts, Photos, Bowling Alley, Arcade, Diggers, Race Horse. SHOWS: Can place following Shows with own equipment: Motordrome, Illusion, Snake, Monkey, Unborn, Mechanical City. Don't wire, come on. RIDES: Will place one Flat Ride. HELP: Experienced Men in all departments, preference given men who can drive semis. Charles Harbough and Stanley Plas, contact Maxwell Kane, business manager. All replies:  
 LANCASTER, PA., This Week; Then EMMAUS, PA.

**WANTED**  
**MOTORDROME SIDE SHOW POSING SHOW**  
 For Long Island tour. Big Mt. Carmel Celebration at Innwood, Long Island, starting May 16th and sixteen more dates to follow in Long Island and Mineola Fair. VIRGIN TERRITORY.  
 CONCESSIONS WANTED—Hanky Panks that do not conflict; Short Range Stewart, let's hear from you. Also want Age and Weight. Address all mail or wires to  
**CARNIVAL SHOWS, INC.**  
 PHIL ISSER, General Manager  
 1539 East 29th St., Brooklyn, N. Y.

**JOHNNY'S UNITED SHOWS**  
 "HONESTY IS OUR POLICY"  
 JOIN NOW FOR THE BIG AMERICAN LEGION CELEBRATION AT HUNTINGBURG, IND.  
 CONCESSIONS WANTED—Sell X on Diggers, Photo, Hit and Miss, Custard, Age and Weight, Ice Cream, Sno Cone, Novelties, Hanky Panks wanted, Cat Rack, Clothes Pin Pitch, Watch-La, Slum Spindle, Bumper, Balloon Dart, Add-Em-Up Darts. Two of a kind. \$15.50 privilege. SHOWS—Glass House or Illusion. All replies to  
**JOHN PORTEMONT**  
 Red Boiling Springs, Tenn., this week.

**FREE ACT—J. & B. SHOWS—FREE ACT**  
 Want for Bowling Green, Va., May 16 to 21; then around Washington, D. C., for 10 good weeks' work.  
 Can place Custard, Age and Weight, Rotaries, String Game, Coke Bottles, Balloon Darts. Want to buy small Monkey or a small Monkey Show complete without top. All replies to  
**HAYES & FLYNN**  
 This week, 2021 Chamberlain Ave., Richmond, Va.; then Bowling Green, Va. P.S.: No gypsies.

**CUMBERLAND VALLEY SHOWS**  
 Will be ready May 30th for the big annual opening in South Pittsburg, Tennessee. Moving on lot May 16th. This show holds contract for two Celebrations and 11 bona fide Fairs. AND NEEDS good Ride Men on all Rides. CONCESSIONS—A few more legitimate Concessions that join now will be \$20.00 on still dates and \$25.00 at fairs and celebrations, but NO grift, gypsies or Girl Show. SHOWS—Motordrome, Fun House, Glass House or any Show that doesn't conflict. COOKHOUSE—A-1 that can cater to show people and a show that really patronizes the cookhouse. ALSO NEED Sign Painter and Lot Man. Kit Wilburn, answer if coming. Will book Octopus, Rolloplane or a Spitfire for 25%. Address all mail to  
**ELLIS WINTON**  
 108 E. McLEAN ST., MANCHESTER, TENN. Phone No. 125-XW

**WANT COLORED MUSICIANS AND PERFORMERS WANT**  
 Enlarging finest Colored Units on road. Would like to hear from good Comedian. Billy Mills or Sparky Jones, wire if not on road.  
**S. H. DUDLEY** **KENNY REULING, Mgr.**  
 Cetlin & Wilson Shows, Harrisburg, Pa.

**GREATER PALMYRA FAIR DAY & NIGHT AUG. 30-SEPT. 3**  
 CAN PLACE—Major or Kiddie Rides. SHOWS—Motordrome, Monkey, Five or Ten-in-One. Write or wire  
**W. RAY CONVERSE**  
 PALMYRA, N. Y.

**JAMES E. STRATES SHOWS WANT**  
 Want high class Monkey Show capable of getting money. Can also use Unborn Exhibit or any Grind Shows of merit.  
 NORTH ADAMS, MASS., This Week; CHICOPEE Next Week.

**WANT SIDE SHOW TALKER AND TICKET SELLERS AT ONCE**  
 Rusty Jones, George Ryan, Gladys Hull and people who have worked for me before, answer.  
**EARL F. MEYER**  
 ROSS MANNING SHOWS  
 Newburgh, New York

**ZOLAR'S HOROSCOPES, DREAM BOOKS AND FORTUNE TELLING CARDS**  
 America's Leading Nationally Advertised Line. Also Horoscopes for Seeburg Astrolograph. Samples and prices upon request.  
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 33 West 60th St. New York 23, N. Y.

**WANTED FOR TOMATO FESTIVAL, AUGUST 15-16-17**  
 Merry-Go-Round, Ferris Wheel, Kiddie Rides, etc  
**LIONS CLUB, Secretary**  
 Ridgefarm, Ill.

**LEE BECHT SHOWS**  
 Can place Concessions that work for stock only; Coke Bottles, Add a Ball, Basket Ball, Candy Apples, Hi Striker. This Show gives the (X) on all Concessions; no two alike, but you must be good reliable people. We have the Aerial Millers Free Act with us—No gate. All replies to  
**LEE BECHT**  
 P.O. BOX 92 MT. HEALTHY 31, OHIO



W. R. GEREN Presents

# MIGHTY HOOSIER STATE Shows

Indiana's Largest and Most Beautiful Show

CONCESSIONS—Stock only. Those working in line up \$17.50 per spot. Especially want flashy Photo, X only \$25.50 per week. Custard X \$50.00. Ice Cream and Snow \$25.50, no X. SHOWS—Have Motor Drome, Monkey Speedway, Girl, Hawaiian, Indian Village and Glass. All others open. Want nice Fun House, also Arcade. Just give office committee money 15% on Still Dates and 25% on Fairs and Celebrations. This Show has Indiana's largest 4th of July spot—Linton, June 29-July 4. All replies wire—don't phone.

W. R. GEREN, Owner

Mighty Hoosier State Shows

Connersville, Indiana, this week; Kokomo, Indiana, May 16-24.

GETTING BIGGER EACH YEAR



CAN PLACE NOW

SHOWS—Side Show, Girl Show, Posing Show. (Have fronts and tops.) Motordrome or Monkeydrome, Grinders and Talkers.

WANT—Outstanding free act. Wire (not collect), don't write:

RALPH MEEKER

4325 TACOMA AVE.

TACOMA, WASH.

WE PLAY THE BEST IN THE WEST

# W. G. WADE Shows

KALAMAZOO, MICH., MAY 16-21

CAN PLACE

## WILD LIFE AND UNBORN SHOW

LEGITIMATE MERCHANDISE CONCESSION, Privileges Always Open.

W. G. WADE SHOWS

Kalamazoo, Mich., now; Richmond, Ind., follows Kalamazoo.

FOR SALE

16 CAR **OCTOPUS** 16 CAR

A-1 Condition.

Must Make Room for New Ride at

### WENONA BEACH, Bay City, Mich.

Phone Bay City 4432

O. D. COLBERT

WANTED WANTED WANTED

2 Young Men or Man and Wife for Pitch-Till-U-Win; also 2 Agents for Huckley Buck. No up or down, all summer at Million Dollar Pier, Atlantic City. Open May 28th. Wire or write air mail

CHARLIE GROSS

Care Million Dollar Pier, Atlantic City, N. J.

## HETH EXPOSITION SHOWS

WANT WANT

Wheel Foreman and Ridee o Foreman. (Ray Perkins and Vernon Palmer, get in touch with me.) CONCESSIONS—Pitch-Till-You-Win, Lead Gallery, Basket Ball, Balloon Darts, Pan Game, Frozen Cu-tard, Diggers and Novelties. Not Cats—No gypsies. S. K. Cradin wants Ball Game and Bucket Agents; must be capable. (Heavy Bob Wyrick, get in touch.) Address:

MT. VERNON, ILL., This Week.

## BEE'S OLD RELIABLE SHOWS, INC.

WANT WANT WANT

CONCESSIONS—Want Hanky Panks of all kinds. Especially want Diggers, Photos, Candy Apples, Jewe ry, Nove ties, Shooting Gallery, Mouse Game, Grind Store (must have Hanky Panks). Red McFarlin wants Grind Store Agents. Fletcher Tetts, contact. RIDES—Good proposition for one more Major Ride. Have twelve Fairs already booked in Kentucky and Tennessee starting in June. Curly Smith and Happy Ridel, contact. SHOWS—Want Girls for Posing Show. Address all replies to Jackson, Ky., May 9-14; then per route.

## FROM THE LOTS

### Virginia Greater

CAMBRIDGE, Md., May 7.—The show had a fairly satisfactory stand last week at Salisbury, Md. Weather breaks were bad and business on opening night, Monday (25), was poor because of chilly wind. The sponsoring American Legion Post brought out its 30-piece band for the opener, but even this failed to hypo biz.

Tuesday (26) was slightly warmer and brought a good crowd of spenders to the midway. Wednesday (27) with rain and chilly breeze netted fair business at night. Weather continued cool Thursday (28), putting a damper on receipts. Friday (29) night drew crowd that spent, and Saturday afternoon (30), with kiddie rides at 9 cents, brought out many moppets. Warmer weather Saturday night (30) brought fair biz.

Jerry and Edna Gerald, from Florida, joined with their concessions and agents, including Frank E. Walker, cigarette gallery; Dan McNamara, ball game; Irish Kelly and Jerry Gerald, pan game, and Mrs. Edna Gerald, ball game. General Manager Rocco Masucci has ordered a tractor and semi-trailer for the Rolloplane.

On the jump from Suffolk, Va., to Salisbury the Chairplane truck was forced off the road by a car.

Kiddies with the show were guests at a birthday party for Evelyn Jones, daughter of Mr. and Mrs. Ollie Jones, novelty concessionaires, Thursday (28). Visitors included Mr. and Mrs. George Berman, Pottsville, Pa.; A. T. Holman and Legion party, Pocomoke City, Md.; William B. Mitchell and Mr. and Mrs. Buck Tilghman, of Salisbury.—H. W. (HAP) ARNOLD.

### Garden State

COPLAY, Pa., May 7.—Move here from New Holland, Pa., quarters was made without mishap and all rides and shows were up and running for the Saturday matinee (April 30), which turned out to be the biggest opening mat in the shows' history. Crowds came nightly and spending was good, with the Ferris Wheel and Tilt-a-Whirl running neck and neck for top ride money. The Monkey Drome, under Snowball Mason, again is topping the shows.

R. H. Miner Jr. has finished the sound truck, and the writer will operate it. Harold Strickland, carpenter, is building new fronts for the Chairplane and Kiddieland. New fluorescent lights have been ordered for the Tilt-a-Whirl. K. Whitehead, electrician, is doing a good job with his end.

Recent visitors included Mr. and Mrs. Frank Dhiel, Leighton, Pa.; Mr. Kuntz, Allentown; Joe Fiore, Easton, and William Atterbury, James E. Strates Shows.—HIP ROBERTS.

### Crystal Exposition

ABBEYVILLE, S. C., May 7.—Despite several weeks of inclement weather shows' tour has been good. Gainesville, Ga., was okay despite rain. In Barnesville, Ga., org was rained out the first three days but the remainder of the week was good.

Line-up includes Nina B. Scott, general agent; Bill Bunts, lot superintendent and cookhouse; Chuck and Ivone Staunko, electrician and concessions; Nina and L. C. Scott, percentage; Art Carver, bingo and bumper; Lee Hoss, stock stories; Ross Houghton, mechanic and ride superintendent; Mrs. Houghton, kiddie planes; the Bob Millers, sound car and concessions; Eddie Betts, Funhouse, and Madame Burleson, Negro revue.

Recent visitors included Johnny Tinsley, of the shows bearing his name; Jimmy Sears and Frankie Cook, Marion Greater Shows, and Freddie Stockton, B. & H. Shows.—VAUGHN P. JOHNS.

### Ross Manning

ROSELLE, N. J., May 7.—Org has made a little money despite having to buck cold and rainy weather. Mr. and Mrs. Walter Kraus are back with candy floss. Mr. and Mrs. Dave White have a duck pond. Earl Myers has the Side Show and takes care of the back-end. Mr. and Mrs. Nelson Wilson have pitch-till-you-win and french fries. Mike and Mickey Ferron and Jack Stern are working the razzle. Mrs. Stern and daughter visited.

Smokey Roberts is handling mail and *The Billboard*. He expects to be joined shortly by his wife. A birthday party is planned for owner Manning. Harry Parker, general agent, also expects his wife to join soon.

### Wolfe Amusement

ALTAVISTA, Va., May 7.—Org has been stymied by rain on and off the last two weeks. Org was closed from April 30 thru May 2, because of weather here.

Only one more stand skedded in this State, then we move into the West Virginia coal fields for a long stay.

The Johnson family joined here with two concessions. The writer and Halstead added hoop-la, bringing total concessions to five.

Mr. and Mrs. Wantz are on a fishing trip. Owner Wolfe's family is expected to join soon.—ERNEST SYLVESTER.

### Peppers All States

HARRIMAN, Tenn., May 7.—Bad weather, which has dogged this org since opening March 11, in Alexandria, La., continues. Three days here brought the only good weather experienced.

Corky Zimmerman joined with his cookhouse. Other concessionaires are Virgil Dillon, Dutch Kreuse, Harry Smaglick, Louis Augustino, and Ronald Cline.

Frank Perneti is ride superintendent, and Bobby Sickles is manager. Olive McAninch holds down the office. Gregory Lewis Peppers, son of the owners, has a hand in all operations.

## WANTED CARNIVAL OR RIDES

JULY 2-3-4

WRITE OR WIRE

HARBOR BEACH BOARD OF COMMERCE

HARBOR BEACH, MICHIGAN

J. V. Corbishley, Exec. Secy.

## GIRLS WANTED

Dancers and Specialty Girls for revue.

Must join on wire. Can place Accordion Player. Wire

### L. B. LAMB SHOWS

Carbondale, Ill.

## FOREMEN WANTED

For Looper, Merry-Go-Round and Ferris Wheel. Also Concessions and Shows. Best route of Fairs and Celebrations in Middle West.

### MOUND CITY SHOWS

De Soto, Mo., this week

WANT

Man and Wife to take over Snowball and Shake-Up Outfit. Excellent opportunity for clean-cut couple. Also Hanky Pank Agents. Man Ball Game Agent who can up and down joint. Address:

### JOE J. FONTANA

L. J. Heth Shows Murfreesboro, Tenn.



**WANTED**

**Concession Man With Rides.  
Virgin Territory for Shows  
and Skating Rink.**

Permanent site. Need everything. Fronts San Ysidro new Base Ball Park on 101 Hiway. Plenty of room on grounds for Circus, Shows or Rodeos. Midget Auto Track. Write

**HAL ORD**

Box 762, Imperial Beach

Three day 4th of July Celebration, Imperial Beach, Calif. Phone H 2-4948.

Site—12 1/2 miles from San Diego; 1 1/2 miles Tia Juana; 4 miles Imperial Beach, S. D. County site on busy Hiway to Mexico. 7,500,000 people visited Tia Juana, Mexico, last year.

**DROME RIDERS WANTED**

Lady and Men who can do race.

Vickey Shaffer, contact me.

**G. W. MURRAY**

N. Adams, Mass., this week;  
then Chicopee, Mass.

**FOR SALE**

Smith & Smith Kiddie Airplane Ride and transportation (1931 Int. truck), 1946 Elcar House Trailer (sleeps four). Priced to sell.

Write

**W. W. DEALING**

South Wales, N. Y.

Phone: East Aurora, N. Y., 645

**WANT - - - WANT**

**Agents for Grind Stores**

Also P.C. Agents. Kenny Bugg will be in Ada, Okla., week of May 9th to 14th.

S. B. WEINTROUB

c/o Crescent Amusement Co.  
Ada, Oklahoma

**WANT**

First-class Ferris Wheel Man—top salary or salary and percentage. Also Looper Man, Tilt Man. Can use Second Men on Rides. Season end of September. No putting up or tearing down. Million Dollar Pier, Atlantic City, N. J.

**COASTAL AMUSEMENT CO.**

1201 Chestnut St. Philadelphia 7, Pa.  
Rittenhouse 6-7183

**FOR SALE—G. M. LIGHT PLANT**

66 KVA. Generator Diesel Motor, 1948 Model. This Plant built by Stevens & Stewart, Houston, Texas. Has been used 25 weeks. Mounted in 22 ft. Semi Trailer, everything complete. K7 IHC Tractor. This Plant guaranteed perfect. Priced right for quick sale. Wire or call.

**C. A. GOREE**

Hamilton Hotel, Olney, Texas

**HELP WANTED**

Man to work on Chairplane. Wife to work Concession, 25% of gross. Man guaranteed \$35.00 per week. Will furnish house trailer for couple to live in.

**HUFFT'S ATTRACTIONS**

ROY HUFFT, Mgr.  
2127 St. Joseph Ave. St. Joseph 53, Mo.

**WANT MANAGER**

and Acts for complete Side Show. Wrestlers-Boxers for Athletic Show. Book any Show not conflicting. Hanky Panks open. Floss Candy, High Striker and others. Second Men who are sober and drive semis.

**DYER'S GREATER SHOWS**  
POPLAR BLUFF, MO., Now; Then the Big One.

**Turner Bros.**

MATTOON, Ill., May 7.—Org closed a week's stand here tonight. Org's bow in Springfield, the week previous, was marked by good weather and good business.

A mobile telephone system has been installed on the show. The Turners recently took delivery on a 30-foot Luxor trailer. Irene, billed as Queen of the Ivories, has ordered a new Hammond organ for the front gate.

Show staff includes Ray and Cecil Turner, co-owners; Dorothy Turner, secretary; Marie Turner, concessions; Sammy Silverstein, general agent; R. V. Collins, mechanic; Donald Coil and Carl Jones, maintenance; Mr. and Mrs. W. Fellis, front gate, and Beulah Price, mail and The Billboard sales agent.

Shows: Cuban Mack, freaks and curiosities; James McCann, Girl and Posing shows; Buckstein, circus menagerie, and Stanley Wrisley, Snake Show.

Handling the rides are C. Gozia, superintendent; L. Gray, Ferris Wheel; M. Hansen, Tilt-a-Whirl; William Palmer, Octopus; John Nordmann, Spitfire; Robert Deffendall, Rolloplane; Glenn Spiller, kid rides, and Pearl Pierson, train and Pony ride.

Concessions include William F. Johnson, J. G. Jackson; George Peterson, J. A. Waters, Marie Turner, Dale Quillman, William Lite, William Berry, Thomas and Frank Berry, Theo DeWitt, John Paridoo, E. H. McMeen, Sid Meyers, Sam Spanglo, Robert Fingar, W. G. La Vahn, Beulah Price and D. Turner.

Visitors included Mr. and Mrs. M. J. Law, Mr. and Mrs. William R. Snapp, John Francis, Buster Wilson and C. C. Hunter.

**Harry's Greater**

CLEVELAND, Tenn., May 7.—Show closed here tonight after moving in from Piedmont, Ala.

Org lost three nights to rain on the Piedmont date but came back strong the final two nights. The new Comet had steady business at 25 cents a pop. Monkey Show and bingo did well but concessions and grab were light.

Harry Boyle is in charge, with Harry Lothridge on advance.

Visitors included Jack Strapp, Dixie Dugan and Mary and Jim Stutz.

**Smith Amusement**

CORDELL, Okla., May 7.—Org's engagement here was one of the best; rides, shows and concessions doing fair business. Eddie Yagla has returned from a booking tour thru Oklahoma, Colorado and Kansas. Sol Shaftall has joined with rat game and Mr. King with diggers. George and Martha Laswell also have joined. Art Hanson, general agent of Victory Exposition, was a visitor.—MRS. LAWRENCE SMITH.

**Johnny's United**

LEWISBURG, Tenn., May 7.—Four weeks of rain and cold haven't helped business. Delivery on the new Roll-a-Whirl and Octopus is expected May 20. Advance Agent Jimmy Bush and wife were away from the show a few days visiting Jimmy's father who is ill. Jack Thorne visited his brother Howard.—M. PORTEMONT.

**GET IN LINE IN '49 WITH THE PRELL SHOWS**

**GREATEST AND FINEST FAIR ROUTE IN THE NATION**

The Great Bedford Fair, Bedford, Penn.; The Butler County Fair, Butler, Penn.; The Indiana County Fair, Indiana, Penn.; The Mammoth Cambria Fair, Ebensburg, Penn.; The Alleghany County Fair, Covington, Va.; The Halifax County Fair, South Boston, Va.; Rutherfordton County Fair, Rutherfordton, N. C.; The Big Rocky Mount Fair, Rocky Mount, N. C.; The Seven County Fair, Greenville, N. C.; The Golden Belt Five County Fair, Henderson, N. C.; Monroe County Fair, Monroe, N. C.; The Union County Big Fair, Union, S. C.; The Kershaw County Fair, Camden, S. C.; The Greenville County American Legion Fair, Greenville, S. C.; Georgetown County Fair, Georgetown, S. C.; The Five County Greenwood Fair, Greenwood, S. C.; The South Carolina Colored State Fair, Columbia, S. C.; South Georgia State Fair, Valdosta, Ga.; Charleston County Colored Fair, Charleston, S. C. With seven big Florida Fairs to follow.



**Our Still Dates and Celebrations Are the Best in the East**

Week May 16th to 21st . . . FIRST IN . . . FIRST IN . . . FIRST IN . . . Veterans' Celebration, BECKLEY, WEST VIRGINIA. With a pay day for 40,000 miners working full blast.

Want Shows . . . Minstrel . . . Have full equipment. If you are a high-class Girl Show Operator we have show worthy of our route and caliber of our show. Hillbilly Show, Illusion Show or any other Show that can gross real money.

Want good Wild Life Show.

Will place good Cook House equipped to take care of Help. Can join immediately.

Concessionaires . . . Concessionaires . . . Concessionaires . . . Grind Stores . . . Hanky Panks . . . This is the Show that wins money and plays to people.

Ride Help . . . Can always place good Foremen, Second Men and Ride Help. Those that drive semis preferred. We pay the highest salaries and give the largest bonuses to good, sober help.

Wire, Write or Phone Week May 9th to 14th

**PRELL'S BROADWAY SHOWS**

SAM E. PRELL HOTEL VIRGINIAN LYNCHBURG, VIRGINIA  
Beckley, West Virginia, to follow.



**LANSING, MICH., MAY 16-21**

Want Mechanical City, Motordrome, Glass House, Unborn and Penny Arcade.

Can place Merchandise Concessions of all kinds.

Ride Help who drive semis for 12 office rides.

Irene Henley wants experienced Dancing Girls; top salary.

For Sale—One Allan Herchell Record Player for Merry-Go-Round.

**JOHN QUINN**

Battle Creek, Mich. (now); Muskegon follows Lansing.

**KANKAKEE POST #85  
AMERICAN LEGION, KANKAKEE, ILLINOIS**

**Wants a Good Clean**

**CARNIVAL**

**With a Lot of Rides**

**FOR JULY 2d, 3d AND 4th CELEBRATION**

Free Gate—Day and Nite Time Programs. Expected Attendance at Least 20,000 Daily.

Contact:

**H. J. ANDREWS, Chairman**

Dial 3-3309, 120 E. Hickory St. Kankakee, Illinois



**WANT STOCK CONCESSIONS OF ALL KINDS**

No X. Will sell exclusive on Floss, Candy, Guess Your Age, Weight, Glass Pitch and Ice Cream. Want Ferris Wheel and Merry-Go-Round Foreman that can drive. Rabbit Coleman and Jack Threatt, get in touch with Ross. Want Piano, Drummer, Comic, Chorus Girls for Minstrel Show. Jack Annabelle, get in touch. Can place Grind Shows with own outfits. Have 20x60 top for Five-In-One or small Side Show.

Franklin, N. C., this week; Brunsville, N. C., to follow.

**SUNSET AMUSEMENT CO.**

Can use Basketball, String Game, Bumper, Punk Rack, Snow Cone and other Slum Concessions.

Can place Mechanical Show, Unborn and other small Shows.

Hannibal, Mo., this week; Atchison, Kans., next.

10 Rides

6 Shows

**PAGE BROS.' SHOWS**

Want for now and balance of season Custard, Jewelry, Long Range Lead Gallery, Slum Outfits of all kinds. Shows with own outfits not conflicting such as Fat, Midget, Snake. Have complete Side Show, need Operator with Acts.

PADUCAH, KY., NOW; MARION, KY., NEXT WEEK.

**W. E. (Shotgun) Page, Mgr.—C. V. (Bill) Cox, Business Mgr.**  
P.S.: Mack Hoge wants Skillo Agent. Paul Pittman wants Agents.

**JONES GREATER SHOWS**

**WANT**

Madison, W. Va., week May 16; Smithers, W. Va., week May 23; Strawberry Festival, Buckhannon, W. Va., May 30

SHOWS—Want Fun or Glass House.

CONCESSIONS—Want Arcade, Custard or Ice Cream, Jewelry, String, Bowling Alley, Basketball, Penny Pitch, Hoop-La, Photos, Age and Scales, Hi-Striker, American Palmistry.

RIDE HELP—Can place experienced Ride Help on all rides. All

Address **JONES GREATER SHOWS, Huntington, W. Va.**



# GEN City SHOWS

*America's Finest Midway*

**THE BEST IN THE MIDDLE WEST**

**ALL PEOPLE CONTRACTED ANSWER AT ONCE. WE OPEN IN CHICAGO JUNE 3.**

Can Place To Join in Chicago for Eight Weeks of the Finest Still Dates That Can Be Played, Also We Have Contracted Seven of the Best Class "A" Plus Fairs in Wisconsin and Michigan. Then South to the Cotton Country for Seven of the Finest Fairs in the South. We Close November 5.

RIDES: Will book Caterpillar and Boat Ride. SHOWS: Jerry, will expect you to answer at once and be ready to join at Kankakee, Ill. Can use Snake Show, Wild Life, Illusion, Crime, Unborn, Fat Show, Outlaw, Motordrome, or any Show of merit that has own equipment and can stand prosperity. CONCESSIONS: Can place Hanky Panks of all kinds, no "EX". Ball Games all open. Want Fish Pond, Hoop-La, Balloon Darts, Add-Em-Up Darts, Short Range Gallery, Coke Bottles, Cork Gallery, Bumper, Novelties (Gas Balloons sold), etc. RIDE MEN: Need Merry-Go-Round Foreman that understands Allan Herschell 3-Abreast. Must have chauffeur's license and drive semi. If you can't get it up and down and keep Ride clean, also yourself, don't answer. Can use one or two first class Second Men. No bums. Can place one good Man on Front Gate and Downey Light Towers. If you want to make money and can stand prosperity, now is your chance to get with the coming Show of America. We have our own light plants.

**All Replies: JACK DOWNS, General Manager**

Pine Bluff, Ark., this week, or Sherman Hotel, Chicago.

**E. N. SHIVERS**  
General Agent

**E. P. GLOSSER**  
Business Mgr.

## BULLOCK AMUSEMENT CO.

*Lean entertainment for the whole family*

**If you are not making money you are with the wrong show. There is plenty money in these hills.**

**WANT—Animal or Snake Show. Foreman for Merry-Go-Round, must be truck driver and have license. Can use second men that can drive. Pay day every Monday night, rain or shine. Will book Mittcamp, no kids. Lenoir, N. C., this week; West Jefferson to follow.**



**VIVONA Bros.**  
Amusement Shows  
ENTERTAINMENT AT ITS BEST

**Week May 16—Garwood, New Jersey**

Can place Bingo. Can place Motordrome, Penny Arcade, Snake, Fat and Monkey Show.

RIDE HELP—Foreman for Little Beauty 2-Abreast Merry-Go-Round. Freddy, get in touch with me. Salary is no object to good Man. Second Men on all Rides.

All address this week—Borgerfield, N. J. Home Address—103 S. 21th Street, Irvington, N. J.

### TILT AND MERRY-GO-ROUND FOREMEN

Join immediately. All summer on Beach. If you drink, chase or agitate, don't answer. If you can't take orders from woman boss, stay where you are, reason for this ad. Rides better than new. Operators must keep them this way. Want first class Bingo Caller for flashy Outfit. Live wire Agents for Cat Rack, Milk Bottles, Snow, Bumper, Cigarette Gallery, Penny Pitch, Pitch-Till-U-Win, etc. No time to lose. Wonderful opportunity plus lovely summer at resort.

**BOX 374, CARTWRIGHT, OKLAHOMA**

### HARRY ROSS

**WANTS BOWLING ALLEY AGENTS**

for Johnny Jones Show. Contact at once. Altoona, Pa., this week, Johnstown, Pa., next week.

### LA CROSS SHOWS WANT

Happy Linquist, of Newport, Vt., get in touch with La Cross immediately. Can use you and Girls for new Show. Will book one Major Ride for season. Will book Grinds and Hanky Panks not conflicting. All answer:

**PAUL R. LA CROSS**

c/o La Cross Shows, Brattleboro, Vt., now; May 16th to 21, White River Junction, Vt.

### From the Lots

**Morris Hannum**

YORK, Pa., May 7.—Org racked up good business last week in West Chester, Pa., with good weather prevailing. Rides and shows, repainted and redecorated, are in top condition. Several new rides, including a Ferris Wheel, are skedded for early delivery.

Personnel includes Morris Hannum, manager; Mrs. Morris Hannum, secretary; Max Kane, business manager; Wait Crean, electrician; Lehman Moore, lot man; Mr. Merritt, billposter; Mr. Phaneuf, sound car and advertising, and Bob Bryner, 48-hour man.

CONCESSIONAIRES: Steve Swika, rat and pan games; Jimmie Gordon, pea pool; Miriam Kelly, cookhouse; Bob Kratzer, custard; Stanley and Virginia Mazurkiewicz, Roll-o-Plane, ball game, duck pond and beat the dealer; Marlon McWethy, bingo; Bill Meirs, Sunshine Choo Choo; Cury Sinko, popcorn and apples; Ray and Dora Panissi, French fries; Mr. and Mrs. Williams, candy floss; Phil Cooke, diggers; R. C. Kinney, short range and penny pitch; Mr. Phaneuf, penny pitch; Le Ola, glass pitch; Patrick Murphy, swinging ball; Patsy and Nellie Rosanna, Jack and Velma Kelly, Merrill Kinney, Jarry Modell and Marie Gordon, ball games.

SHOWS: Le Ola and Her Congress of Wonders, Le Ola, talker; Mr. Buchanan, tickets; Susie, two-headed baby; Lady Wilma, boa constrictor; Jerry Puncture man; Mr. Staggs, electra; Mr. Wilberdine, sword ladder; Lipko, fire-eater; Neva, sword box, and Le Ola, annex; the Thompsons, whale; "Follies" and "Vanities," operated by Jimmie Perens; Fun-house, Johnny Black; Girl Show, Andy Zane, and Professor Vidalia's Negro revue.

**Georgia Amusement**

GORDON, Ga., May 7.—Org opened the season at Lavonia, Ga., April 16, biz being fair when weather permitted. Business was good at Gordon first half of week but rain killed the remainder. Company is carrying 4 rides, 2 shows and 21 concessions.—H. HENRY.

### Winter Quarters

**Rogers Bros.**

PELICAN RAPIDS, Minn., May 7.—All paint work has been completed and three rides are being operated here for 10 days. Paul Evans and family and Scotty Cole arrived recently. Mae Evans celebrated her birthday Monday (2).

Fat and Dorothy Schneckloth have sold their key shop in Hot Springs and are returning North and should arrive in quarters soon. Shorty Wier has come in to repair the calliope, which he will play this season.—AILEEN EVANS.

### PLAYLAND SHOWS

**Elks' Jubilee Week**

Flat Rock, Mich., May 10-15

**WANTED**

**HANKY PANKS, such as**

BASKET BALL, FISH POND, BALL GAMES, HOOP-LA, HI STRIKER, SLUM BOWLING ALLEY

Will give EX to a well-framed MUG outfit

Get with a 10-Ride Show playing BEST CONCESSION SPOTS in Michigan — working 7 days a week. Flat Rock, Mich., this week.

### WANTED

**EXPERIENCED FERRIS WHEEL MAN SEMI-DRIVER**

Must stay sober. Good pay to reliable man

**SAM MENCHIN**

11 West Division St., Chicago 10, Illinois Superior 7-7243

### PROFESSOR ODDI

Can place you now as per your wire.

**MARK WILLIAMS**

Care World of Pleasure Shows  
Battle Creek, Michigan

P.S.: Can also place Tattoo Artist.

### FOR SALE FLY-O-PLANE

Completely overhauled, guaranteed first class shape, new upholstery, new clutches, counter shaft, new paint, equipped with safety device.

**SPEEDY MERRILL**

c/o CETLIN & WILSON SHOW  
Harrisburg, Pa., this week.

### FOR SALE—CHAIRPLANE

Adult ride, seats 24, Smith & Smith make, in good condition, electric or gasoline motor. Used in park. Need space for building.

**SEASHORE PARK**

Carolina Beach, N. C.

### WANTED

Rides and Concessions for

**Rodeo, July 3 and 4**

2 performances daily. Children free. Contact

**WAYNE WUESTENBERG**

Box 74, West Liberty, Iowa Phone 85

## PIONEER SHOWS

*high class midway attractions*

**MONTGOMERY, PA., MAY 16-21**

**STRONG INDUSTRIAL AREA.**

Want shows of all kinds.

Concessions, Novelties, Penny Arcade, Photos, Hanky Panks, Rotos.

Will buy or book Fun House.

We have ten rides, showmen to verify this ad. Come and see it. This week Williamsport, Pa.

**MICKEY PERCELL**

## VIRGINIA GREATER SHOWS

The Show With The Proud Reputation

**WANT AT ONCE**

Custard, Ball Games, all Hanky Panks, Scales and Age  
Want Ten-In-One, Fun House, Wild Life Show, Monkey Shows. We furnish all new tops. Speedy Wilson, answer, good proposition for your Motordrome. Want Manager with 2 or more girls for Girl Show. Answer Runnemed, New Jersey.

### JOE GOODWIN WANTS AGENTS

Agents for Slum Skilles, Roll Down, Razzle, Pin Store. Also can place Hanky Panks of all kinds. Can use Ride Help of all kinds.

**HAVE FOR SALE**

Wild Life Show, 20x40 Top (Blue), Front and 16 Cages of nice Animals, including broken Monkeys. \$600.00 complete, including Monkeys.

Contact: **A. SPHEERIS** or **JOE GOODWIN**, Magic Empire Shows  
DIXON, TENN., THIS WEEK; THEN TO THE SMOKE STACKS.



## Cetlin & Wilson Flashes Power

(Continued from page 68)

number of flashing lights in strings. Cetlin & Wilson said the cost of this one unit approximated \$15,000. Nine girls are in the show.

### Raynell Gal Show

Raynell's Girl Show is of the high caliber long associated with her efforts and follows closely the format the production presented last year, with Billy (Zoot) Reed back in a featured spot. The Four Morroccans, three men and a girl, with a fast acro-tumbling routine, have been added.

Altho midway patronage was light when caught Tuesday night (3), the Girl Show turned a full house in three ballys, with many of the customers obviously walk-ups who remembered the show from last year. The hour-long show was offered at 65 cents, tax included.

Adding additional power to the back end is the minstrel unit, *Club Zanzibar*, produced by S. H. Dudley, who last season was introduced to alfresco trouping on the World of Mirth Shows. Dudley has at least 20 people, including the band and, according to Cetlin & Wilson, hopes to add Marvis Louis, ex-wife of the retired heavyweight champ. An in-completed front has a recessed balcony from which the band ballys.

### New Illusion Show

The Great Lester & Company, illusionists, are housed in a new top behind a new and attractive panel front. Heavy illusions are featured. Earl Purtle's Motordrome, managed by Fearless Egbert, and Al and Jeanne Tomaine, with their Side Show, are back again. Art Noble has the Midget Show and Earl Chambers the Monkey Show.

George Golden has the front end sparkling with all new canvas. Pylons containing indirect lighting will later be placed between the stands.

The front end is also made attractive by the new Dorso-Goodman cookhouse, which has been framed as a cafeteria. Al Dorso said the new arrangement is more appealing, sanitary, speedy and solves the waitress problem, since only bus boys or girls are needed.

Lack of help resulted in the light towers being left down here, the owners said. Most light units and fixtures are due for overhauling or replacement, they said. The org had only two Ferris Wheels up here in place of the usual four.

## W. G. Wade Pontiac Opener Drops 10%

(Continued from page 68)

into Ann Arbor under the sponsorship of the East Ann Arbor Business Men's Association, and the following week it will go into Kalamazoo under the auspices of the American Legion.

### Rides in Early Action

Some of the Wade equipment had been in action before the formal opening here, about six of the rides having played lots in the vicinity of Detroit for several weeks. Here the Ward line-up embraced 9 major rides, 5 kiddie rides, 6 shows and 52 concessions.

A Monkeyland Show, operated by Jim Mulholland, is due to join on. A Fly-o-Plane, owned by D. Wade and Bert Britt, did not work here as the lot was not sufficiently large, and it was shipped to Wade's smaller No. 2 unit, playing at St. Jean and Vernor Highway in Detroit.

### Little Dipper Clicks

Major new attraction on the show this year is a Little Dipper, bought primarily with a view to the kid trade but which already has proved a good adult ride. Other attractions new to the Wade line-up this year include L. Burge's Dodgem, Marjorie Miller's Roll-a-Whirl, Jack Korie's Casbah and Zorita shows, W. O. King's derby race and Sanford Baker's Black-Out Taxi.

### The personnel follows:

Staff: W. G. Wade, owner-manager; Douglas Wade, general agent; Walter (Wingy) Shafer, press agent; Mrs. Mildred Miller, secretary; Irene Crossland, assistant secretary; Hubert Adams, tillpoaster; George Falk, electrician; E. R. Hoover, assistant electrician; David Gray, searchlights and towers; Sam Hanson, painter, and R. H. Crossland, superintendent of transportation.

Rides (show owned): Merry-Go-Round, Kenneth Smith and Virgil Wood; Ferris Wheel, Frank Straud; Tilt-a-Whirl, William Miller and Fred Bousho, and Little Dipper, Russell Ancil (independently owned). Scooter, Kiddie Auto and Kiddie Airplane, Mr. and Mrs. Lloyd Burgess; Rolloplane and Octopus, Mr. and Mrs. Fred Thumberg; Miniature Railway, Irving Deggeller; boat ride, Mrs. Mildred Miller; Black-Out Taxi, Sanford Baker; Roll-a-Whirl, Mrs. Marjorie Miller; Fly-o-Plane, D. Wade and Bert Britt.

Shows: World's Fair Freaks, Casbah and Zorita, and Spidora, Jack Korie; Parisian Follies and Girl Revue, Fred Miller; Penny Arcade, C. J. Aust; Fun on the Farm, W. G. Wade.

Concessionaires: Fred A. Miller, cookhouse; Harry Mamas, 7; Charles E. Ballow, photos; Fred Williams, 2; Pete Muddy, 3; Clarence Frazier, Duck pond; W. O. King, shooting gallery and electric race horses; Raymond Frazier, 3; George Foth, short-range gallery; Mike Ceffrey, jewelry store; James Craft, novelties; Bill and Carol Abraham, 3; Penley (Deafy) Clark, 2; John Hennessey, 2; Danl Jessop, popcorn and taffy; Louis Burr, cotton candy and candy apples; Clifford Stevenson, 2; V. E. Jamesson, 2; Mrs. Marjorie Miller, 4; Ada McKeown, 3; Babe Pisara, 1; George Moyer, 1; I. Deggeller, 3, and Rosie Davis, palmistry.

Jack Korie's World's Fair Freaks line-up: Hap Bennett and Kenneth McKinney, talkers; Frank Williams and Charles Franks, ticket sellers; Tex Tanner, inside lecturer; and Frank Jones, secretary; Cletzel Regnier, sword swallower; Madame Estelle, mentalist; Jimmie Stewart, fire-eater; Johnny Eroussard, headless illusion; Coo Coo, bird girl; John Samson, torture; Mrs. Jim Stewart, electric chair; Chester Sams, alligator skin; Grace Williams, double-bodied, and Cleo Renee, ann'x.

## Leon Freethy, 34, Dies Of Accidental Asphyxiation

EUGENE, Ore., May 7.—A coroner's jury brought in a verdict here, Tuesday (3), of accidental asphyxiation in the death of Leon Freethy, 34, driver for Douglas Greater Shows.

Freethy's truck had broken down while shows were en route from Albany to Springfield. His body was discovered in the cab of the truck Monday (2), and it was concluded he had kept the engine running to keep warm.

## Wallace & Murray Pacts Covington, Tenn., Annual

COVINGTON, Tenn., May 7.—Al Wallace, owner-manager of Wallace & Murray Shows, signed contracts here recently to provide midway attractions for the Covington Fair Labor Day week.

The org has enjoyed good business to date whenever weather permitted. Three new show fronts, to be mounted on trucks, are being built.

## Jones Glitters With New Life

(Continued from page 68)

was small, since most operators at this time are already set for the season. The assured Civil Service income enjoyed by a big percentage of the patrons at this spot is ample guarantee of a winning date if good weather prevails. By the same token the gross cannot be construed as indicative of the biz that might be corraled at future spots.

Another bid by the org to build its potential gate and gross and further its growth within the industry is the handling of its over-all publicity-promotion by Leonard Traube Associates, New York public relations firm. Jay Leipzig, Traube appointee, is handling the road chores and made his best hits with the comparatively new medium of television. Leipzig scored with several hits on DuMont's WTTG and WNBW, National Broadcasting Company (NBC) outlet.

The move here from DeLand, Fla., winter quarters was made in 34 hours, a record for the org, Ralph Lockett, general agent said.

Visitors here were numerous, including many members of the World of Mirth Shows who were en route from that org's winter quarters in Richmond, Va., to Wilmington, Del., their opening stand.

## INSURANCE

IDA E. COHEN  
175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

## Wanted-Wanted-Wanted By AMVETS

Carnival with seven to ten major rides some time in July or first week in August. Want Stock, Rep or Hillbilly under canvas and Stage Shows that work high school at any time. Contact  
**FRED ELKIN SR.**  
Lexington, N. C.

## CARNIVAL WANTED

4th of July Celebration  
Young Men's Civic Club  
Must be clean and have plenty of Rides.  
Contact  
**N. N. STEINBERG**  
Corning, Ark.

## FOR SALE

1 Ride Hi 16-Seat Mixup; 1 10-Car Kid Auto; 1 '38 2-Ton Dodge with 24-ft. Hiway Semi, new motor, less than 2000 miles; 1 25 Kw. Transformer, wire, meter, everything to start to work; 3 Concessions, 1 P.A. Set. Everything ready to go to work except painting. Motors to operate rides used one season. \$2500 takes all. **MRS. BEE RUPE**, 1619 Quintana, San Antonio 11, Tex. Tel.: L. 21645.

## — NOTICE —

Side Show Managers: Have complete Side Show. 155 foot front, new top and 32 foot van to move same. Will turn over to capable and reliable Operator who has Acts and People to operate same. This Show has 14 Fairs in Indiana, Illinois, Iowa, Minnesota, Tennessee, Missouri, Mississippi, Georgia and Florida. Close Nov. 21st, open in Florida in January with the best Fairs in the State. If you have inside equipment, including your own p.a. sets and are a Side Show manager, contact at once.

## E. L. YOUNG, Mgr.—Royal Crown Shows

Covington, Ky. (across the river from Cincinnati), this week.

## WANT FOR GREENSBORO, N. C.

ONLY KIDDYLAND IN THE HEART OF TOWN

Eli Wheel, Chairplane and one Flat Ride, 25% to office. No junk. 150 thousand to draw from, walking distance to thousands. Positively on the busiest street and highway in the State. More than 2,000 cars by the lot hourly, on four city bus lines with stop in front of lot. I already have city permit, and remember you work seven days a week and no Carnivals are permitted in the city. You can't miss. Come look it over. Open June 1st through Labor Day. Free gate. Write or wire

## Astor's Kiddyland

207 HENLEY STREET

GREENSBORO, N. C.

P.S.: Like to hear from Stilts Walker or Amateur Clown. Also small Acts for kids.

## PEPPERS ALL STATES SHOWS

WANT

CONCESSIONS—Will sell X on Photo Gallery, Custard, Jewelry. Will book Hanky Panks, String Game, Balloon Darts, Hucky Buck, Basket Ball, Cork Gallery, Short Range Gallery, Candy Apples, Slum Spindle, Jingle Board, Cigarette Pitch, Hanky Panks \$21.00. Opening flashy Swinger and Nail Game. AGENTS—Want Agents for office Stores. If you want long season's work we have Roll Down, Clothes Pins, Razzle Dazzle and Six Cats. Drunks and chasers, stay away. WE WORK EVERY WEEK. Want capable Agents for 24 foot Ball Game. SHOWS—Want Mechanical, Fat Show, Illusion, Snake Show, Minstrel and Side Show with transportation. 25 per cent to office. RIDES—Will book or lease Merry-Go-Round. All other 7 Rides are office owned. We have plenty Ride Help. WANTED—Young energetic Man to handle and promote Matinees, also to put Show on and off lot. Salary and good percentage from Matinees. Have Evans Big Six Wheel for sale. Can be booked on Show. ALL JOIN ON WIRE.

**FRANK W. PEPPERS, Owner; BOB SICKELS, Mgr.**  
TAZEWELL, VIRGINIA, This Week.

## WANTED—RIDES, SHOWS AND CONCESSIONS

Playing day and date with Ringling Bros.-Barnum & Bailey Circus, May 22nd to May 28th at Philadelphia, Pa. Will book Grind Shows, Merry-Go-Round, Ferris Wheel, Kiddie Rides, Eats and Drinks, Candy Apples, Cotton Candy, Custard, Popcorn, Scales and Age and a few legitimate Grind Concessions. Write or wire:

**Max Gruberg, P. O. Box 101, Philadelphia 5, Pa.**

**WANTED**  
SOBER WHIP FOREMAN  
Must report at once.  
**MARKS SHOWS**  
Eddystone, Penna., week of May 9th.

**Walter Hale Has For Sale**  
Complete Nudist Colony Proscenium, Curtain, Drapes, Stereopticon Machine. Cost over a "G." Slides, lecture, ready to run. First \$250.00 takes all.  
**WALTER HALE**  
390 Arcade Bldg. ST. LOUIS, MO.

**HAWKEYE STATE SHOWS**  
Moravia, Iowa, Celebration on the Streets, May 9-14. Want Shows, Concessions and Agents. Girl Show, contact. Contact  
**DOC WITTHAUS**  
Moravia, Ia., May 9-14

**ROEBLING HOLY NAME**  
Want a large Carnival for Industrial Town of Roebling, N. J. Contact  
**PRESIDENT JOHN E. MAGYAR**  
119 5th Ave., Roebling, N. J., or  
Phone: Florence, N. J., 606.

**FOR SALE**  
MERRY-GO-ROUNDS, electric, 1-16 horse with three-speed motor. 1-12 seat single speed. Suspended from arms. Including fence, novelty stand, amplifier, records. Good condition. Cost \$2,250.00 one year ago. Will sacrifice both for \$1,200.00 or separately.  
**MARTHA L. REYNOLDS**  
Route #5, Box 171-A Porterville, Calif.



## New London Nixes Summer Dates; Waterford Open

NEW LONDON, Conn., May 7.—The city council has voted to permit no carnivals here from Decoration Day thru Labor Day, to waive no license fees and to require strict enforcement of all laws pertaining to these shows.

In the past it has been customary for the council to waive the \$100 a day carnival license fee for shows sponsored by local groups.

Adjacent Waterford, which has always harbored more carnivals than New London proper, remains open with ample show lot facilities.

## BALLYHOO BROS.' CIRCULATING EXPO

### A Century of Profit Show

By Carr De Belle

Prattset, Mo.  
May 7, 1949.

Dear Editor:

When Catrack Josie turned her ball game hood around to face the midway, we knew she had closed her light housekeeping quarters—the green light for the opening. There are so many ways to open a midway for the season that managers hardly know which one to choose. It's like picking a slogan to

put beneath a show's title—you learn that somebody has already used it. Manager Pete Ballyhoo had his choice of either inaugurating the season, raising the curtain for the show's current tour or falling back on the old reliable line of making a grand opening. In '48 the show made a grand opening to learn that there wasn't a grand on the lot. In '47 the boss decided to raise the curtain for the current tour, but a mayor lowered the curtain by sloughing the blowoffs. So, this year Manager Pete decided to inaugurate the season. It sounded as tho the midway was elected to spring—installed as the people's choice. The line holds a lot of merit in print.

The Ballyhoo brothers have made initial bows, premiere showings, debuts, off to good starts, have been hampered, marred and nipped in the bud. The year the show made its initial bow it was closed with a nod.

Some showmen aren't as interested in how they will open as they are about who is going to cut the front gate ribbon. During the wartime shortage, the boss stalled his opening for three days until a ribbon was found. Our stripper copped it for her G-string, which held up the show. On the fourth day the mayor said he'd cut anything to get the show out of town. While news photogs stood by, we let him cut the marquee's main guylines and used the evidence to get the license cut.

One year we announced that the show got off to a good start, but the butcher, the grocer and the hotel proprietor swung onto the last coach. The bosses had them arrested for hoboing to null and void their accounts.

The Longhaul Bros. Shows always open in the East and close in the West, but never opened in the West and closed in the East. They call their opening and closing rising and setting. They routed by compass to travel a direct line. The brothers claimed it was cheaper to return East by bus and build a new midway than it was to railroad it back.

We've tramped with shows that closed broke and wintered broke, but advertised, "We'll finance men with new ideas." They thumbed their shows in and beguiled them out. It's called "closing without flash and flaring 'em out." You can furbish, polish, renovate, rejuvenate, burnish and embellish an opening story with adjectives and detail. However, it isn't the inauguration of a new season, the grand opening, the bow or the raising of the curtain for the current season that counts—it's the closing copy that tells the story. To a showman it's merely "sprung" and sloughed."

## Wallace Bros. Personnel Attend Fred Hanley Rites

CHATHAM, Ont., May 7.—About 100 members of Wallace Bros.' Shows of Canada returned to Windsor, Ont., Tuesday (3) to attend funeral services for Fred Hanley, manager of the Side Show and other Johnny Branson enterprises on the shows. As many cars as could be requisitioned were pressed into service to make the 50-mile trek.

Hanley died suddenly on the lot at Windsor Sunday night of a heart attack just before the shows closed to move in here. (See details in the Final Curtain.) Huge floral tributes, including five from concessioners, five from showmen, three from ride men and two from the management, were sent.

Shows opened their second stand of the season here Monday (2) after a fair opening week at Windsor, Ont., where adverse weather held down patronage. A heavy downpour Sunday night (1) made the lot damp but opening night proved good, Manager J. P. (Jimmy) Sullivan said.

## Weather Produces Spotty Biz for Heller's, at Lodi

HAVERSTRAW, N. Y., May 7.—Heller's Acme Shows played here this week after a spotty stand near Lodi, N. J. While the lot was good at Lodi, the weather was bad and show had only a few good nights' play. Closing night, Saturday (30), was mild and brought a good turnout and brisk biz.

On the lot were an Octopus, Spitfire, Ferris Wheel, Merry-Go-Round, Chairplane and three kiddie rides. The only show was a museum-zoo. A bingo layout, cookhouse, custard stand and games rounded out the set-up. The show carries a free act.

## Playland Stages Benefit

MOUNT CLEMENS, Mich., May 7.—First of a series of bingo benefits for the Michigan Showmen's Association was staged Thursday (5) on the Playland Shows' lot here. Mrs. Bessie Gallagher, president of the Ladies' Auxiliary and co-owner of the shows, was in charge. Show people from near-by parks and shows were invited. The event is to be a weekly affair, according to Jack Gallagher, show owner and association president.

## FIDLER'S UNITED SHOWS

WANT AT ONCE—MANAGERS FOR GIRL, POSING, ATHLETIC, SNAKE, MONKEY CIRCUS AND SIDE SHOW

We have first-class outfits for the above Shows and will turn over to capable parties. GIRL SHOW OPERATOR, must have own wardrobe and P.A. system. SIDE SHOW MANAGER: We offer you an attractive proposition if you can frame inside. ATHLETIC: You can make real money with us. We have fronts and tops for other Shows. What have you for them? WILL BOOK all type Shows not conflicting with own out'its and transportation on low percentage. CONCESSIONS: Legitimate Stock Concessions of all kinds, come on. We will place you. RIDE HELP: We have 15 major Rides, can always place Foremen and Second Men who drive semis. Join immediately. Address: BURLINGTON, IA., THIS WEEK; DIXON, ILL., NEXT WEEK.

## GARDEN STATE SHOWS

Want for V.F.W. Spring Carnival, Slatington, Pa., May 16-21; with the Annual Lower Providence Firemen's Fair, and the 52nd Anniversary 4 County Convention and Parade, Wilson Boro, Easton, Pa., following. Those joining now given the preference for these two big dates. Can place Custard, Basketball, Coke Bottle Hanky Panks, Striker, Rotaries, Long Range, Photos, Novelties, etc. Want Grind Shows, Iron Lung, Unborn and Wildlife. Will place Octopus and Comet. Naylor Harrison Jr. wants Agent, Jimmie Tiernen wants Agents for ex on Count Store, Wheel, Pan Game and Hanky Panks. Joe Sherman, contact. June Wren, contact Nancy. Our Celebrations start next week. All address: R. H. MINER, Alpha, N. J., this week.

## Want—ART WHITE SHOWS—Want

CONCESSIONS—High Striker, Novelties, Milk Bottles, Water Games, Age and Weight, String Game, Huckly Buck, Glass Pitch, Clothes Pin Pitch, Over Twelve. SHOWS—One more Grind Show with own outfit, liberal P.C. RIDE HELP—Foreman and General Help who drive semis and are sober. General Agent, Doc Hamilton, Earl Miller, Billie Burton, contact at once. Cecil C. Rice wants man to up and down Concessions; must be sober and fully capable; also Man for large California type Hit and Miss Ball Game. Agents for Add 'Em Up Darts. We will play Aliquippa, Penn. (Hopewell Township), week May 9 to 14th inclusive.

### ART WHITE SHOWS

P.S.: Yes, in the heart of the steel industries of the world in Beaver Valley in the Pittsburgh district.

## WANTED — CAPABLE OPERATOR FOR MITT CAMP

Also experienced Readers (Pauline Meyers, contact). Contact O. J. "Whitey" Wales, Con. Mgr. Also want Octopus Foreman.

## CAVALCADE OF AMUSEMENTS

SHEFFIELD, ALA., This Week: EVANSVILLE, IND., Following.

## FOR SALE HI-BALL RIDE FOR SALE

Used one season, Ride in extra good condition. Mounted on special built \$3,000.00 trailer. Can be used on truck or railroad show. Ride will pay for itself in one season and new owner a nice profit. Reason for selling, other business. Can be seen in operation on Hennies Bros.' Shows, and Show will book Ride if desired. Address: CHARLES T. GOSS, c/o Hennies Bros.' Shows, Decatur, Ill.

## PIKE AMUSEMENT SHOWS

Want for Northwest Oklahoma Industrial Exposition, Enid, Okla., May 16 to 21st, Concessions, Shows and Rides that do not conflict. Especially want Kid Rides. Jack Holsten wants Count Store Agents. Eddie Haun wants Agents. Purcell, Okla., this week; then Enid, Okla., and good route to follow.

## FLOYD O. KILE SHOWS WANT

To join at once small Cookhouse, must be clean and cater to show people. Good support. Privilege \$35.00. Diggers open. Hoop-La, Darts, Photos, Long Range, Pitch Till You Win, Bumper, or what have you? One of a kind only. Agents for office, 50-50 over stock. Real Foreman for Merry-Go-Round, top salary if you can cut it. Must handle men, positively no drinkers. We carry four Rides, twenty Concessions, free gate and no grift. All answers: FLOYD O. KILE Jackson, La., till May 14.

## DROME RIDERS WANTED

OPENING MAY 20TH, NEW LONG BEACH  
"Pike" Amusement Zone—Year Round Work—Good Salary—Tips.  
WRITE—WIRE

### RED CRAWFORD

c/o JOE GLACY, BLACKSTONE HOTEL LONG BEACH, CALIF.

## FOR SALE CUSTOM BUILT SCHULT POPCORN TRAILER FOR SALE

Enclosed with glass. Living quarters in rear. Completely overhauled last season. Equipped for Candy Apples, Carmel Corn, Peanuts and Popcorn. Buyer can have "X" on 15-Ride Show, with one State Fair and best route of Still Spots and County Fairs. Reasonable privilege. PRICE \$2,300.00. Address: HARRY WEST, care SUNSET AMUSEMENT CO. Hannibal, Mo., May 10-15; then Archison, Kansas.

**\$1,000.00  
GUARANTEE  
WEEK MAY 23rd**

—BOOK—

**MERRY-GO-ROUND  
FERRIS WHEEL  
KIDDIE RIDE**

Your percentage 85% of gross less tax; we will guarantee your bit not less than \$1,000.

Contact

**ALLIED PREMIUM SUPPLY**  
7 Martha St. Binghamton, N. Y.

## CARNIVAL WANTED

and Concessions for Sunday, Sept. 4th, Labor Day, Sept. 5th.

**K. H. GASTON**  
Florence, Kansas

## SIGRID SORENSON WANTS

Musical Acts and Side Show Acts, Dancers for Girl Show, Girls for Posing Shows, no experience necessary. Talkers and Ticket Sellers for Side Show and Girl Shows. Answer: SIGRID SORENSON

c/o Happy Holiday Shows Salem, Ohio

## Rides & Concessions Wanted

On not too large a scale for three-day celebration, July 2-3-4. Contact

**ERNEST G. NIBBELINK**  
Chairman Activities Committee  
American Legion Post #40, Bangor, Wis.

## WANT CALLER FOR BINGO

Must be good and understand Jackpots. Salary and percentage. Don't misrepresent; I don't.

**J. M. McCURDY**

c/o United Exposition Shows, Lubbock, Texas

## WANTED

Carnival and Concessions for three-day July 4th American Legion Celebration. Individual Rides welcomed. Contact

**D. O. OMHOLT**

American Legion Post 14, Iola, Wisconsin

## WANT

PC and Slum Store Agents. Good route. No drunks or drifters.

**RAY CLAYTON**

c/o Sunset Amusement Co., Hannibal, Missouri.

## WANTED

Stock Concessions for Roodhouse, Ill. V.F.W. Spring Festival on the streets. Can book Roll-o-Whirl or will buy one. Can use Ride Help for Tilt, Merry-Go-Round and Wheel.

**BURKHART'S SHOWS**  
ROODHOUSE, ILL.



## CLUB ACTIVITIES

### Showman's League of Texas Houston, Tex.

HOUSTON, May 7.—New member is Johnnie Crain, mayor of Madisonville, Tex., and owner of the Long Theater there. Crain is a former magician.

Mysterious Howard finished re-decorating his Funhouse. Bozo St. Clair is in his 30th week at the Ring-side. Drane Walters plans to head north after his daughter's wedding. Jack Kenny, Hollywood songwriter, visited.

Frank Dubick will make his home in Houston after finishing an engagement at the Veterans' Hospital, Batavia, N. Y.

Larry Dean reports good business at his wax joint on Capitol Avenue.

### Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

#### Ladies' Auxiliary

President Mary Taylor presided over the April 25 meeting. Opal Manley, Edith Hargrave and Peggy Forstall also were on the rostrum. Mrs. Hazel Mack attended her first meeting as a member.

Marie Tait, Elsie Suker, Jetta Clancy, Estelle Hanscom and Alerita Foster are on the sick list. Word was received that Madge Buckley's mother died.

Norma Burke won a teakettle donated by Margaret Farmer and gave it to the club to be raffled at a later date. Sally Flint supplied cards to be sent members who are ill. Door prizes, donated by Gertrude Mathews and Ann Waterman, were won by Mora Bagby and Minnie Fisher.

Bank award was won by Stella Linton. Dorothy Enfield and Rose Rosard made bazaar donations. Handkerchiefs, donated by Madge Buckley, were crocheted by Sally Flint.

Rose Ferris, Mora Bagby, Jessie Loomis, Charlotte Cohen, Hazel Mack, Vivian Jacobi, Ann Waterman, Eva (Doodles) De Mars, Alice Jones and Lilliabelle Williams gave short talks.

Mary Taylor, Charlotte Cohen, Sally Flint, Norma Burke and Rose Rosard will sponsor a party in the clubrooms May 25 for the bazaar.

Following the meeting Estelle Wampler and her committee served lunch.

### RIDES WANTED FOR JAYHAWK AMUSEMENT

Playing lots in Kansas City until late in June, then out on the road.

Want Octopus, Chairplane, Rolloplane, Tilt-a-Whirl. Contact

#### TONEY MARTONE

Milner Hotel

219 West 9th St. Kansas City, Mo.  
(Phone: Victor 3575)

### J. G. STEBLAR GREATER SHOWS

Want for Glade Springs, Va., May 9-14, Merry-Go-Round, Rolloplane and Octopus, all legitimate Concessions. Address all mail:

#### J. G. STEBLAR

Glade Springs, Va.

### WANT SIDE SHOW HELP

In all departments. Jim Powers, manager, wants Half and Half, feature Freak and General Working Acts. Jim and Pauline Triptide, have good proposition for you; come on. Sam Marlowe, contact me. Need good Front Man.

#### GREAT SUTTON SHOWS

Jacksonville, Ill.

### WANT TO BOOK CARNIVAL FOR McNARY DAM DAYS CELEBRATION

July 2, 3 and 4

Umatilla Lions' Club

c/o R. M. MOODY, Umatilla, Oregon

### AGENTS WANTED

For Coke and Ball Game, also others. Also want Wheel Foreman and Second Men on Rides.

#### E. L. WINROD

Care Imperial Shows URBANA, ILL.

### THOMAS JOYLAND SHOWS

#### WANT

Man and Wife for Milk Bottles, also Hanky Pank Agent. Can place Arcade, Hawaiian Revue. Help on all Rides.

#### MOTORDROME RIDER WANTED

MAN OR LADY — TRICK OR STRAIGHT.

Good proposition for right party. Address: SPEEDY WILSON.

All others wire:

L. I. THOMAS, Mgr., Oak Hill, W. Va.

## B&C'S EXPO SHOWS

PLAYLAND ON PARADE

#### WANT HIGH ACT

OSWEGO, N. Y., MAY 16-21; 4 WEEKS IN BUFFALO TO FOLLOW.

Rides—Tilt, Rolloplane, one more Kid Ride. Shows—Motor Drome, Working World. Concessions—Scales, Age, Basket Ball, Balloon and Add 'Em Up Darts, Pitch Till You Win, Six Cats, Blower, Slum Stores open. Ride Help on all Rides, drivers wanted; join on wire this week. GENEVA, N. Y., THIS WEEK.

### WANT TILT-A-WHIRL FOREMAN

Must be capable to keep new Ride in perfect condition. Rides on railroad show, loads on wagons, no truck driving. Top salary to capable man. Drunks and so-called ride super-intendents, please don't waste our time. No collect wires or phone calls. Address:

WM. PINK, James Robertson Hotel, Nashville, Tenn.

## PONTIAC GROTTO SUMMER FESTIVAL

Pontiac, Mich. — 10 Days and Nights — 10

Friday, May 27, to Sunday, June 5

Baldwin Avenue Showgrounds

Want Legitimate Concessions of all kinds: Penny Arcade, Monkey Show, Crazy House, Snake Show, 5-in-1 or 10-in-1 and other Shows of merit.

HARRY MOORE and TRACY, come on.

Write—Wire—Phone

C. D. MURRAY, Mgr.

W. G. Wade Shows, Unit No. 2, 9600 Broadstreet Blvd., Detroit, Mich.  
Phone, TExas 4-6413

Holt Homecoming—Romulus Chamber of Commerce

Fiesta—Fish Festival on Streets, Coldwater

St. Clair 4th July Celebration—All directly follow

Grotto Festival, Pontiac



### WANT FOR HILLSBORO, OHIO, 40-and 8 Societe and American Legion Celebration, week May 16-21

Followed by six choice Still Dates in Ohio and Michigan, then the best Fourth of July in Kentucky (Stearns).

CONCESSIONS of all kinds. Good opening for Custard, Candy Floss, Penny Pitch, Short Range Gallery, Ball Games, Six Cat, Age, Scales, Fish Pond, Bumper, Balloon Darts or any Hanky Pank, No P.C. or Grift. John Reed wants two Count Store Men who can take orders. SHOWS—Monkey, Fun House, Mechanical Show or any Grind Show with own equipment. Good proposition. Want Talker for Motordrome, also one Male Rider. RIDES—Kiddie Auto or Train. No Major Rides as show carries six office owned. All replies to

J. L. KEEF

Cynthiana, Ky., this week; then Hillsboro, Ohio.

### JOHNNY T. TINSLEY SHOWS

"America's Most Modern Midway"

#### WANT

For best equipped Motordrome on the road, capable Manager with Riders to take complete charge. Now playing wonderful drome territory. Address

#### JOHNNY T. TINSLEY SHOWS

Humphries Street, at GE Plant, Atlanta Georgia

### AMERICAN MIDWAY SHOWS

#### WANT

#### WANT

SHOWS—Can place Monkey, Wild Life, Mechanical, Fun House or any Show that can produce. Have complete frame-up for Girl Show. CONCESSIONS—Will book any Merchandise Concession. Have office-owned Bingo or will book Bingo on percentage. Have 16 Fairs, starting with Creston, Iowa, July 4 Celebration. Closing Valley Midwinter Fair, Harlingen, Tex., Nov. 28. Want Man with crew to take Pin Store. Sam Epple wants General Help for Ham Wheel and Outside Man. (Raney Lodey, wire.) All answers:

Sequin, this week; Hillsboro, Waco, and Soldiers' pay day at Killfeen follows; all Texas.

### ROGERS GREATER SHOWS WANT

Sideshow complete for 24x100 beautiful top and bally and proscenium and bally cloth. Everything complete with brand new Royal Blue Top and Banner Line. Want Ride Help and Truck Drivers for all kinds of Rides; good salary. Elmer Reed wants Agents for Airplane, Hanky Pank.

Princeton, Ind., May 9-14; Bicknell, 16-21

### CAN PLACE

Custard or Wonder Bar, Jewelry Outfit, Fish Pond, Snow Cone, French Fries, Novelties, Center Hoop-La or any legitimate Concession. Also can place A-1 Wheel Foreman; Arky Johnson, Silva Lambert, answer. Also need first-class Truck Mechanic, also need first-class Flying Scooter, Octopus Foreman. Can always place good Ride Men. Have complete outfit for Girl Show, Snake Show and Mickey Mouse Circus, need Manager to handle same. Contact

#### F. M. SUTTON JR., GREAT SUTTON SHOWS

JACKSONVILLE, ILL.

### GRACELAND GREATER SHOWS

Want for Sullivan, Ill., May 16-21

Will Sell "X" on Photo Gallery, Penny Arcade, String Game, Coke Bottle, Milk Bottle or any stock Concessions. SHOWS: Wild Life, Fat Show, Minstrel, Girl Show or any show not conflicting with what we have. RIDE HELP: Want first and second men on Merry-Go-Round, Ferris Wheel and Chairplane. Top wages and good treatment. All replies to HARRY ALKON, Charleston, Ill., this week



**MOTORDROME OPERATOR  
WANTS  
MANAGER-RIDER**

Operate Motordrome in top territory. Good Celebrations and seven Fairs. Equipment complete and in good condition; four motorcycles. Show Somerset, Pa., this week.  
Write or Wire  
**M. A. BEAM**  
Windber, Pa.  
P.S.: Speedy Wood and Ted Roderers, contact me.

**SMITH AMUSEMENT CO.  
WANTS**

**SHAMROCK, TEXAS, MAY 8-15.**  
Harvest Celebration on the Streets, under Lions' Club at McLean, Tex., May 16-23.  
CONCESSIONS—Long or Short Range Gallery, Photos, Bumper, Bingo, Cookhouse. Sell "EX" on Palmistry, Bucket Store, Scales. AGENTS—Man to take Pin Store, Roll Down, Ball Game. RIDES—Rolloplane, Kid Rides, Octopus, Fly-o-Plane. SHOWS—Fun House, Animal, Penny Arcade.  
Will trade factory Mix-Up for factory Kid Auto Ride. (Open McGuire, contact Eddy Yogla.) Address:  
**ROLAND SMITH, MGR.**  
Shamrock, Tex., this week

**C. A. STEPHENS SHOWS  
WANT**

Man with people to take over well-framed 5-in-1. Manager with girls for Girl Show. Loey Pease, if at liberty answer.  
Dante, Va., this week; Clintwood next.

**OHIO VALLEY SHOWS  
WANT**

Basket Ball, Ball Games, Stock Concessions and Bingo, also any Rides not conflicting. Earl Kelley wants Agents. Wire  
**ROXIE HARRIS**  
Gen. Del., Marion, Ohio, this week.

**WANTED**

Good Carnival for July 4th Big Celebration and Homecoming. Can remain rest of week if desired. Chamber of Commerce backing.  
**JACK MOODY**  
Cameron, Mo.

**WANT TO CONTACT**

Two or three more major Rides for long season, including Ferris Wheel. Have new Top and Ring complete for Athletic Show, want capable Manager. One more Grind Show, Snake, Animal. What have you? Few Stock Concessions open. Agents and Help all departments. No racket. Free gate.  
**DICKSON UNITED SHOWS**  
Hartshorne, Okla.

**DINNER MAN AND FRY COOK  
WANTED**

Perry Wilson, come on.  
**W. H. BRUNK**  
20th Century Shows, Manhattan, Kansas.

**RAFTERY'S SHOWS**

**CHERRY POINT, MARINE BASE, HAVELOCK, N. C., MAY 16-21—BIG PAY DAY  
FIRST SHOW IN FIVE YEARS. Clinton, N. C., May 23-28**  
WANT—Custard, Candy Floss, Age and Scales, any legitimate Concessions.  
WANT—Two girls to feature for Girl Show; salary no object if you have appearance and can dance. Also talker who can stand prosperity.  
WANT—Ride help for Octopus, Chairplane and Wheel; truck and semi drivers.  
Chile Small wants Bingo and P. C. Dealers.  
Tom Hale wants P. C. Dealers.  
Johnny Reddick wants Musicians and Minstrel Show people; salary from office. Address  
**J. M. RAFTERY**  
Morehead City, N. C., this week

**RIDE HELP WANTED**

Want Foremen for Octopus and Jenny. Want Free Act. Wire your lowest for season's work. All Wires to  
**HARRY J. KAHN CARNIVAL**  
Union City, Conn., this week; Jewett City, Conn., May 16-21.

**Coming  
Events**

**ARKANSAS**  
Fort Smith—Ark.-Okla. Rodeo. May 28-June 1. A. D. Murphy.  
**CALIFORNIA**  
Hayward—Hayward Rowell Ranch Rodeo. May 21-22. Cecil Jones.  
San Diego—Home Show. May 15-22. Terry Dusen, Spreckels Bldg.  
**GEORGIA**  
Atlanta—Southeast Automotive Show. May 10-14. Foster B. Steward, 1492 Peachtree St., N. W.  
**ILLINOIS**  
Chicago—Chicagoland Home Show. May 14-22. Paul S. Van Auken, 111 W. Jackson Blvd.  
**INDIANA**  
Gary—Exhibit & Sport Show. May 26-30. George Webb, 2008 W. 12th St.  
Huntingburg—Am. Legion Celebration. May 23-28.  
Indianapolis—500-Mile Auto Race. May 30. Wilbur Shaw, 729 N. Capitol Ave.  
**KANSAS**  
Olathe—Olathe Rodeo. May 27-30. Betty Gras, Chamber of Commerce.  
**MICHIGAN**  
Holland—Tulip Time in Holland. May 18-21. Willard C. Wichers, City Hall.  
**MISSOURI**  
Kansas City—American Royal Rodeo. May 14-21. A. M. Patterson.  
**NEBRASKA**  
Omaha—Shrine Circus. May 9-14. Rink Wright, Stanton, Neb.  
**NEVADA**  
Las Vegas—Hellorado & Rodeo. May 12-15. O. K. Adcock, E. J. Gilbreath.  
**NEW JERSEY**  
Camden—Home Show, May 23-28. Harry C. Grafton, 706 Federal St.  
**NEW YORK**  
Syracuse—Third Ward Men's Club of Salina Field Day. May 19-31. Robt. Williams.  
Syracuse—Auto Show. May 9-14. Stuart C. Ballard, Hotel Syracuse.  
**OHIO**  
Cincinnati—Home Show in Music Hall. May 14-22.  
**OKLAHOMA**  
Enid—Tri-State Band Festival. May 12-14. Milburn E. Carey.  
Tulsa—Tulsa Stampede. May 17-22. O. W. Mayo.  
**PENNSYLVANIA**  
Collegeville—Firemen's Fair. May 25-June 4. Ray Ramsey, R. D. 1, Norristown, Pa.  
Devon—Horse Show & Country Fair. May 24-30. Ward Sullivan, 1218 Arch St., Philadelphia.  
**TENNESSEE**  
Memphis—Memphis Cotton Carnival. May 8-15. Milton Schmith.  
**TEXAS**  
Plainview—Plainview Rodeo. May 26-28.  
**UTAH**  
Richmond—Black & White Days. May 26-28. Milton Webb.  
Spanish Fork—State Livestock Show. May 10-14. Merrill J. Hallam.  
**VIRGINIA**  
Richmond—State Industrial Expo. May 9-21. Vernon Kemp, Chamber of Commerce.  
**WASHINGTON**  
Waitsburg—Days of Real Sport. May 28-30. Herman Gohlman.  
**CANADA**  
Saskatoon, Sask.—Fat Stock Show. May 27-28. S. N. MacEachern.  
Vancouver, B. C.—International Rodeo. May 24-28. Frank Guernsey.  
Winnipeg, Man.—Shrine Circus. May 7-14. Frank E. Simmons, 469 Henderson Highway.

**Dog Shows**

**CALIFORNIA**  
Riverside—May 29. Jack Bradshaw, 1412 W. 12th St., Los Angeles.  
Santa Cruz—May 8. Mrs. A. J. DiVita.  
Santa Monica—May 14-15. David H. Upright, 8285 Sunset Blvd., Hollywood.  
Ventura—May 22. Mrs. Grayce Greenburg, Camarillo, Calif.  
**CONNECTICUT**  
Willimantic—May 15. Foley, 2009 Ranstead St., Philadelphia.  
**IDAHO**  
Boise—May 29. Donald L. Chapman.  
Nampa—May 28. Dorothy Morgan, Route 2, Boise, Idaho.  
**ILLINOIS**  
Peoria—May 15. Geraldine King.  
**INDIANA**  
Anderson—May 22. Mrs. K. T. Bevelhimer.  
Evansville—May 15. Mrs. John T. Slade, 915 Lombard Ave.  
Fort Wayne—May 29. Mrs. Louis Russell.  
Portland—May 30. Paul A. Ferguson, Pennville, Ind.  
**IOWA**  
Waterloo—May 29. Mrs. Russell S. Peterson, Box 2035.  
**LOUISIANA**  
Baton Rouge—May 15. Mrs. John V. Schmitt.  
**MASSACHUSETTS**  
West Springfield—May 14. Foley, 2009 Ranstead St., Philadelphia.  
**NEW JERSEY**  
Madison—May 28. Foley, 2009 Ranstead St., Philadelphia.  
Mount Holly—May 30. Foley, 2009 Ranstead St., Philadelphia.  
Plainfield—May 29. Foley, 2009 Ranstead St., Philadelphia.  
**NEW YORK**  
Garden City, L. I.—May 20-21. Mrs. David Greene, R. F. D. 1, Stamford, Conn.  
Westbury, L. I.—May 22. Foley, 2009 Ranstead St., Philadelphia.  
**OHIO**  
Greenville—May 15. Mrs. Virginia Keeler.  
**PENNSYLVANIA**  
Ephrata—May 15. Foley, 2009 Ranstead St., Philadelphia.  
Media—May 14. Foley, 2009 Ranstead St., Philadelphia.  
Pittsburgh—May 21. Foley, 2009 Ranstead St., Philadelphia.  
**WEST VIRGINIA**  
Wheeling—May 22. Mrs. John H. Musgat, Shadyside, O.

**CARNIVAL ROUTES**

(Continued from page 58)  
Strates, James E.: North Adams, Mass.; Chicopee 16-21.  
Stumbo, Fred R.: Bentonville, Ark.  
Sunset Am. Co.: Hannibal, Mo.; Atchison, Kan., 16-21.  
Sweeney's United: Bellaire, O.  
Tassell, Barney: West Point, Va.  
Tatham Bros.: Bement, Ill.  
Tidwell, T. J.: Tucumcari, N. M.  
Tinsley, Johnny T.: Atlanta, Ga.  
Tivoli Expo.: Havana, Ill.  
20th Century: Manhattan, Kan.  
Twin City: Seneca, Kan.  
Twin State: Gibsonville, N. C.  
Turner Bros.: Danville, Ill.  
United Liberty: Pekin, Ill.; Ottawa 16-21.  
United Expo.: Lubbock, Tex.  
United States: Welch, W. Va.  
Utah Expo.: Spanish Fork, Utah.  
Veterans United: Heron Lake, Minn.  
Victory Expo.: Sayre, Okla.  
Virginia Greater: Runnemedede, N. J.; Ham-  
monton 16-21.  
Vivona Bros.: Bergenfield, N. J.; Garwood  
16-21.  
Vogt's Southern: Robert Lee, Tex.  
Wade, W. G.: Ann Arbor, Mich.  
Wallace Bros.: Memphis, Tenn.  
Wallace Bros. of Canada: Hamilton, Ont.,  
Can.  
Wallace, I. K.: Lynchburg, Va.  
Wallace & Murray: Oceana, W. Va.  
Weaver, L. O.: Newton, Ia., 12-21.  
W. E. Attrs.: Russell, Ark.  
West Coast: San Jose, Calif., 10-15.  
Whalen & Riley: Barnsdal, Okla.  
White, Art.: Alliquippa, Pa.  
White's Rides: Decatur, Tenn.; Dayton 16-21.  
Willis & Myers: (Foundry lot) Macon, Ga.  
Wilson Famous: Bloomington, Ill.  
Wilson Greater: Winslow, Ariz.  
Wolf Greater: Dubuque, Ia.; Winona, Minn.,  
16-21.  
World of Mirth: Wilmington, Del.  
World of Pleasure: Battle Creek, Mich.;  
Lansing 16-21.  
World of Today: Salina, Kan.  
Young's Am. Co.: Keithsburg, Ill.; Cordova  
18-21.

**INLAND SHOWS**

Will book High Striker, Mitt Camp, Popcorn, Cane Rack, Candy Floss. Want Agents for Stock Concessions. Want Girl Show Operator with talent, we have tent. Also Fight Show with own equipment. If you have a major Ride you want to book or lease contact  
**N. E. DAVIS**  
FOR SALE—Mechanical Pony Ride, \$500.00; with 10 Ponies. Address:  
Mountain Home, Ark., this week; Ava, Mo., next week; then Mountain Grove, Mo.

**WANTED BINGO RELIEF**

Caller and Countermen. Contact  
**W. C. KAUS SHOWS**  
Elkins, W. Va., this week.

**"Buy  
U. S. Savings Bonds  
during the  
Opportunity Drive,"**

say these leading Americans

● **WILLIAM GREEN, President,**  
American Federation of Labor

"For the working man, an increased investment in U. S. Savings Bonds can mean not only increased security but increased ability to take advantage of the opportunities that are part of the American way of life."

● **WINTHROP W. ALDRICH, Chairman,**  
Chase National Bank

"I believe that every individual who can possibly do so should buy more U. S. Savings Bonds. These bonds represent one of the best investments of our time."

● **PHILIP MURRAY, President,**  
Congress of Industrial Organizations

"The C.I.O. has endorsed every effort to encourage the worker to put more of his earnings into U. S. Savings Bonds. They represent both security and independence."

● **CHARLES F. BRANNAN**  
Secretary of Agriculture

"I am heartily in favor of the Opportunity Drive to buy more U. S. Savings Bonds. Everyone engaged in farming should recognize the importance of a backlog of invested savings as a means of realizing the agricultural opportunities of the future."

**D**URING MAY AND JUNE, the U. S. Savings Bond Opportunity Drive is on!

It is called the Opportunity Drive—because it is truly an opportunity for you to get ahead by increasing your own personal measure of financial security and independence.

If you haven't been buying Savings Bonds regularly, start now.

If you have been buying them, add an extra Bond or two to your purchases this month and next. Remember—you'll get back \$4 for every \$3 in a short ten years' time!

**Put More Opportunity in  
Your Future . . . Invest in  
U. S. SAVINGS BONDS**

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## Swim Campaigns Are Helpful, Says NAAPPB Paul Huedepohl

(Continued from page 57)

cially those selling swimming apparel to tie in with a Learn-To-Swim promotion as it will increase traffic into their store. Contact these merchants and explain the merits of your promotion. Suggest that they open a registration booth in their swim-suit department and arrange for suitable window displays and have the newspaper report it as headquarters for registration, etc. This type of co-operative tie-in should be made well in advance of the opening publicity campaign.

Each day for one week prior to the opening of the campaign the newspaper publishes a coupon adjacent to the story. This coupon provides for the applicant's name, address, age and information for the applicant where the registration headquarters are located and registration hours.

### Remember the Coupon

Temporary headquarters are established in the business office of the newspaper or department store. Stress the necessity of the applicant bringing in the coupon and registering in person. A registration card is issued in exchange for the coupon.

The coupons are then segregated to a schedule suggested in the following pages. The schedule of classes is printed during the week, and applicants appear at the pool at the hours specified on their registration card.

As a result of its work, the newspaper will obtain an unusual amount of good will. This is due to the fact

that the campaign will be promoted by the paper purely for the benefit of the community. At no time will the paper have an opportunity to profit directly from the work. This attitude is fully appreciated by the public, and as a result the newspaper will gain support for other projects more closely allied with direct profit. The swimming pool will obtain an unusually large volume of business for the week and in addition will build an entirely new class of patrons, many of whom will return frequently in order to perfect their swimming.

### Instructor Will Benefit

The instructor at the pool will find that many of this group will request private lessons from him and his volume of business will increase because of this added interest.

Assure the success of your campaign by promoting it in every way possible. To promote enthusiasm enlist the support of prominent people—the mayor, chief of police, Red Cross, and Parent-Teacher Association executives and other well-known citizens. Feature them in newspaper stories, enlivened with pictures. Get quotations from them on the importance of learning how to swim. Perhaps your city has had a recent queen of a festival of sports event, or a beauty contest winner. If so arrange for a picture of her registering for one of the classes—or just a story if you can't get a picture.

Send letters to leaders of such organizations as Sea Scouts, Boy and Girl Scouts, Camp Fire Girls, DeMolays and Girl Reserves, suggesting they urge every boy and girl in their groups to attend the swimming classes. Write also to heads of public and parochial schools.

Talk to personnel directors of your local stores and try to get announcements in store bulletins or at meetings.

### Use Window Displays

Progressive stores will be glad to co-operate with window displays—tying up Learn-To-Swim posters with displays of their swimming suits. In many cases it has been very successful to have a registration booth for the classes in the swim-suit departments.

It takes very little effort to arrange for announcements at luncheon clubs—Kiwanis, Rotary, Lions—and at meetings of Chamber of Commerce and the many fraternal organizations.

Everything you do to arouse interest in your campaign will reward you many times for the efforts.

It is also advisable to arrange for competent assistants to the instructor. They can generally be secured thru the co-operation of the local Red Cross chapter. A meeting of all volunteers with the instructor should be held before the campaign, actually to show them the method of instruction to be used. The results of the campaign will be contingent upon the manner in which the volunteers will follow the course of study as outlined by the instructor.

### All Report at Same Hour

Pupils for advanced swimming lessons should report at the same time as those who are in the beginners' classes. When class is called to order, all pupils taking advanced work will immediately be segregated and placed under an instructor whose entire time during the campaign will be devoted to that type of instruction.

At present the National Association of Amusement Parks, Pools and Beaches (NAAPPB) is negotiating with the Jantzen Knitting Mills, Portland, Ore., to work out a plan whereby NAAPPB and the Jantzen org will co-operate to help operators conduct a Learn-To-Swim campaign.

Promotion is an important item in any business. It is doubly important to pool and beach operators.

**JOHN ROLINSKI POST AMERICAN LEGION**  
**WANTS CARNIVAL**  
 for  
**LABOR DAY CELEBRATION**  
 Address:  
**STANLEY KENNEDY, Commander**  
 Toluca, Ill.

**STATE FAIR SHOWS**  
**ON PARADE**  
 Will book Hanky Panks of all kinds. Individually owned Diggers, Photo, Scales-Age and Novelties. (Bill Bradley, wire.) Address:  
**ROY EDSALL and SAMMY GEORGE, Mgrs.**  
 Boise City, Okla.

**WANTED**  
 P. C. Agents, Rat Game, other P. C., Hit or Miss Ball Game, Glass Pitch. Have Vancouver, Canada, Labor Day. Agents joining now given preference. Frank White, Harry Morris, contact.  
**EDDIE YATES or VIRGIE WATERS**  
 T. J. Tidwell Shows, Tucumcari, N. Mex.

**FOR SALE—\$900**  
 '41 Chev. Truck and 5 Concessions, which include four 8'x14' Tops and Frames, one 8'x12' Top and Frame. All complete with Roll Downs, Razzies, Skillos, Wheels, etc. Plenty of flash for all and ready to operate.  
**GEORGE L. EVITTS**  
 c/o General Delivery Riviera Beach, Fla.

**CARNIVAL WANTED**  
**ANNUAL V. F. W. CELEBRATION**  
 July 4—Free Fireworks.  
 Contact D. M. HERRIN  
 P. O. Box 1003 Pryor, Okla.  
 (Phone: 725M)

**CARNIVAL WANTED**  
**THREE DAYS AND NIGHTS**  
**MONROE COUNTY FAIR**  
 July 28, 29, 30  
 CARL WOOD, Paris, Mo.

## LONE STAR SHOWS

PLAYING ALL INDUSTRIAL CITIES

Featuring FEARLESS GREGG CANNON ACT ON MIDWAY EACH NIGHT

Can place Hanky Pank Concessions of all kinds. Want Long Range, Custard. Want A-1 sober Agents for Pin Store, Buckets, etc., Waiters and Help for Cookhouse, capable Ride Help, semi drivers preferred. Don Digiovanna wants girls for his two Girl Shows; Billie and Toni-Lou, wire.

Can place Funhouse Arcade, Shows not conflicting with own equipment and transportation.

Want Rolloplane, Spit Fire, Dark Ride.

All fairs starting last week in June closing in Florida December 1,

Wire

**MANAGER LONE STAR SHOWS**

Hamilton, Ohio, this week; Lima, Ohio, next.

RALPH DECKER presents **JOSEPH J. KIRKWOOD SHOWS** AMERICA'S BEST ADVERTISED MIDWAY

### WANT

For Pottsville, Pa., with Oswego and Binghamton, N. Y., to follow. RIDES—Can place any Kiddie Ride except Train. Want Tilt, Hi Ball, Dark Ride, any new modern ride.

SHOWS—Motor Drome, this is a real Drome territory; man for Snake Show. Place Glass House, will furnish equipment to real showmen.

CONCESSIONS—Place Age, Scale, Photos, American Palmist, Hoop-La, Glass Pitch, Ball Games, any and all Hanky Panks. Agents wanted for Roll Down, Razzle, Skillo. Mike Moore, call Mollie Decker, Altamont Hotel. Can place three Agents for Bowling Alley who will work for quarter and half for stock.

HELP—Man to handle Marquee. Shorty Jack Canady, let me hear from you. Can always place good Ride Men. Useful carnival help who drive semis. All address.

**RALPH DECKER**

Hazleton, Pa., this week; then per route.

**GEORGE CLYDE SMITH SHOWS**

### WANT

Ball Games, Duck and Fish Ponds, Darts, Cane Rack, Photos, Bowling Alley, String Game, Hoop-La, Cigarette Gallery, Penny Arcade, Side Show, Girl Show, Colored Show, Mechanical City. Want Pony Ride, Chairplane Foreman and General Ride Help. All reply to

**GEORGE CLYDE SMITH SHOWS**

Nanty Glo, Penna., this week; Scalp Level, Penna., next week.

**DUMONT SHOWS**

### WANT CONCESSIONS—ALL KINDS

Duck Pond, Fish Pond, Cork Gallery, Lead Gallery, String Game, Hoop-La, Photo, Ball Game, Hoop-La, Photo, Ball Game, Pitch Tilt Win, Balloon Dart. Want Ride Help who drive.

All Address: Trenton, N. J., May 9-14; St. Louis, Penna., 16-21.

**LOU RILEY**

## WANT AGENTS

For Floss, Balloon Darts, Hit and Miss, Add Up Darts. Ride Help on Mixup, Whirl, Corn Game, Mitt Camp open. Can place few more Concessions. Playing two spots a week through Colorado, Wyoming, Montana.

**WILSON GREATER SHOWS**

**LLOYD WILSON**

WINSLOW, ARIZ., MAY 9-15.

## WALLACE & MURRAY SHOWS

### WANT

Legitimate Concessions of all kinds. Can use General Agent at once. Must have transportation. Can place capable Percentage Agents. Address:

OCEANA, W. VA., THIS WEEK.

## GREATER RAINBOW SHOWS

OPENING HASTINGS, NEBR., MAY 16

Reliable Ride Men, come on. Pat, please contact again. Will book Mechanical Show or some similar attraction. Have opening for Stock Clothes Pin, Fish Pond, High Striker, String Game, Ping-Pong, Bumper, Basketball. Allan Herschell 10-Car Kid Auto Ride for sale, also Wuritzer Merry-Go-Round Organ.

**LOREN LEACH**

BOX 251, HARVARD, NEBR.

**ROGER WARD**



# Denver Skatery Ops, Civic Groups in Joint Promotion Of Sidewalk Skating Meets

National Manufacturers Hop Promotional Bandwagon

DENVER, May 7.—One of the largest skating promotions ever attempted here, a sidewalk roller skating contest, is being sponsored under joint auspices of *The Rocky Mountain News*, the Junior Chamber of Commerce, the city recreation and parks departments, and major roller rinks of the city.

The idea was developed by Ed McLaughlin, promotion manager for Irving L. Jacobs's Mammoth Garden Roller Rink, who sold Willard N. Greim, city recreation director, on the stunt, and when the Jaycees went to Greim's assistant, Earl (Curly) Schlupp, and offered to sponsor a kiddie contest of some kind, he sold them on the skating contest.

### All Rinks In

Because of the city-wide aspects of the affair, two other rinks (Skateland and the Rollerdrome) were invited to participate. McLaughlin represents the rinks on the committee handling the contest. The tie-up with the *News* insures adequate publicity. Already two feature stories, along with pictures, have appeared in Sunday editions of the *News* and more are to follow. The April 24 edition carried a two-column picture of Johnny Green, Mammoth Garden instructor, teaching a trio of tots how to roller skate on sidewalks. The May 1 issue pictured two Jaycee officials fitting shoe skates on a pair of Denver girls.

National manufacturers and local merchants have hopped the contest's bandwagon with offers of prizes. Chicago Roller Skate Company is offering three pairs of shoe skates, and Cleveland Skate Company has pledged two semi-precision rink outfits. A local sporting good dealer is donating a baseball bat, mitt and ball, and another one is putting up six softballs. A jewelry store is offering a bracelet as a prize for one of the contests for girls. These five firms are the first of a long list of companies that are expected to offer prizes before the contests start.

### 8-14 Age Brackets

Opening May 27, eliminations will be conducted on the concrete tennis courts of five city parks, with finals scheduled for June 7. Contestants may enter any or all of the contests in racing, solo graceful skating, and couples graceful skating.

The racing division will include

four groups: Pee-wee, up to age 8; half-pint, to 10; midget, to 12, and intermediate, to 14. The first three classes will skate approximately 30 yards, but older children will race longer distances. The races will be run in heats with winners competing again until finalists are chosen. First and second place winners will be eligible for finals.

Entrants in the solo graceful skating contests may skate any style they choose. Judging will be on a point basis and the contestants will be given 90 seconds performing time. Graceful couples will be judged on unison of the team, as well as on natural grace and the smoothness of the skating.

# RSROA's Pennsy Contests Click at Pitt's Lexington

PITTSBURGH, May 7.—Under the supervision of Edna Betz, professional at H. D. Ruhlman's Lexington Skating Palace here, the Pennsylvania championships of the Roller Skating Rink Operators' Association were run off May 1-3 in excellent fashion, according to K. D. Strayer, secretary-treasurer of the RSROA's Pennsylvania chapter. The competitions were successful in every respect, said Strayer.

### Results:

Figures, junior girls, Carol Voloro, Lexington, Pittsburgh; junior boys, Robert Serenka, unattached, West Homestead; novice girls, Shirley Sheetz, unattached, Harrisburg; novice men, William Watt, Lexington, Pittsburgh; intermediate ladies, Dorothy McDonough, unattached, Pittsburgh; intermediate men, Donald Craig, Lexington, Pittsburgh; senior ladies, Geraldine Specht, Lexington, Pittsburgh; senior men, Russell Serenka, unattached, West Homestead.

Free skating, juvenile girls, Kathy Carney, Coliseum, Greensburg; Mauricelene Himes, Ringing Rocks Park Rink, Pottstown; Shirley Smith, unattached, Chester. Juvenile boys, Ronald Davidheiser, Ringing Rocks Park, Pottstown. Junior girls, June Weisser, Ringing Rocks Park, Pottstown; Carol Voloro, Lexington, Pittsburgh; Annette Bechtel, Ringing Rocks Park, Pottstown. Junior boys, Robert Serenka, unattached, West Homestead. Novice ladies, Shirley Sheetz, unattached, Harrisburg; Doris Clemmer, unattached, Philadelphia; Patty Rogerson, unattached, Cheswick. Novice men, William Watt, Lexington, Pittsburgh; James Johnson, Crystal Palace, Philadelphia; Anthony Grieneisen, Lexington, Pittsburgh. Intermediate ladies, Dorothy McDonough, unattached, Pittsburgh. Intermediate men, Donald Craig, Lexington, Pittsburgh; James Mixon Jr., unattached, Harris-

# N. Y. Queen Contest Draws 585 Entries, 1,200 Spectators

BROOKLYN, May 7.—Skate Queen Contest eliminations Saturday (30) at Empire Rollerdrome here attracted a record entry of 585 aspirants and approximately 1,200 spectators. Represented in the entry roster were 32 roller rinks in six States (New York, New Jersey, Connecticut, Virginia, Pennsylvania, Indiana) and the District of Columbia.

Judges Peggy Shannon, *New York Journal American* women's editor, and Murray Korman, noted glamour photographer, pared the field to 93 for the \$1,000 prize finals, Saturday (7), at the same rink. Task of selecting at the main event will be handled by Harry Conover, model agent and creator of the "cover girl"; Candy Jones, television star and his cover girl wife, and Sid Mesibor of Paramount Pictures publicity department.

Ten girls will be picked to share in the prize jackpot. Top award will be a Furness Line luxury cruise to Bermuda, with accommodations at Harrington House on Bailey's Bay.

# Academy Prom Clicks; To Be Held Monthly

DETROIT, May 7.—The first roller skating prom was held Monday (2) at Edgewater Park Roller Rink under sponsorship of the Class of 1949, National Academy for Roller Skating Teachers, and drew an attendance of about 150 skaters at a price of \$2 per couple. No single tickets were sold.

Idea was conceived by Vivian Heard, director of the school, and handled along the lines of a college prom. Objective was to provide a complete evening of skate dancing for those who like the pastime, in place of the usually brief interludes of dancing at rinks, where the total time is likely to run 30 to 40 minutes during an evening.

The prom was handled as a semi-formal event, with girls wearing bouffant type long dresses and the men wearing business suits. An engraved card of admission and a program, like that for conventional balls, were used. Music was provided by Frederick Bayne, organist at Edgewater.

The initial event, operated as a function of the Academy on a night when the rink is normally closed, proved so successful that a similar policy will be adopted experimentally for one night a month, said Miss Heard, who has just taken over full management of the Edgewater rink in addition to her duties with the Academy. She succeeds Gilbert Axell, who left to go with a rink in Michigan City, Ind.

# Alexandria Snares Network Broadcast

ALEXANDRIA, Va., May 7.—Alexandria (Va.) Arena, a link in the America on Wheels chain of rinks, will snag a mention over a network radio show May 20 when Guy Lombardo and His Royal Canadians play for a dance there. A coast-to-coast broadcast over the Mutual Broadcasting System will carry the dance music.

The net show is being sponsored by the Alexandria Bicentennial Commission and the dance by the Twig, junior auxiliary of the Alexandria Hospital. Both groups have been putting out numerous press releases, and the Alexandria rink is receiving prominent mention in the publicity.

# New One for Waterloo, Ia.

WATERLOO, Ia., May 7.—Two Waterloo men, Danny Gray and Bob Collier, have opened a new roller rink opposite Electric Park here. The rink will be known as the Skateland and will be open every night except Monday. There will be Sunday afternoon sessions. The building is an open-air pavilion type structure.

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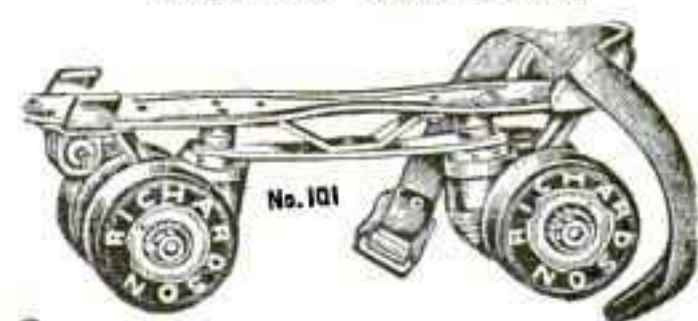
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# Md. RSROA Meet Draws Well

BALTIMORE, May 7.—Maryland championships of the Roller Skating Rink Operators' Association in Coliseum Roller Rink here Sunday (1) drew a good crowd of spectators and a large number of contestants, reports R. J. Wilhelm, of the Coliseum staff. Among winners were Zigrid Grofelut, novice ladies figure and free style skating; Bernard Lang and Jenny Rudy, novice dancing; Thomas and Mary Jean Knott, intermediate dancing; Jean Henderson, juvenile girls free style, and William Keeney, men's intermediate free style.

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## Big Park Circle Turnout To See Latin, Wallace

BROOKLYN, May 7.—A surprise crowd of over 1,100 patrons jammed Park Circle Arena, home of the national champion club of the Roller Skating Rink Operators' Association, Tuesday (3) for an hour long roller revue.

Starring *Skating Vanities* stars Norman Latin and Margaret Wallace, former World Congress champions, it featured 18 numbers, including single, pair, ladies pair, dance, trio, four, ballet and group routines by members of the junior and senior clubs. Direction was by coaches Roland and Margaret Cioni, with Eddie Pleasure at the organ.

Next day Latin and Miss Wallace sailed with *Skating Vanities* for performances in London, Paris and Zurich.

Amazing success of the Park Circle show was attributed by the Cionis to good newspaper advertising and publicity, a substantial advance sale of tickets by clubsters, and the drawing power of Latin and Wallace, Park Circle alumni, in their only local appearance of the season.

### MRS. GIBBONS' BOY

(Continued from page 46)  
for genuine chuckles. Glenda Farrell, of course, has a way with a caustic line, but she is pretty much lost in the shuffle.

Boys adds up to the conclusion that there isn't much stage fun to be extracted from unregenerate thugs and idiotic mother love. It shouldn't happen even to a gas man.

Bob Francis.

### BURLESQUE NOTES

(Continued from page 48)  
including **Bimbo Davis**, **Jimmie Pinto**, **Herbie Burke**, **Bunny Bear**, **Pat Galvin**, **Vilma Drew**, **Peggy O'Connor** and **Buddy Bryant**. Also in on the feast were the stagehands, musicians and chorus. . . . **Sammy Price** and **Charlie Harris** opened May 1 in Asheville, N. C., for the Veterans' Camp Shows, and **Mandy Kay**, **Jean Bedini**, **Joyce Breazelle** and **Harry Hines** May 9 in Tacoma, Wash., with another unit. . . . **Russell LaValle**, line producer, is doubling between the Park, Youngstown, O., and the Roxy, Cleveland. . . . **Don Lynn**, **Genii Young**, **Madge Journey**, **Carole Jane** and **Gene Nash** are current at the Belasco, Los Angeles. . . . **Jimmie Matthews**, comic; his wife, **Sue Gaye**, and **Tommy Jr.**, will motor from the First Circuit to their farm at Lake Okaboji, Ia., where they will vacation for the summer.

### MAGIC NOTES

(Continued from page 48)  
magic manufacturing business was given a little DDT. Look at some of the magic dealers' catalogs. Read the descriptions, then study the illustrations, then buy the article. Silly boy! Copy very often is dishonest and pictures purposely or unintentionally deceive but the customer is always wrong unless he has the guts to raise hell with the publication."

## Muske'n Palladium Goes to P. B. Giles

MUSKEGON, Mich., May 7.—The Palladium, which has been operated during the past year by William Todd and George Stringham, has been taken over by Perry B. Giles, of Curvecrest Roller Rink here.

The rink will be closed for about two weeks for remodeling. It will reopen in late May on a full schedule, catering particularly to private parties and younger skaters.

## Attendance Up 20% At RSROA Michigan Arena Gardens Meet

DETROIT, May 7.—Arena Gardens here was host to the three-day competitions for the Michigan championships of the Roller Skating Rink Operators' Association, drawing attendance of 1,328. This was an increase of about 20 per cent over attendance of 1,100 last year when the competitions were held at the Rollatorium in Jackson.

Nancy Lee Parker, national senior ladies' figure skating champion, came thru again to take the State title in both figure and free skating. This particular contest was played up in a rotogravure section picture story in *The Detroit Free Press* as a real contest between Nancy Lee and Dolores Parker.

Dale Godfrey, son of Orville Godfrey, Arcadia Rink, Detroit, scored a sweep in senior men's speed skating events, winning five first places to take the title.

Results:  
Speed—senior men, Dale Godfrey, Arcadia, Detroit; senior ladies, Dorothy Kohls, Rollerdrome, River Rouge; intermediate men, Earl Dunn Jr., Mount Clemens Arena; intermediate ladies, Alice Plumb, Arcadia, Detroit; junior boys, Charles Tomlinson, Flint Park Rollerade; junior girls, Dorothy van Damme, Arena Gardens; juvenile boys A, Richard Flowerly, River Rouge Rollerdrome, Dearborn; juvenile girls A, Judy Taack, Collins Roller Rink, Imlay City; juvenile boys B, David Thompson, Saginaw; juvenile girls B, Barbara Ray, Collins Roller Rink; juvenile boys C, Richard Paulson, River Rouge Rollerdrome; juvenile girls C, Carolyn Borth, Detroit.

Figure and free skating—senior men, Robert Quick, Arena Gardens; senior ladies, Nancy Lee Parker, Clintdale Roller Rink, Utica; intermediate men, Paul Lampkin, West Huron Roller Rink, Pontiac; intermediate ladies, Barbara Myers, Arcadia; novice men, Joseph Hakim, Arcadia; novice ladies, Beverly Cook, Ambassador Rink, Clawson; junior boys, William Pate, Arena Gardens; junior girls, Nancy Kromis, Arena Gardens; juvenile girls, Patsy Jarard, Arcadia.

Pair skating—senior, Pat Hogan and Virginia Irwin, Arena Gardens; intermediate, Paul Lampkin and Laurene Anselmy, West Huron Roller Rink; novice, Joseph Hakim and Gail Locke, Arcadia; junior, Ray Miller and Gertrude Miller, Mount Clemens Arena; juvenile, David Thompson and Barbara Dubay, Parkway Arena, Saginaw.

Fours—intermediate, Inga Stokosa,

## Bridgeport Mgr. Fined and Jailed In Race Action

BRIDGEPORT, Conn., May 7. — Judge Philip J. Sullivan, of Criminal Court of Common Pleas, this week dealt a blow against racial discrimination in public amusement places when he imposed a \$100 fine and a five-day jail sentence on Earl Bradley, manager of Holland Skateland here.

Execution of the jail sentence was ordered delayed a week because of the serious illness of Bradley's wife, who is in the Bridgeport Hospital.

Bradley was accused of having failed to issue proper size roller skates to two Negro couples who accompanied two white couples to the rink on the night of June 19, 1948. After a partial trial, Bradley pleaded guilty to a violation of Section 860F, pertaining to "alienage, race or color discrimination."

The defendant appealed a \$25 fine imposed by Bridgeport City Court last June, after his demurrer was overruled. The maximum penalty is a \$100 fine and 30 days in jail.

### DONALDSON AWARDS

(Continued from page 46)

son Awards unqualified support, with the result that they have grown over the past five years to become the final and top seasonal honors for theatrical achievement.

Representing the theater on this year's awards committee are Howard Lindsay, for the actors; Mary Martin, for the actresses; Louis Simon, for Actors' Equity; Ruth Richmond, for Chorus Equity; Oscar Hammerstein II, for the producers; John Effrat, for the stage managers; Grace Hartman and Ray Bolger, for the dancers; Morrie Seaman, for the treasurers; Oliver Saylor, for the press agents; Richard Watts Jr., for the critics; John McDowell, for the stagehands; Woodman Thompson, for the scenic designers; Robert Byrne, for the costume designers. Representing *The Billboard* are Roger S. and William D. Littleford, publishers, and Bob Francis, drama editor.

Virginia Irwin, Robert Quick and Patrick Hogan, Arena Gardens; novice, Gordon Patton, Archie Patten, Carol Gocha and Barbara Cook, Flint Rollerade.

Skate dancing—senior, Patrick Hogan and Bernice Stauder, Arena Gardens; intermediate, Albert Anselmy and Marilyn Lampkin, West Huron Roller Rink; novice, Robert Hodges and Nancy Kromis, Arena Gardens; junior, Thomas Jones and Marilyn Jones, Arcadia; juvenile, David Thompson and Carol Pressler, Parkway Arena.

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**TALK TO THEM, BIG BOY, YOU'RE THE** hottest item for sale—Kentucky Derby Windbag, humorous souvenir (trial order, 8 for \$1), thirty for \$3, one hundred for \$5. Ken Miller, Box 1257, Louisville, Ky. my28

**TANTALIZING "GIRLIE" PHOTOS, 4x5, 28c** set (6 to set); "Gotcha Covered," 50c dozen; Keychains, new, \$1 doz.; Ball Points, 19c each; Lorelei! What she does! 75c doz.; smallest and largest, \$1 doz. Note: Minimum order on above items, 6 doz.; no C. O. D.'s; cash with order; no catalog. Dowd Sales, 342 Grove St., Jersey City, N. J. my28

**WE MANUFACTURE THE NEW PLASTIC** Shuffleboard Bowling Pin, easy on board, outlast wooden pins, look right, sound right, are right, light or dark; sell operators or to locations; real proposition. Thorison, Manitowoc, Wis. my28

**WHOPPER COMMISSION SELLING SPORTS** Item to dealers; we ship and collect; mail reorder credits. Write: Ev Selby, Decatur 502, Ill. my28

**\$3 DOZEN PLASTIC APRONS—OTHER QUICK-** selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen; Sample Set, \$1.25; free catalog. Jole Fashions, 251 E. 119th St., New York, N. Y. my28

**51-54 GAUGE FULL FASHIONED NYLONS—** Fancy packed, 1/4 dozen, boxed, \$2.65, \$5, \$6 dozen; prompt delivery and satisfaction guaranteed. Hosiery Converters, Box 7008, Chattanooga, Tenn. my28

### All Extra Heavy Mountings

10 days' money-back guarantee if rings not as represented or unsatisfactory in any way. Just return rings in same condition received for full refund. Merchandise for resale only.



#B1020 PER DOZ. \$18.00  
1/30 14K R.G.P. Extra Heavy. Ruby color center or all white.



#B515 PER DOZ. \$16.00  
1/20 12K Gold Filled. Large white center. Red sides. Without side stones. #B1010 \$14.00 Dz.



#B1018 PER DOZ. \$18.00  
1/20 12K Gold Filled. Ruby color side or all white. Without side stones. #B1008 \$15.00 Dz.



#B1037 PER DOZ. \$20.00  
1/20 12K Gold Filled. White center. Ruby red sides or all white.



#B1003 PER DOZ. \$18.00  
1/20 12K Gold Filled. White center, ruby color sides.

**SAMPLES—Dozen or Half Dozen Your Choice—** Regular Price. Order the Sizes You Need. Free Catalog Listing Complete Line.  
\$1 Per Doz. Deposit on All C. O. D. Orders.

## DES MOINES RING CO.

1155 26TH ST. DES MOINES, IOWA

## NOW DELIVERING!

**NEW Apex 4 Star Carnival Wheels**



**Apex 5 Star BINGO BLOWERS**

12	27	33	07	04
10	18	42	32	08
14	16	08	03	03
8	22	40	50	71
8	21	44	56	74

Complete Bingo Supplies, also Amplifiers. SEND FOR FREE CATALOG.

**MORRIS MANDELL, INC.**  
26 East 13th St. (Dept. B)  
New York 3, N. Y.  
Phone OREGON 3-5912

## A REAL DEAL



**GENUINE SWISS WATCHES**  
★ SWEEP SECOND HAND ★ RADIUM DIAL-ASSORTED PATTERNS ★ HIGHLY POLISHED CASE ★ LEATHER STRAP INCLUDED ★ MEDIUM SIZE.

Lots of 6 or more—sample orders \$1.00 extra — 25% deposit on C.O.D. orders. Send for catalog.

**Cel-Mag**  
WHOLESALE JEWELERS  
182 So. Main St.—IMPORTERS—Memphis, Tenn.

## HERE COMES SALOME AND HER MAGIC LEGS A SURE HIT

Distributors—Jobbers—Territories Now Available.

**ERNIE'S ENTERPRISES, MFRS.**  
725 Pine St. St. Louis 1, Mo.

## 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 1524—Wood Milk Bottles, Ea.	.65
BB 1525—Hoop-La Rings, 4 in. to 7 in. Doz.	.70
BB 1526—Hoop-La Rings, 8 in. Doz.	.50
BB 831—Worth Special Base Balls, Doz.	2.25
Case of 15 Doz.	32.25
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.	.95
10 Gr. for	9.00
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
BB 1531—No. 5 Satin Ribbon (all colors), 50 yd. Spools, Ea.	1.35
BB 1532—Medium Bingo Cards, 100	1.85
1000	17.50
BB 1533—Professional Bingo Cards, 100	4.25
1000	40.00
BB 1534—Rubber Covered Bingo Shaker, Complete, Ea.	9.00
BB 1535—Plastic Bingo Covers, 1000	2.00

Prices FOB Indianapolis  
25% Deposit With COD Orders

## KIPP BROTHERS

Wholesalers since 1880  
240-42 South Meridian Street  
Indianapolis 4, Indiana

## QUICK PHOTO INVENTION! PDQ CHAMPION PHOTOMASTER



Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 by 3 1/2 in. Complete, easy-to-operate portable photo studio. 700% PROFIT. Write quick, get details about the great PHOTO-MASTER.

**FINISHED PHOTOS IN 2 MINUTES**

## PDQ CAMERA CO.

Dept. BH  
1161 N. Cleveland Ave. Chicago 10, Ill.

## Sell Ultra-Blue Stock Signs

To stores; over 1000 slogans, comedy, general, religious, ultra-blue signs, 7"x11", for homes and general display. Make money on our fast selling signs.

**COST 6c—SELLS 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.

Samples Mailed Postpaid.  
100 Ultra-Blue Store Stock Signs, 7x11, \$5.00. No C. O. D.'s.  
L. LOWY, 8 W. Broadway, N.Y. 7, N.Y., Dept. 494

(Continued on page 86)



**Now Ready!** **NEW 1949 CATALOG**

FULLY ILLUSTRATED

**SENSATIONAL VALUES!!**  
THOUSANDS OF BRAND NEW AND OLD STAND-BY ITEMS

LOW PRICED MERCHANDISE FOR EVERY TYPE OF MIDWAY CONCESSION

SEND FOR YOUR COPY TODAY!

**Hex MFG. COMPANY**  
468-470 SENECA ST. BUFFALO 4, N. Y.

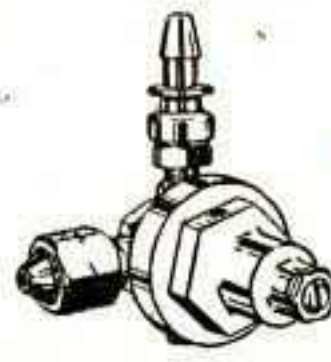
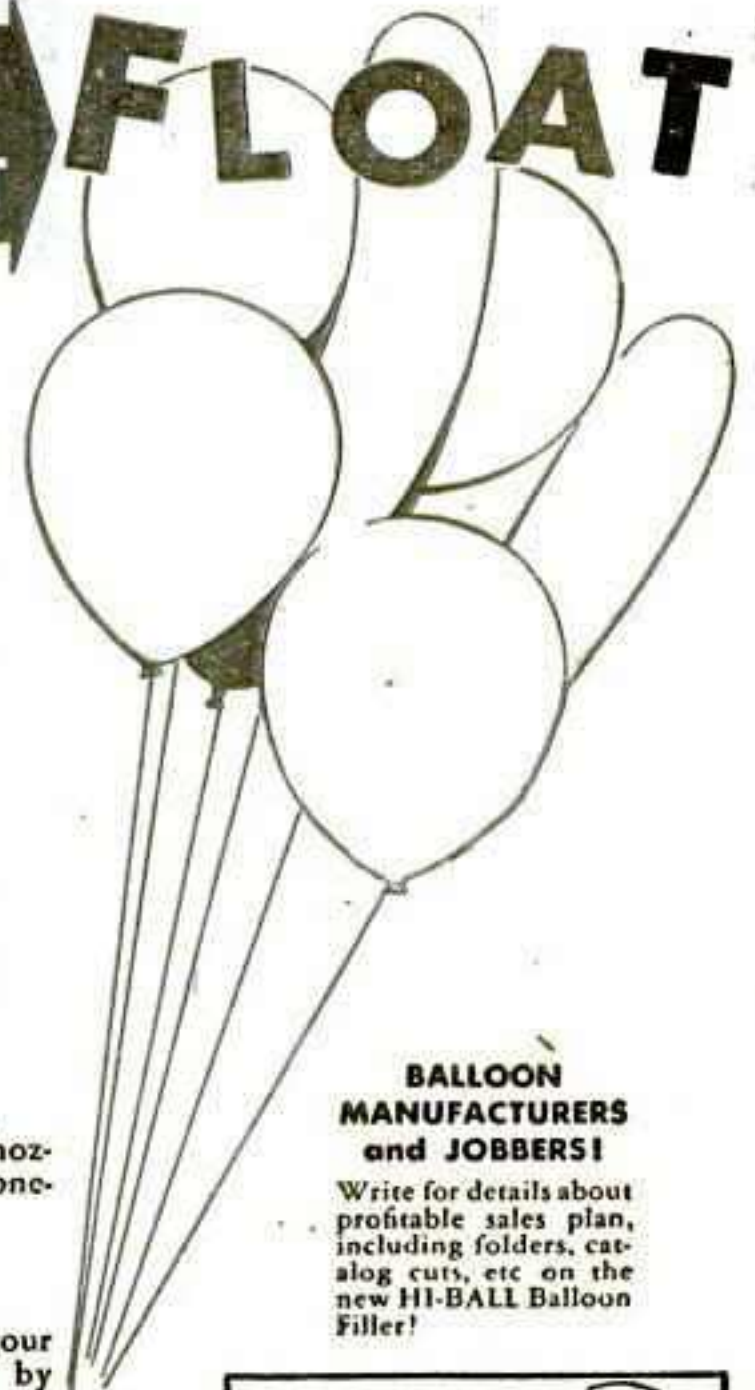
**PEOPLE FLOCK TO BUY BALLOONS THAT FLOAT**

... 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!**



**HI-BALL BALLOON FILLER**  
No. 10692A \$8.00

**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.



**HI-BALL GAUGE ADAPTER**  
No. 10697 \$5.50

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!

**GET BIG 1949 CATALOG**

WRITE FOR COPY AND INCLUDE PERMANENT ADDRESS OR ROUTE FOR WEEK OF MAY 23RD. STATE BUSINESS.

**SPECIALS IN THE MEANTIME**

MA 1 White Metal Band Rings, Gro. .... \$ .60	MA 16 Plastic Thimbles, Gro. .... \$ .75
MA 2 Gift Band Rings, Gro. .... 1.65	MA 17 Plastic Crosses, Gro. .... .50
MA 3 Cigarette Holders, bulk, Gro. ... 1.95	MA 18 Stone Set Rings Checko, Gro. ... .90
MA 4 Men's Pocket Combs, Gro. .... 1.00	MA 19 Imported Fur Monkeys, Small, Gro. .... 9.00
MA 5 Plastic Spoons, Gro. .... 2.75	MA 20 Imported Fur Monkeys, Large, Gro. .... 18.00
MA 6 Finger Traps, 6 in. Gro. .... 1.25	MA 21 Min. Charm Knives, Gro. .... .75
MA 7 Finger Traps, 3 in. Gro. .... .90	MA 22 "Polly Peel" Strip Tease Cards, Gro. .... 6.00
MA 8 Dart Balloons 24, Gro. .... .85	MA 23 Peek-a-Boo Telescopes (no chains), Gro. .... 9.00
MA 9 Weighted Darts (Jap), 7 in. Gro. .... 4.75	MA 24 Peek-a-Boo Telescopes (w/chains), Gro. .... 10.50
MA 10 Weighted Darts (US), 7 in. Doz. .... 1.25	MA 25 Crazy Cleo Mystifying (won't stay put), 2 doz. in display box, Box .... 7.20
MA 11 Swiss Bird Warblers, Gro. .... 1.00	
MA 12 Comic Hat Bands, Per 1000. .... 10.00	
MA 13 Comic Buttons, 56 ligne, Per 100 .... 12.50	
MA 14 Jap Lies, Gro. .... 2.25	
MA 15 Small Coolie Hats, Gro. .... 22.50	

**LEVIN BROTHERS** Established 1886 TERRE HAUTE, INDIANA

**BLONDE IN BATHTUB**  
Try To Keep Blonde in Bathtub

**9" CRAWLING RUBBER LIZARD**  
A Hot Number

**PRITT NOVELTY CO.**  
12 W. 27th St. New York 1, N. Y. T. el.: MU 2-2324

Crazy Cleo (2) Doz. \$ 2.75	Gr. \$ 30.00
The New Twin (2) Drinking Birds on Fountain 15.00	172.00
The "New Look of 1949" Strip Tease Card 1.50	14.40
Sweet "14" Viewers 7.20	85.25
Magnetic Fighting Cocks 1.35	14.40
Toreador & Bull (Magnetic Bull Fight) 1.50	16.00
Magnetic Frisky Dogs 1.35	14.40
12 Assorted Figurines, Magnetic 1.35	14.40
12 Assorted Animals 1.35	14.40

Min. order 2 doz. with attractive counter display box. Include 25¢ extra for postage on minimum orders.

Jobbers: Write! 1/3 Deposit, Balance C.O.D.

**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

**JOBBER'S**  
EXTRA — EXTRA — EXTRA  
**MYSTIFYING BLOND IN A BATHTUB**

The Sensation of a Nation—The Hottest of All. Immediate Delivery—Orders Filled in Rotation.

**JOBBER'S' SPECIAL PRICES**  
\$42.00 Gross \$3.60 Dozen

**ORDER YOURS NOW!**  
SAMPLES—2 for \$1.00; Shipped Postpaid.

Cash With Orders or 25% Deposit—Balance C. O. D. Minimum Order 2 Dozen.

ALSO!

Daddy's Boy	\$18.00 Gross
Bottoms Up	13.00 Gross
Bumper Crop	18.00 Gross

**MERCURY DIST. CO.**  
417 FOURTH STREET Phone 2-3442 DES MOINES, IOWA

**FAST SELLING NOVELTIES**

"BLONDIE" in Bath Tub	3.60 Doz.; 42.00 Gr.
ESQUIRE COINS (Heads and Tails)	1.00 Doz.; 10.80 Gr.
RUBBER BRIDE (Novelty Item)	12.00 Doz.
Starlet Photos (12 Pictures to Portfolio)	6.00 Doz.; 40.00 Hundred
Rubber Lizards (Best), Looks Like Real	6.00 Doz.
"Pee-Wee" Squirt Cameras	4.80 Doz.
10" BRONZE HORSE With Saddle	2.75 Ea. 30.00 Doz.

25% Cash With Order, Balance C. O. D.  
Send \$4.00 for Set of Above Numbers, Less Horse.

**WE SERVE THE SOUTH**  
**JAX SALES CORP.**  
406 CANAL STREET NEW ORLEANS, LA.

**THREE HEAVY IDENT'S THAT SELL**  
Thick Airplane Metal Plates, Heavy and Extra-Heavy Chains, Beautiful Polished White Finish

No. 309 'HEAVY WEIGHT'	Doz. 4.65	Gross 54.00
No. 311 'GIANT'	5.40	63.00
No. 312 'COLOSSUS'	6.90	81.00

Individually Carded - Boxes 10¢ ea Extra

**HARRY PAKULA and CO.**  
5 N. WABASH AVE., CHICAGO 2, ILL.

STATE YOUR BUSINESS 25% Deposit Required With Every C. O. D. Order.

**SIDELINE SALESMEN WANTED**

for our line of beautiful colored IMPORTED PORCELAIN FIGURINES that have not been in this country for over ten years and for which the trade is hungry. Liberal commission on orders and re-orders, exclusive territory. State experience had, other lines carried and territory wanted.

**LEO KAUL** IMPORTING AGENCY, Inc.  
333-335K So. Market Street Chicago 6, Illinois

**SLUM BALLOONS**  
Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST

**M. A. SINGER CO.**  
2125 COMMERCE STREET DALLAS 1, TEXAS



Men's Nationally Famous WRIST WATCHES

- ELGIN
BENRUS
GRUEN
WALTHAM
\$9.45



Rhinestone Dials, \$2 additional. 10 Kt. Yellow R.G.P. cases, modern new designs. Reconditioned & rebuilt, guaranteed like new.

LADIES' & MEN'S FAST SELLING - SIMULATED DIAMOND RINGS



Look like real diamonds. Beautiful settings increase sales and profits. Rings up to \$27.50 value. All 14 kt. R. G. P. heavy mountings.

Dozen Assorted Special \$12.95



Boxes \$1 doz. additional

25% with order - balance C. O. D. Wholesale Only! None Sold Retail! Write for Our New 1949 Catalog.

Quantity Prices To Big Users

JOSEPH BROS.

59 E. MADISON ST., DEPT. B-14 CHICAGO 3, ILL.

SELL NYLONS GUARANTEED RUNS! AGAINST

The ONLY nylon hose in the whole world actually guaranteed against runs, snags or excessive wear. REGARDLESS OF CAUSE! Yes, no matter what the cause, whether use or abuse, Kendex nylons are replaced FREE if they run, snag or become unfit for wear within guarantee period - a period up to three whole months! Not sold in stores. Extra sheer 15 denier; sheer 30 denier and service 60 denier. Latest colors. Lengths 28 to 35 inches. Both seamed and seamless. Also complete line men's fine hosiery guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed to earn big, steady income writing orders in spare or full time. We deliver and collect. Just say "Guaranteed Against Everything" and the sale is made. Advance cash plus huge bonus. Complete money-making sales outfits FREE and prepaid. No obligation. Nothing to pay now or later. Simply rush your name and address on a postcard and you'll be making money next week.

KENDEX COMPANY, BABYLON 57 N. Y.

CARNIVAL GOODS

- New Items Daily -

Large Selection Imported Novelties Slum, Balloons, Sticks, Hats, Plaster, Pig Banks

SPECIALS-Imported Birds, Inside Whistle, \$7.00 gr.; Dart Balloons, 75c gr., any quantity; Imported Porcelain Vases - Knick-Knacks, \$9.00 gross; Imported Fur Dogs, \$1.50 doz.; Balloon Sticks, top grade, 60c gr. Hundreds of other hot items.

WRITE FOR PRICE LIST AT ONCE

1/3 Deposit, Balance C.O.D. Open Sundays

NOVELTY MERCHANDISE CO.

804 W. Roosevelt Rd. (near Halsted St.) Chicago, Ill.

MANUFACTURERS ONLY!

We need novelties that sell! Please send your catalog with wholesale price list. Buckingham Service Co. 341 Lafayette St. New York City

AGENTS & DISTRIBUTORS

(Continued from page 84)

51-54 GAUGE FULL FASHIONED NYLONS - Mill run, attractively packaged 3 pairs to the box; all good shades and standard sizes, \$3.50 dozen prepaid, sample box \$1; quantity prices lower. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

\$6 HOURLY SHOWING FIRESTONE VELON Handbag, opens into large shopping bag; fastest seller in America; women buy several for gifts; commissions advanced daily; sample furnished. LeNard, 179-M, W. Washington, Chicago 2.

\$100 WEEKLY-NEW, COMPLETE, MODERN Plastic Line; Tablecloths, etc.; over 25 items; every home prospect; 100% profit. Free samples. Carwell, 6828FD S. Chicago Ave., Chicago 37.

100,000 FULLFASHION DUPOINT NYLONS, ALL one grade, beautiful individual packs, three pairs to a box; all packed and graded alike in assorted shades, sizes, gauges and denier, \$3.50 dozen; this is a higher quality and a new low price, we guarantee it; order C. O. D. from this add up to 50 dozen. Sibert Jobbing House, Box 1242, Chattanooga, Tenn.

ANIMALS, BIRDS, PETS

ATTENTION SHOWMEN-NOW YOU CAN GET Healthy Rattlers, Boas, Racers, Dragons, Gilas, others; dens or singles; lowest prices, prompt shipment. Reptile Gardens, El Paso, Tex.

AVAILABLE ON HAND-FLORIDA DIAMOND Backs, \$1.25/ft.; Copperheads, \$1.50 each, while they last; Moccasins, 40c ft., if fixed, add 25c per snake; Gila Monsters, \$1/in.; Mexican Boas, 4, 5 and 6 ft., \$4-\$10; South American Boas, \$2-\$25; Coati-Mundis, \$16.50 each. Ross Allen, Silver Springs, Fla.

BABY RHESUS MONKEYS, PUMAS, AGOUTIS, Pacas, Boas, Snake Dens, Kangaroos, King Vultures, Coati Mundis, Tyras; Giant Jungle Rats; write for spring list. Chase Wild Animal Farm, Egypt, Mass.

BEAR CUB, MALAYAN, \$200. TREFFLICH, 228 Fulton St., New York.

CEBUS CAPUCHIN RINGTAIL MONKEYS, dark face, hidark pompador, learn tricks quickly, very tame pets, \$65; Wooley Monkeys, resemble apes, very tame, \$100; Rare Golden Lionhead Marmosettes, \$50; Cottonneared Marmosettes, \$25; Ocelots, \$85; Kinkajous, \$75; Jungle Rats, \$35; Ariel Toucans, \$35; Coati Mundis, \$25; Python, Constrictor Snake, ten feet long, excellent feeder, \$100; South American King Vultures in full color, \$85; immediate shipment; terms, cash with order or half cash, balance C. O. D. Don Compton, Box 93, Mt. Vernon, Ill.

CHIMPANZEES-YOUNG MALES AND FEMALES, \$600 up. Trefflich, 228 Fulton St., New York.

CUB BEARS FOR SPRING DELIVERY-FOR full particulars write to the Reliable Bird Co., Winnipeg, Canada.

ELEPHANTS, BABIES, FOUR FOOT FEMALES; Baby Orangutan; write for prices. Trefflich, 228 Fulton St., N. Y. C.

HORNED OWLS, WOODCHUCKS, MONKEYS, Guinea Pigs, Pumas, Ringtail Cats, Foxes, Bears, Coyotes, Wolves, Deer, Pigeons, Pleasants, Doves, Porcupines, White and Black Swans. Pearl Game Yards, Box 16, Hawthorne, N. Y.

LIVE ARMADILLOS-HEALTHY, TRAINED to feed, \$5, \$9 pair; Armadillo Novelties. Apelt, Armadillo Farm; "the original, world's only," Salado, Tex.

NOTICE SHOWMEN-READY NOW: BLACK Bears, Raccoons, Opossums, Skunks, Civet Cats, Bobcats, Foxes, various Birds and Snakes, poisonous and non-poisonous. L. E. Thompson, Clewiston, Fla.

PIGTAILS, \$75 EACH; JAVA MONKEYS, \$35 each; Java Mother and Baby combinations, \$100; Baboons, \$75 each; Dianas, small, \$100 each; African Green Monkeys, \$25 each; 1 full grown African Green, \$35; 1 full grown Mona Monkey, \$35. Trefflich, 228 Fulton St., New York.

PYTHONS, 8 TO 15 FT.; WRITE FOR PRICES. Trefflich, 228 Fulton St., N. Y. C.

PLENTY HEALTHY SNAKES, ALL KINDS-Aligators, Armadillos, Beaded Lizards, Boas, Horned Toads, Giant Jungle Rats, Peafowl, Bantams Rats, Mice, Guinea Pigs, Opossums, Rabbits, Owls, Badgers, Monkeys, Rabbits, Raccoons, Ringtail Cats, Agoutis; wire. Otto Martin Locke, New Braunfels, Tex.

1 AFRICAN PORCUPINE, \$40. TREFFLICH, 228 Fulton St., New York.

1 FEMALE CHIMPANZEE, WONDERFUL SHOW animal, "Rosebud," 6 1/2 yr. old, female. Trefflich, 228 Fulton St., New York.

BUSINESS OPPORTUNITIES

ANALYZE HANDWRITING FOR PROFIT!!!-Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia.

CHICAGO MAIL ADDRESS-LETTERS, TELEGRAMS received, forwarded; strictly confidential; send only \$1 monthly; also branch office service for business men and concerns; lowest rate. Faultless, 3439 Michigan Ave., Chicago 16.

FREE FOLDER-HAVE YOUR OWN SILK Screen Printing Business; today's profitable opportunity; inexpensive materials. Graphic, Manchester, N. H.

HAVE EXCELLENT LOCATION FOR PORTABLE Skating Rink, good proposition. Write Kelly Graham, Welch, W. Va.

INCORPORATE IN DELAWARE-DO BUSINESS anywhere; quickest, cheapest; assistance securing partner, broker, etc.; investors' mailing lists. P. Organization, C-3439 Michigan Ave., Chicago 16.

KIDDIE RIDE BARGAIN-ROTO WHIRL, NEW last year; kiddies like it, thrill and safety; need space for Skee Balls, first offer of \$600 gets it; on Boardwalk at Ocean City, N. J. Write L. S. Bingham, 906 E. Main, Millville, N. J.

MAKE MONEY MAKING NEW GREASELESS Doughnuts at home on electric machine; wholesale to groceries and cafes; free recipes and plans. N. Ray Co., Minneapolis 7, Minn.

NEW INVENTION, SENSATIONAL-SHAKERS kept dry, free running salt, pepper completely sealed, outlet opens, closes automatically; measures salt, pepper, see salt in cap, crystal clear; sample set, 20c. Owen Lee Mfg., 50 S. Riverside St., Waterbury, Conn.

OPERATORS WANTED-BRAND NEW PICTURE Postcard Machine, this is the latest development in automatic vending; thousands of top notch locations; ties in very nicely with candy, nut, gum or stamp machine operation, full or part time. Stamp Machine Operators Supply Co., 312 Asbury Ave., Evanston, Ill.

PHONOGRAPH AND PINBALL ROUTE FOR sale on Florida coast; no competition; excellent possibilities for expansion; owner has other interests; 30 machines and full shop and office equipment, \$6,500 cash. Box C-336, Billboard, Cincinnati, O.

SELL BIG MONEY MAKER TO MEN AND women-Easy handwork makes fast-selling useful articles; sample free. Sunmade Company, Brockton, Mass.

SELL DELICIOUS SNOWBALLS-TREMENDOUS profits; make them yourself; trial Ice Shaver with four flavors and instructions, enough for 500 Snowballs, \$2, plus four pounds postage; free folder Snow Machines, Supplies, etc. Snowball Co., Route 3, Dept. B-19, Jacksonville, Fla.

SELLING OUT COMPLETE STOCK-CHINESE Firecrackers, while they last, \$18 per case; 8 bundles per case; cash with order. H. Tauton, 1925 Shaftesbury Rd., Dayton, O.

TESTED MONEY-MAKERS-68 PAGE BOOK, 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan.

\$7,500 PROFIT FROM \$1,500 INVESTMENT-Over 3,000 items fast-selling Costume Jewelry; for details, write "Miedl," Box 244, Maywood, Calif.

COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second-Hand Coin Machine Bargains will be found on page 97 in this issue.

COSTUMES, UNIFORMS, WARDROBES.

ALL BRAIDED CELLOPHANE WAISTBAND Hula Skirts, \$7.50; Satin Bras, 75c; Satin Bally Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-Strings, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Guyette, 346 W. 45th St., New York 19. Tel.: Circle 6-4137.

BALLY CAPES, RHINESTONE G' STRINGS, Orientals, Orchestra Coats, Chorus Costumes, Hulas, Four Velvet Curtains, Wigs, Comedy Suits, Minstrels, Rhumbas, Wallace, 2416 N. Halsted, Chicago.

CLOWNS' AND BULESK COMICS' PROPS, Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia.

SHOOTING GALLERY-15-SHELL LOADING Tubes, 75c dozen; \$6, 100; deposit on C. O. D.'s. H. B. Sherbahn, Wayne, Neb.

SOLID COLOR TIES-ALL COLORS; VERY slight irregularities; 3 for \$1.10 C.O.D. Mort's Supply, R308, 600 Blue Island Ave., Chicago 7, Ill.

FOR SALE SECONDHAND GOODS

ABOUT ALL MAKES POPPERS AVAILABLE-50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill.

SUNPUFT POPCORN VENDORS \$37.50; LONG-Eakins Rotary, chromium plated, Roaster Drum, \$175; Peanut Blower, \$35; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment, Peanut Roasters. Northside Co., Indianola, Iowa.

FOR SALE-SECOND-HAND SHOW PROPERTY

A BARGAIN-TENT PICTURE SHOW, 35x55 Tent, 8' Side Wall, Poles, Ropes, 75 Folding Chairs, Flat Board Seats for 125; DeVry 16mm. Projector with Sound, Corbitt Buss Projector Booth, 1936 Ford Truck Van Body, complete, \$900; Less Trucks, \$650. Roy Turner, Box 74, Stovall, N. C.

A.B.T. AUTOMATIC SHOOTING GALLERY-Like new, used 10 days; 12x30 plywood sided booths, canvas top, everything complete to run; \$2,000 cash or take late model house trailer and balance cash. Grover Kortonic, 4353 Warner Rd., Cleveland 5, O.

BARGAINS GALORE-THEATER AND SOUND Projectors, 8, 16, 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed. S. O. S. Cinema Supply Corp., Dept. L, 602 W 52d St., N. Y. 19.

BUILD BALL RACK AND EQUIPMENT FOR 13 games including "Knock Out Stalin's Teeth" and "Pop Off Joe's Head," 3 frames; complete plans, \$5; major Chairplane Plans, \$10; free catalog. Brill, 228-B North University, Peoria, Ill.

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 South Wabash Ave., Chicago.

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(Continued on page 88)



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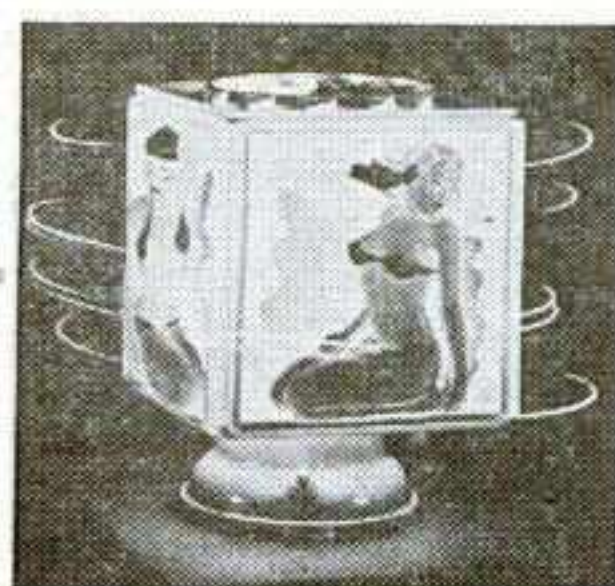
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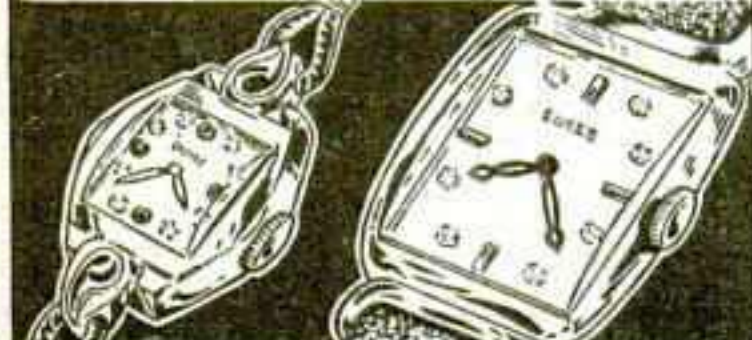


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(Continued from page 86)

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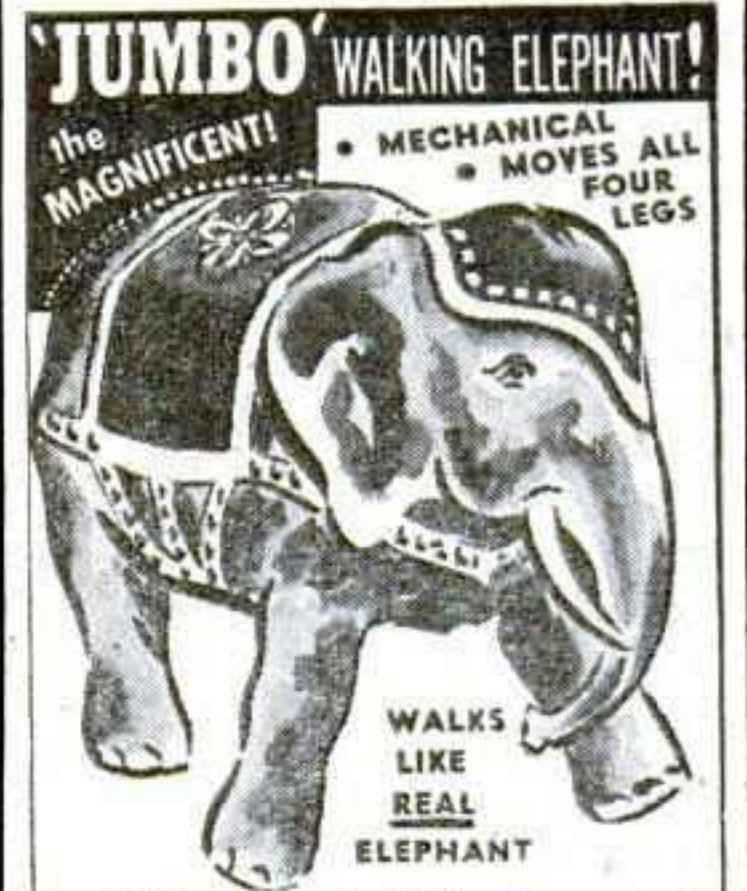
(Continued on page 90)

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**MICHIGAN BUYERS—See Us For BINGO MERCHANDISE**

Full Line of Housewares, Appliances, Aluminumware, Enamelware, Clocks, etc. **ECONOMY SALES CO.** 5435 Twelfth St. Detroit 8, Mich. Visit Our Showrooms—No Catalogs



### FISHING TACKLE HAS SALESBOARD APPEAL!

**EXTRA PROFIT FOR '49!** Put this kit to work making money for you!



This complete kit has all needed items for the experienced fisherman or the beginner. Telescoping steel rod, level wind reel, 50 yd. Black Dupont Nylon line, casting plug, leaders, etc., etc., all in strong steel tackle box, at a sensationally low price.

Single Samples, \$8.25  
**\$7.95** Each Complete Lots of 6 Kits.

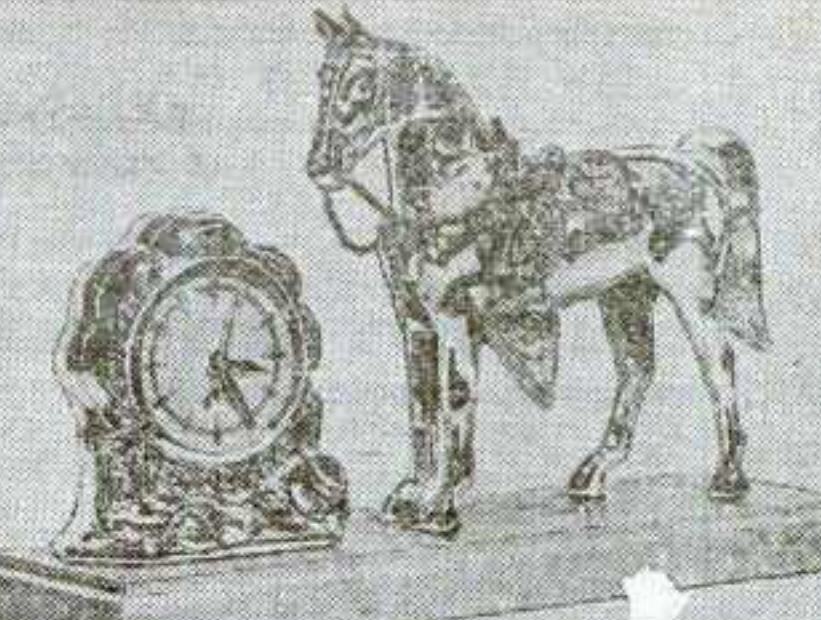
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**HUDSON PRODUCTS CO.**  
 310 3d Ave., S., Minneapolis 15, Minn.

### The New Golden Horse Clock

**Pride of the West!**  
 #115-G  
 17" LONG, 12" TALL

Lacquered Gold-Plated Horses with lustrous Silver Head, Tail, Hoofs and Bridle Reins. Will not tarnish. Hand-rubbed Base with felt bottom in beautiful, modern blond wood or rich mahogany finish.



Dependable United Self-Starting Electric Clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

**\$7.50** Ea. in Doz. Lots  
 Samples, \$8.50 Ea.  
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### SEND FOR OUR CATALOGUE

Over 1000 Styles of the Very Best in Men's and Ladies' Rings. Also Genuine Zircons and Fine Engraving Jewelry. Special Discount to Jobbers and Ring Demonstrators.



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## FLUORITE

**Non-Electric Fluorescent Plastic Signs**

Glow Like Neon—Reflects & Magnifies Colors in Day or Artificial Light.

Night and day . . . indoors and out . . . every sign made to order—saleable to every kind and size business from the General Electric Co. to a hot dog stand.

Our Salesmen are hitting the JACK-POT with average weekly earnings of \$187.32 per man!

GET IN ON THE GROUND FLOOR OF THIS "QUICK DOLLAR"! We pay the highest commission in the sign game. Be the first in your territory and get an exclusive, with the privilege of employing sub-agents.

PHONE! WIRE! or WRITE! FOR BEST SALES PROPOSITION IN YEARS . . . BETTER YET, SEND SECURITY DEPOSIT OF \$10 FOR SALESMAN'S SAMPLES AND OUTFIT AND GET STARTED AT ONCE! SECURITY DEPOSIT GUARANTEED REFUNDABLE ON RETURN OF SAMPLES.

**FLUORITE SIGN CO.**  
 631 D Street, N. W. Phone: Washington 4, D. C. Sterling 1479  
 NOTICE TO OUR DEALERS! Inquiries from your territory will be referred to you!

### NEW PITCH! IT'S A LULU!

The Old "Jumping Snake" Gag With a Brand New Twist!



GIANT PEPPERMINT STICK

Handsome, sturdy, bakelite tube in red and white or green and white; 12 in. long. Unscrew cap and out pops "peppermint stick" 2 1/2 ft. long. DELIGHTS YOUNG AND OLD! Pull the gag on one prospect and you sell a dozen before the laugh dies down. Long-lasting, dependable, satisfies buyer permanently. Good for 1000 laughs.

**Looks a Buck! — Sells For a Half!**  
 \$25 a hundred—Cash with order—Ship same day. Get on this while its new and hot!  
 Samples \$1.00 (deductible from first order)

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### We will NOT be Under Sold!

BEST VALUES!!  
 LOWEST PRICES!!

**\$4.20**

**GENUINE SWISS 2 PUSH-BUTTON CHRONOGRAPH**

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chromium Case
- Guaranteed New—Not Rebuilt (With waterproof strap and gift box, 20¢ additional)

**Sensational Value! With 100% Profit Appeal**

**\$2.85**

- Written 1-year Service Guarantee
- Precision Swiss movement
- Radium and Assorted Colored dials
- Polished Chrome Case
- Unbreakable crystal (With duraplax strap and gift box, 20¢ additional)

(With sweep second hand, 20¢ additional)  
 Above prices for orders of 6 or more watches. \$1 ea. extra on orders under 6. 25% with order, balance C. O. D.

**DUNHALL Imports Co.**  
 101 Cedar St. New York 6, N. Y.

### SQUIRT RINGS ARE BACK AGAIN!



Always good for a laugh. Appealing to both young and old. Attractive display card with each dozen. \$1.00 per dozen—in gross lots. Less than gross lots \$1.25 dozen. Full payment must be enclosed on orders for \$5.00 or less. Deposit required on all C. O. D. orders.

**ALLIED SALES COMPANY**  
 5713 Euclid Avenue Cleveland 3, Ohio

### CARNIVAL AND BINGO SUPPLIES

PLASTER, GLASSWARE, SLUM, BINGO STOCK, BALL GAME

Write for 1949 Catalogue Free

**STANLEY TOY AND NOVELTY CO.**  
 110 W. BROAD STREET RICHMOND, VIRGINIA

### SWISS WATCHES FROM DIRECT

They have: Precision Workmanship Sweep Second Hand Radium-Luminous Dial Genuine Leather Straps Chromium Case

#G Men's Wrist Watch \$3.50 Each



Minimum Order: 1/2 Dozen C. O. D.

Special Prices for quantity buyers, many others. Ask for catalog.

All our watches are guaranteed for one full year. Free instructions included for the stop-watches.

**MARVEL WHOLESALE WATCH CO.**  
 501 PINE ST. ST. LOUIS 2, MO.

#F Two Push Button Stop Chronograph \$4.75 Each  
 Same in yellow case, \$5.25 each



### THE IDENTITS YOU ALL HAVE BEEN WAITING FOR — TOPS THEM ALL



← #301 Massive Curb Chain and Plate Aviation Metal \$3.50 Dozen \$39.60 Gross

→ #303 Finished in Heavy Nickel Heavy Flat Curb Chain Massive Plate Reg. \$12 Doz. Now due to quantity production direct from manufacturer to you . . . \$7.20 Doz. \$84.00 Gross

25% Deposit With Order, Balance C. O. D.

**THE SALPRO CO.**  
 3824 W. Arthington St. CHICAGO 24, ILL.

### A MILLION SALES with CIRCLINE

Fluorescent Fixtures  
 The greatest lighting fixture yet made.

Here's Your Big Opportunity for Big Money Making.

**LOWEST PRICES**  
 Direct From Manufacturer  
 Write for Catalogue

**ABRAMS LIGHTING**  
 MANUFACTURERS FLUORESCENT FIXTURES  
 113 No. 7th St., Philadelphia 6, Pa.  
 Phone: WALnut 2-1947-1948

### BARGAIN! RAZOR BLADES CLOSE OUTS!

Speedway, Famous, Smith, Clif, Perfect, Sheffield, Cooper, Old Gold, etc. Carded—10¢ package; 20 pack 5¢, 2 1/2¢ pack in lots under 5,000; 2¢ pack in lots over 5,000—prepaid. Send money order. Send for a trial order. Guaranteed or money refunded.

**Simms Tobacco & Candy Co.**  
 Denton, Texas

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JUST OFF THE PRESS  
 ILLUSTRATING 44 PAGES OF HOT NUMBERS FEATURING . . .

Carnival Supplies, Jewelry, Silverware, Clocks, Watches, Toys, Novelties, Leather Goods, Dolls, Balloons, Cigarette Lighters, etc.

**WE SUPPLY**  
 Concessionaires, Churches, Bazaars, Park and Beach Trade, Fraternal Orders, Clubs, Fraternities, Street and Balloon Workers, Party and Dance Favors, Fair Workers, Firemen's Organizations.

**M. GERBER, INC.**  
 505 Market St. Phila. 6, Pa.  
 FIFTY YEARS OF FAITHFUL SERVICE

### BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletins

**AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.**

### LARGE QUALITY COMBS

5 1-8 1/2" House Comb. 1-8 1/2" Curl Comb. 1-7 1/2" Men's Comb. 1-7 1/2" Barber Style Comb. 1-5 1/2" Pocket Comb. Min. quantity: 100 Sets. Sample 25¢ Postpaid.

**\$12 1/2¢**

**Shorr Novelty Co.**  
 6523 Euclid Ave., Dept. "B," Cleveland 3, Ohio

### LADIES' LOVELY RAYON PANTIES

In orchid, maize, Nile and blue. With the fagoting leg, assorted sizes, six to a box, \$3.50 doz. Quality Chenille Bed Spreads in beautiful colors and designs. Style 100, \$4.50 ea.; Style P.P.O., \$3.00 each. Close out of Chenille Throw Rugs in nifty designs, pink or blue, 22x36 in., \$1.00 each.

**MCDONALD MFG. CO.**  
 Ooltewah, Tenn.

### BELLA MIRROR-TINSEL DECORATED FRAMES

Horseshoe Frame illustrated is 6"x8". Retail 49¢ ea. Your price \$2.40 doz. Heavy concentration on other popular numbers allows 33 1/3 % reduction. Sample free. Write or telegraph orders to

**BELLA PRODUCTS CO.**  
 Established 1935  
 41 Union Sq. New York City





**BARGAINS**  
Must Be Sold Immediately!  
Our Loss, Your Gain!  
Buy Now From Ad. No Catalog!



**SLUM**  
(Give-Aways)

Novelties, Toys, Brooches, Pins, Necklaces, Jewelry, Plus Many Other Items.

**1000 LBS.**  
(To a Customer)

**\$500**  
50 Lb. Sample  
Shipment—\$50.00

**B. LOWE**  
HOLLAND BLDG. ST. LOUIS, MO.



**ONLY \$3.00 EA.**  
COMPLETE with STAINLESS STEEL BAND (6 or more)  
GIFT BOX 5c additional

- ★ WRITTEN 1 YEAR GUARANTEE
- ★ RADIUM DIAL
- ★ SWEEPSECOND HAND
- ★ BRAND NEW (Not Rebuilt)
- ★ CHROME CASE
- ★ UNBREAKABLE CRYSTAL
- ★ GENUINE SWISS

10% Deposit, Balance C. O. D.  
Sample \$4.00

**SWISS IMPORT CO. Dept. 330**  
1335 S. California Ave. Chicago, Ill.

**FOR IMMEDIATE DELIVERY**  
HIGHLY POLISHED • ELECTRO PLATED

- IDENTIFICATION BRACELETS •  
from \$14.40 Gross and Up
- PINS • GUARD PINS • FOBETTES •  
from \$9.00 Gross and Up

WRITE FOR CATALOG NOW  
(STATE BUSINESS)  
25% Deposit With Order, Balance C. O. D.  
SEND \$5.00 FOR SAMPLE ASSORTMENT

**'Frisco Pete'** 604 W. LAKE ST. CHICAGO 6, ILL.

**\$1 STARTS YOU IN BUSINESS**  
TIES LINED ON BOTH ENDS  
100% WOOL INTERLINING  
Latest Creations. Large assortment of patterns. RAPID FIRE \$1.00 seller.  
Costs you \$7.00 per doz. You make \$5.00 per doz.  
SEND \$1.00 FOR SPECIAL INTRODUCTORY ORDER OF 2 lined ties.  
**PHILIP'S NECKWEAR, 20 West 22nd Street Dept. B-100, New York 10, N. Y.**

**LOOK—TOY AND NOVELTY BUYERS**  
Hundreds of unique and unusual Novelties and Toys from your national distributor, from 70¢ per gross to \$70.00 per dozen. We send samples. See what you buy. SPECIAL: 15¢ Piggybank Key Chains, per gross \$9.60 prepaid.  
**BLUE MOON CO.**  
Dept. 11, Ravenswood, W. Va.

**SCENERY AND BANNERS**  
SIDE SHOW BANNERS, 8x10 FEET, \$37.75; good cloth; leather straps and rings; also other Banners made; quick service. W. Courtney, Barboursville, W. Va. Phone 4301. my21

**TATTOOING SUPPLIES**  
EVERYTHING YOU NEED FOR TATTOOING—Electric Tattoo Machines, Designs, Colors; complete outfits; illustrated catalog free. Mill Zeis, 728 Lesley, Rockford, Ill. Je25

**TATTOOING MACHINES, DESIGNS, COLORS, Needles, Outfits; free catalog; fast service.** Owen Jensen, 120 W. 83d St., Los Angeles 3. my21

**WANTED—TATTOOER, LONG EXPERIENCE,** sober, reliable, must be good artist; call or write. Coleman, Tattooer, Norfolk, Va.

**HELP WANTED—ADVERTISEMENTS**  
RATE—12c a Word Minimum \$2  
Remittance in full must accompany all ads for publication in this column.  
No charge accounts  
Forms Close Thursday for the Following Week's Issue

**DOC BARNES WANTS BLACK FACE COMEDIAN** and Concession Agents. Van De Luxe Med Show, Atoka, Okla.

**ENTERTAINING SINGING PIANISTS, DUOS, Trios—Immediate opening.** Contact Carroll's, 135 Bladina St., Utica, N. Y. Ph.: 4-2471.

**FOR JULY AND AUGUST—EXCLUSIVE FOOD,** Drink Concession rural fair; write: Area Statewide, 121½ Lee Street, Montgomery, Alabama by May 25. my21

**MAN AND WIFE—MAN TO DRIVE SEMI,** wife to work domestic stock and ride menage; playing parks and fairs; free act; immediately. Buck Lucas, Etna, O.

**MUSICIANS FOR FINE DANCE ORCHESTRAS,** work steady, guaranteed salaries; write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. ju1

**WANTED TO BUY**  
A-1 CIGARETTE AND CANDY VENDING MACHINES, all other coin equipment. M. H. Postel, 6416 N. Newgard Ave., Chicago. my28

**FOUR SKEE BALL ALLEYS, 45 FEET LONG** to 36 feet, in good condition. F. F. Smith, Box #3, Old Orchard, Me. my14

**WANTED—OLD GOLD AND SILVER: JEWELRY,** Watches, Dental Gold Teeth, Antique Jewelry; highest cash price paid; satisfaction guaranteed; send for free mailing box. United Smelting Works (The Old Reliable), Government Licensed, 39-AH South State, Chicago np

**WANTED—SILVER KING NUT MACHINES,** Victors, Popcorn and Columbus Venders; any quantity; state condition and price. Cameo Vending, 432 W. 42d, New York.

**WILL PAY CASH \$100 FOR A GOOD 14-FT.** Milk Bottle Ball Game; must be in A-1 condition and complete. Address: J. St. John, 716 E. New York St., Indianapolis, Ind.

**PIANIST—PREFER DOUBLING ACCORDION;** experienced dance, show, concert, continental; union; summer; mountains near Kingston, N. Y.; start May 27, 4 hours, 6 days; only congenial gentleman; please give detailed information, reference and picture in first letter; \$50 with room and board. Box 418, Billboard, N.Y.C.

**TRUMPET—VOCALS, 23, ALL ESSENTIALS,** commercial bands or Dixie combo; locations only; available 15 May; cut or no notice. Red Robertson, 412 S. Madison, Grand Island, Neb.

**WANT HAMMOND ORGANIST TO PLAY** grandstand show at fairs; must read, prefer one with show experience; state full details. Williams and Lee, 464 Holly Ave., St. Paul, Minn. my21

**WANTED BASS MAN FOR MIDWEST TERRITORY** band; steady salary. Hank Winder, 8333 Cass St., Omaha, Neb. ma14

**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**  
CIRCUS LOCAL CONTRACTOR, PRESS Agent, Radio Agent, Minstrel Agent, 25 years' experience; state salary; join on wire; at Liberty May 20th; have car. Robert Saul, 315 N. Walnut St., Lansing, Mich.

**BANDS AND ORCHESTRAS**  
COMMERCIAL ORCHESTRA—9 PIECES; Female vocalist; special arrangements, union; desire summer location; available June 11th. Bandleader, 109c Federal, Oberlin, O.

COMMERCIAL 8-PIECE DANCE BAND—Desire summer location or hotel spot; available June 4th. Write Box C-334, Billboard, Cincinnati, O.

ROY SANDERS SOCIETEERS—9 to 11 MEN; union, commercial style band desires reliable agent. 1017 N. 9th St., Reading, Pa.

15 PIECE UNION BAND DESIRES SUMMER location; available June 1st; pictures and records on request. Musicians, 770 Ridgeway Ave., Apt. 1A, Cincinnati, O. ma21

**CIRCUS AND CARNIVAL**  
CARNIVAL SECRETARY—AVAILABLE ON account misrepresentation; handle all details any size show; reliable. Secretary, 338 Boush St., Norfolk, Va. my14

**DRAMATIC ARTISTS**  
AT LIBERTY FOR REPERTOIRE OR STOCK—General Business Team, Specialties, all essential; have trailer; no advance required. Jack Parsons, Route 4, Box 4, Texarkana, Ark.

**MISCELLANEOUS**  
MECHANIC AVAILABLE—18 YRS. EXPERIENCE on all coin machines; sober, car and tools, go anywhere; hours no object or days. D. E. Hughes, 7312 Kelly St., Pittsburgh, Pa. my14

**MUSICIANS**  
A-1 HARP-PIANO TEAM—JAZZ AND CLASSICAL; union; complete repertoire; long experience; graduate Oberlin Conservatory. S. Johnstone, care Dascomb, Oberlin, O. my28

A-1 SEXTET—ALL NAME EXPERIENCE. Desires season engagement; jazz, commercial, novelties, vocals. Arnie Pascale, 1934 State St., Racine, Wis.

ALTO SAX, CLARINET, FLUTE—AVAILABLE after June 1st; prefer location but will travel. Gene Schuetz, 6155 Kenwood Ave., Chicago, Ill.

AT LIBERTY AFTER JUNE 3—TENOR CLAR., experienced, reliable, read, jam, combo cocktail unit or band location only; write or wire. Pep Johnson, Box 223, N. Campus, Norman, Okla.

AT LIBERTY—LEAD OR SECOND TRUMPET; can read and fake; age 21. Wire: Skip Jordan, 124 West 13th, Emporia, Kan.

DRUMMER—AVAILABLE IMMEDIATELY; AGE 23, Local 10; read, play all rhythms, excellent equipment; prefer location. Dick Gierum, 704 South Maple Ave., Oak Park, Ill. Telephone Village 2355. my14

DRUMMER—UNION, DESIRES CONNECTION with responsible orchestra leader; good man for small combos. Musician, 102 Rauber St., Rochester, N. Y. my28

DRUMMER—12 YEARS EXPERIENCE ALL styles; cut good show, jazz rumbas; good car; prefer two beat commercial location bands but consider anything anywhere. Box C-335, Billboard, Cincinnati, O.

**DRESS UP YOUR CONCESSION with MINIATURE CHARACTER DOLLS** (A Rachelle Creation)



Doll is 7" Tall — Human Hair — Stands Alone! Beautiful satin costume with heavy lace trimming. 5 Costumes—White, blue, pink, green, red. Individually boxed with cellophane protective lining. Can be displayed in box without soiling doll.

\$12.00 Doz.  
Sample \$1.50

25% Deposit, Balance C.O.D. Postpaid  
Jobbers: Write for prices!

**Sigfrido Doll Mfg. Co.**  
309 Fifth Ave. NEW YORK 14

**ENGRAVERS!**  
I'm with it since 1907!  
Originator of the ALL-ALUMINUM IDENT.  
\$2.50 Doz., \$25 Gr.

Grab Bag Jewelry—40 different items complete—Sample Assortment \$3.00

SHELLS and GOLD WIRE FOR WIRE WORKERS  
Have worked stores with jewelry joints myself for years and know your needs.  
LOWEST PRICES AVAILABLE  
SEND FOR CATALOG

**MILLER CREATIONS MFR.**  
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**500 CUTIE STRIPPERS**  
LUSCIOUS, ATTRACTIVE BEAUTIES

First time shown. New models. Tantalizing glossy photos. 12 strip life photos to a set—12.

500 NEW, DIFFERENT, LUSCIOUS SETS—500  
Wholesale only. No C. O. D.'s.  
100 Sets of 12s \$36.00  
Sample Assortment, \$1.00.

**ARTHUR FRAIDIN**  
Box 205 Baltimore 3, Md.

**FIREWORKS and NOVELTIES!**

- Housewares • Cutlery
- Kitchenware • Toys
- Wheel goods • Novelties

Send for Catalog  
Order Now • Lowest Prices

**ACME SALES CO.**  
P. O. Box No 1141 Atlanta Ga.

**GELLMAN BROS. Inc.** 119 NORTH FOURTH ST. MINNEAPOLIS 1, MINN.

**new 1949 Catalog WILL SOON BE READY!**  
Send for Your FREE Copy Today!

Our new 1949 catalog will illustrate the latest and most complete line of Novelty and Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminumware, Clocks, Lamps, Plaster, Stuffed Toys, Dolls, Whips, Canes, Monkeys, Novelty Hats, Celluloid Dolls, Slum and hundreds of other popular items suitable for every type of concession.



**Store Route Plan PAYS BIG MONEY**

**SELL COUNTER GOODS**  
Build good-paying business of your own. Call on dealers of all kinds, show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.  
World's Products Co., Dept. 8-S, Spencer, Ind.

**MEXICAN JUMPING BEANS**  
New crop of lively beans now being harvested. Shipments made in late May or early June. Orders filled in order received. If crop not sufficient to fill all orders, money refunded. Postpaid anywhere in U. S.

**SUNLAND NOVELTY CO.**  
P. O. BOX 719 EL PASO, TEX.

100. \$1.00  
500. 4.00  
1,000. 7.50



**BUY WHOLESALE FOR MORE PROFIT  
NEW LOWILL WATCHES**  
DIRECT FROM THE SOLE DISTRIBUTOR.  
ELIMINATE MIDDLE MAN'S PROFITS!



**LOUIS PERLOFF**  
WHOLESALE JEWELERS  
DEPT. LO, 737 WALNUT STREET, PHILA. 6, PA.



Nickel Plated, exclusive New Haven compensating hair spring makes it keep better time under extreme of heat or cold. No. 775BB — In lots of 10 or more, Ea. \$1.49. Sample—Ea. \$1.70.

Same as above, but has luminous hands and numerals. No. 776BB — In lots of 10 or more, \$2.25. Sample—Ea. \$2.35.

Plated in color of natural gold. New Haven compensating hair spring makes it keep better time under extremes of hot and cold. No. 777BB — In lots of 10 or more, Ea. \$2.75. Sample—Ea. \$2.96.

**ROHDE-SPENCER CO.**  
223-225 W. MADISON STREET  
CHICAGO 6, ILLINOIS

**PITCHMEN . . . DEMONSTRATORS**  
**E. Z. Plastic Rayon Towels**

Sells any place fast. Big profits. Fairs, Shows, Stores, Resort, Homes, Camps. E. Z. Pitch with all orders.

Every home, person will use this towel. SIX Colorful Towels in a Package. 18"x30" sells for \$1.00. \$4.80 Doz. Pkgs. Gross \$54.00. 10 Gross \$50.00 per gross.

Bulk Towels, \$60.00 per 1000 (6 colors)

Prompt shipment. No C.O.D.  
Samples \$1.00. Prices F.O.B. ST. PET., FLA.  
All orders cash or deposit, bal. C.O.D.

**BALL PRODUCTS**  
701 Third St. South St. Petersburg, Fla.

**CARNIVAL WHEELS**



**TRICKS and JOKES**  
At Wholesale  
D. ROBBINS & CO.  
152-B W. 42nd St. New York City 18

**ATTENTION! PITCHMEN AND NOVELTY STORES**  
Rush \$1.00 (Refundable) for 10 Different Samples of FAST SELLING Tricks, Jokes and Wholesale Price List. You'll receive \$3.50 Retail Value. Please Mention Line of Business.

**Chinese Firecrackers**

Bundle 1280 1 1/2 Crackers	\$3.00
Bundle 1600 1 1/2 Crackers	3.50
Bundle 2000 1 1/2 Crackers	4.00

100% Profit—Cash With Order.  
**BUCK BROTHERS**  
Columbia, Tenn.

**GIRL BASSIST AVAILABLE—EXPERIENCED**  
large, small units; double vocals. Contact Elaine Bravis, 4072 Stinson Blvd. N.E., Minneapolis 21, Minn. Sterling 2403.

**GUITARIST — AVAILABLE IMMEDIATELY;**  
rhythm or solo; electric, Spanish; write or wire. James Carter, Hotel Virginia, Columbus, O.

**GUITARIST, VOCALIST (TENOR), ARRANGER;**  
read, fake; modern arrangements; will travel; 22 Clarence Alexander, R.F.D. #3, Greenbay Road, Waukeegan, Ill. Majestic 3560-Y-3. my21

**GUITARIST (ELECTRIC) — YOUNG, SINGLE,**  
sober, experienced with combos and bands; solo and rhythm (not hillbilly), cut or no notice; prefer location, will travel; available June 11; write. Musician, 215 Brehl Ave., Columbus 8, O.

**HAMMOND ORGANIST — OWN ORGAN,**  
chimes; male, union, white; big set-up; exp. bar, radio, grille; photo, record. P. O. Box 208, Chicago. ma14

**HAMMOND ORGANIST WITH ORGAN—AGE**  
40, man, experienced, union; desires summer engagement; hotel, restaurant or cocktail lounge; former theater organist. Organist, c/o 1545 Ensor St., Baltimore, Md., Saratoga 6175. my21

**LEAD ALTO-CLAR. — EXPERIENCED, TONE,**  
read anything, single, cut or no notice; car, no bop; available June 15; reliable. Musician, 551 Kilbourne St., Columbus, O. my21

**LEAD ALTO DOUBLING CLARINET, FLUTE,**  
Piano Man; like working together; both cut or no notice; available May 14; working combo now; state full details first correspondence; have car; wire or call immediately. Phone 613W. Fred Burgi, 1509 3d Ave., Dodge City, Kan.

**PIANIST-ENTERTAINER, VOCALS, PLAYS**  
Solofox, risque to classics, union, large repertoire, solo; resort position preferred; write wire. V. R. Carpenter, 1501 Park Road, N. W., Washington, D. C., Apt. 4. my14

**PIANIST WITH SOLOVOX—FOR COCKTAIL**  
bars and dining room work; commercial. Laura Stearns, 3117 Fremont, So. Minneapolis, Minn. my14

**PIANIST—LOCATION ONLY; FOR HOTEL,**  
etc.; union, reader; concert or dance music; give particulars. Larry Scheben, Gen. Del., Denver, Colo.

**PIANO—AVAILABLE AFTER MAY 1ST; ALL**  
styles and can travel. Contact: Box C-330, Billboard, Cincinnati, O. my14

**PIANO AND SOLOVOX PLAYER—CLASSICAL**  
and popular music; no vocals; do not have own Solofox; travel anywhere. Contact: Kathy O'Neil, 849 Colburn St., Toledo, O.

**PIANO, SINGLE, FROM JUNE THRU SEP-**  
tember, experienced, prefer smart cocktail lounge or club; unlimited request repertoire; will travel. Box 415, Billboard, N. Y. C.

**PIANO—IMMEDIATELY; EXPERIENCED COM-**  
bo, big band, single; union, read, fake; no one nighters. Musician, 1347 W. Decatur St., Decatur, Ill. my21

**TENOR ALTO CLARINET—ANY STYLE, ANY**  
Chair; available for location engagement, prefer Southern U. S. Box C-333, Billboard, Cincinnati, O.

**TENOR, BARITONE, CLARINET, SOME**  
Trumpet; read, tone, experience any style; sober, married, age 30; cut or no notice; available May 25. Virgil Medcalf, Lebanon, Tenn.

**TENOR SAX AND CLARINET—WILL DOUBLE**  
alto; good tone and section work; travel; will consider anything; available June 3. Paul Rioran, 721 Marion St., Ft. Worth, Tex.

**TRUMPET - VOCALS — NAME BAND, SHOW,**  
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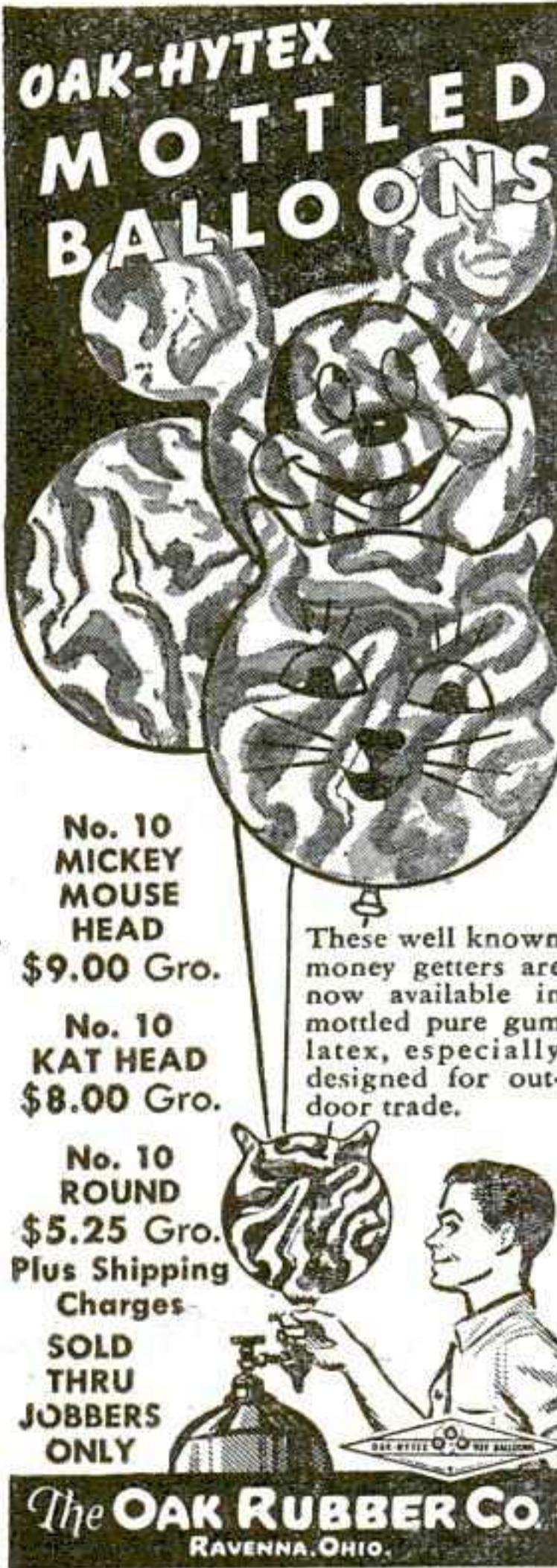
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RAVENNA, OHIO.

# Pipes for Pitchmen

By Bill Baker

**THEODORE TURCZYN . . .** sold rods and reels at the recent Detroit Sportsmen's Show. He reported business way off.

*Spring fever rarely hits the pitchman. His lot is itchy feet.*

**EUGENE P. GLASS . . .** well known in Pitchdom, is working out of his Dayton, O., headquarters.

He keeps abreast of every development in his field.

**JOHN H. ANDREW . . .** veteran pitcher, is currently driving the routes for *The Southern Planter*, but is contemplating returning to the pitch game with spark intensifiers.

*Anyone work the Kentucky Derby, Louisville? How was it?*

**Pitchmen's Sayings:** "You kind people are among the first to see this brand-new item."

**"DESPITE THE WEATHER . . .** the Buccaneer Days wound up a colorful and successful run in Corpus Christi, Tex., recently," cards R. B. (Slim) Cunningham from Beeville, Tex. "We've had numerous heavy rains in this sector of late, but the Corpus Christi celebration drew large crowds and the event proved a red one for the money hustlers."

*Pitchdom's critics are numerous but there are never enough of 'em with constructive ideas.*

The many bright events in May should fill plenty of pitchmen's pokes with hay.

**J. R. STEPHENS . . .** widely known in pitch circles, has forsaken Pitchdom, at least temporarily, to specialize in photography. He's been shooting photos of all carnivals within a 50-mile radius of Detroit and reports business okay when the weather's good. Stephens has booked the layout at a number of celebrations in Ohio and Michigan.

The successful pitchman not only knows how to speak but he knows when to do it and for how long.

*Baddies close spots. The right gees open 'em.*

**"WORKED THE . . .** Magic Wonder Towels in front of a Brunswick, Ga., hardware store April 30," cards Sonia Giroud from Jacksonville, Fla. "It was a swell spot for a Saturday and it can be worked by anyone possessing a good, clean item. My demonstrator has started a two-week stand at Levy's, Savannah, Ga., and business at the opening was good. Fifteen demonstrations were going on simultaneously at Cohen's, Jacksonville, all last week. Items included pressure cookers, sandwich toasters, tinfoil, can openers, glass engraving, coffee makers, graters and button-hole stitchers."

*Fancy Freddie Says: "It's the clean worker who can get money anywhere."*

Do as you like and your difficulties are just beginning.

**THE CARL KNOWLESES . . .** have been frequent visitors at the new home of Mr. and Mrs. Raymond A. (Bud) Chalue in the foothills of the Sierra Madre Mountains, Monrovia, Calif. Carl has been working Bud's new gas breaker in Southern California to outstanding returns. Knowles says that Art Novotny is working the same item in Seattle, while Fred Krause and Ray Lindsey are playing San Francisco with the item to sound results. He adds that O. A. Rorabaugh has purchased stock and is making preparations to start North from California.

*The spring months you talked about last winter have arrived. What are you doing about them?*

Most pitchmen possess a burning ambition that has helped them overcome seemingly insurmountable obstacles.

the Ringling-Barnum show. A feature article, "Precision Rules Circus Transport," describes how the show is moved and tells of the men responsible for moving it. There are some 30 pictures of circus lot scenes.

There is no surer way to make a matinee 90 minutes late than to arrive in town 30 minutes late.

George Barnaby, clown, visited with Lee Virtue and Horace Laird when Cole Bros. played Kokomo, Ind. . . . After 35 years with the big tops, Roy U. Crum is now on a farm at Tehachapi, Calif. He was with Barnum & Bailey, Hagenbeck-Wallace, Sells-Floto, Al G. Barnes and other circuses. . . . Charles and Peggy Kline, after closing their stock show dates in Texas, will be at the Shrine Circus, Peru, Ind., May 13-15, for Ernie Young, with other dates to follow. . . . Burt Wilson, Chicago, now in the South and Southwest on business, writes that he caught the Al G. Kelly-Miller Bros. show at Clarksville, Tex., and the Dailey show in Poplar Bluff, Mo. . . . Walter L. Main is back home in Geneva, O., after a trip to Florida, Cuba and other points. In Florida he visited with George Christy, former owner of Christy Bros., and in Cuba caught the Santos-Artigas Circus. En route home he visited various shows, including Rogers Bros., Dales and the John Pawling show.

Old sport used to brag about his love conquests, but now he hangs around stake-and-chain wagons bragging that no woman ever tied him down.

## AN OPEN LETTER

601 W. Abriendo, Pueblo, Colo. March 23, 1949

J. A. Whyte & Sons, 1422 Wisconsin Ave., Washington, D. C.

Gentlemen:

It has been quite a few years since I've made even a hundred dollars in one day. Thank God, those days are here again. . . . Thanks to your recent discovery. Sincerely, F. W. Barday.

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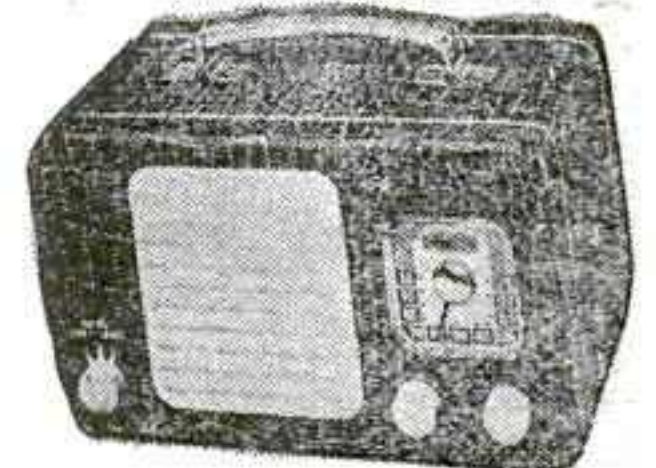
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## FAIR DATES

(Continued from page 67)

- Dalmatia—Lower Mahanoy Tp. Community Fair. Oct. 20-22. Mrs. Ruth C. Tressler.
- Derry—Derry Tp. Community Fair. Sept. 22-24. Joseph A. Greuble.
- Ephrata—Ephrata Farmers' Day Assn. Sept. 21-24. R. H. Garver.
- Ford City—Armstrong Co. Fair. Sept. 2-5. W. B. Mechling.
- Greenville—Upper Perkiomen Community Fair. Sept. 23-30. V. S. Ensminger.
- Hollidaysburg—Hollidaysburg Farm Show Assn. Oct. 12-14. Norman K. Hoover.
- Home—Ox Hill Community Fair. Sept. 5-7. David W. Simpson.
- Lampeter—W. Lampeter Community Fair. Sept. 23-30. Wayne B. Rentschler.
- Ligonier—Ligonier Valley Fair Assn. Aug. 23-27. R. A. Hardy.
- Linesville—Linesville Community Fair Assn. Sept. 7-10. O. C. Lance.
- Lititz—Lititz Community Show. Sept. 29-Oct. 1. Harry Gorton.
- Mercer—Mercer Central Agrl. Soc. Aug. 23-27. Harry Moore.
- Mill Hall—Clinton Co. Fair. Aug. 24-27. J. Rex Haver.
- Millport—Oswayo Valley Community Fair. Sept. 7-10. Mrs. Nina H. Vanderhoof.
- Montandon—Tri-Township Fair. Sept. 21-23. Clarence E. Emery.
- Mount Joy—Mount Joy Community Exhibit. Oct. 13-15. Joseph G. Shaeffer.
- Myerstown—Myerstown Community Fair Assn. Oct. 12-14. John R. Shermes.
- Newfoundland—Green-Dreher Community Fair. Aug. 25-27. Henry G. Batjer, Greentown, Pa.
- Port Allegany—Port Allegany Community Fair. Mid-October. Clyde G. Lynch.
- Port Royal—Junata Co. Agrl. Assn. Sept. 5-10. Dwight B. Hower.
- Pricedale—Rostraver Tp. Community Fair. Sept. 7-9. T. E. Cocain.
- Schaefferstown—Heidleberg Community Fair. Sept. 23-30. Henry N. Wenger.
- Townville—Townville Community Fair. Sept. 22-24. Eida Riede.
- Turbotville—Turbotville Community Fair. Oct. 5-8. Lee Menger.
- Ulysses—Ulysses Community Fair Assn. Aug. 23-25. Clark G. Cowburn.
- Unionville—Unionville Community Fair. Oct. 3d week. Robert G. Struble.
- Washington—Washington Co. Agrl. Fair. Aug. 16-19. William H. Hutchison.
- Washingtonville—Montour-DeLong Fair. Oct. 12-14. Emerson C. Heffner.
- Yellow Creek—North Bedford Co. Fair. Oct. 20-22. Ray M. Fisher.

## SOUTH CAROLINA

- Newberry—Am. Legion Newberry Co. Fair. Oct. 10-15. Frank Sutton.
- Sumter—Sumter Co. Fair. Nov. 7-12. J. Cliff Brown.

## TENNESSEE

Lawrenceburg—Lawrence Co.-Tenn. Valley Fair. Sept. 26-Oct. 1. Dr. E. R. Braly.

## TEXAS

- Hempstead—Waller Co. Fair. Sept. 22-24. S. E. Mayo, Waller, Tex.
- Jourdanton—Atascosa Co. Fair Assn. Oct. 20-22. Leon F. Steinle.
- Shamrock—State Line Free Fair. Sept. 22-24. Guy Hill.

## VIRGINIA

- Chesterfield—Chesterfield Co. Fair Assn. Sept. 22-24. J. C. McKesson, Richmond, Va.
- Farmville—Five-County Fair Assn. Sept. 19-24. J. C. Brickert.
- Fincastle—Botetourt Co. Fair Assn. Aug. 22-27. Agnes Booze.
- Keller—Eastern Shore Fair Assn. Aug. 30-Sept. 3. J. Milton Mason.
- Manassas—Manassas Fair Assn. Sept. 5. J. M. Baucum.
- New Castle—Craig Co. Fair. Sept. 7-10. L. Y. Fields.
- Tappahannock—Northern Virginia Fair. Sept. 5-10. George C. Clanton.

## WYOMING

- Afton—Lincoln Co. Fair. Aug. 26-27.
- Jackson—Jackson-Wilson Fair & Rodeo. Aug. 22-27.

## UNDER THE MARQUEE

(Continued from page 63)

Kim, Cy and Roy were members of Hunt Bros. band last season. . . . King Eaille, who is doing promotional work for the Moose Lodge out of Mooseheart, Ill., reports he spent a few days visiting Ben Davenport and other friends on Dailey Bros. Baile's son, Billy, recently left for a tour of South America and South Africa. . . . Two former circus partners, Bob Dickman, car manager, and George W. Hamilton, lithographer, are on the Hunt Bros.' Circus advance. They were co-partners in the Bob Dickman Circus in 1945. . . . Russell Harrison, with Seals Bros. band the first four weeks this season, is a patient in Ward E, Veterans' Hospital, Fort Logan, Colo. . . . The April issue of *The Railway Conductor*, official publication of the Order of Railway Conductors, is a regular sawdust special. Seven pages are devoted to

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**Garden Bros.**

Program is running smoothly. Ken Good is doing a good job as musical director. Bill Garden handles the announcer's duties in a capable manner.

Org's opening in Toronto was big and business there was good despite some inclement weather. Extra acts added in Toronto included Mae Lewis, ponies; the Great Eugene, high wire; Francisco, sway pole; Cliff O'Roy and Johnson, slack wire; the Nicklings, trampoline, and several clowns.

The entire Bill Garden family is much in evidence and Dickie and Norma garner plenty of publicity. Marlene Whaling, daughter of Bobby and Yvette, spent her vacation on the show and subbed for her mother at one matinee. She has returned to school in New York.

The stand in Guelph, Ont., was marred opening day when Paul, of the wire act, fell. He suffered only an ankle injury, however, and was okay for the next show.

Acts this year include the Morris troupe, trampoline and whip cracking; Capt. Roman Proske's tigers; Chico, juggling; Vallee and Doreen and the Rutleys, acro; Wilbur's dogs and ponies; Ian Garden, high-school horse; Janis and Paul Marcelli, wire; Lola and Mickey, roly-poly; Tex Mosley, with Ferdinand the bull; the Morris troupe, teeterboard; the Great Downie, single traps; Bobby and Yvette Whaling, bike; Will Hill's elephants; the Antaleks, perch.

Clowns include Fifi, the Carr brothers, Ernie Bruce, Art MacCall and Adam Geddes.

Staff includes Basil Whitfield, 24-hour man; Jean Shaw, costumes; Kenneth Good, musical director; Al Martin, electrician; Leo Mathieu, arena superintendent; Bob Bailey, boss billposter; Fred Virgo, superintendent of transportation, and Phil Bennett and Joe Benet, concessions.—BILL DOWNIE.

**John Pawling**

Red Luncford, equestrian director, has a fast moving performance. Melvin D. Hildreth is producer and director of the spec, *Alice in Spangleland*. Two new additions to the spec are Ronna McIntosh and Patsey Reeh, both aged three.

Albert Powell's dog act is going over big. Lee Hinckley and his band account for a lot of the pep in the show. Little Midge is fast becoming a regular trouper, especially since the mud and rain.

Tommy Bentley is breaking in his dog act between shows. Jim Conwat treats all the kids to pony rides.

Deacon and Davey McIntosh and Jimmy Salters deserve praise for their transportation work. Birthdays were celebrated by Pete Reeh and Mrs. Jack Meredith.

On the sick list are Lawrence Powell and Milton Smith.

Visitors were Mr. and Mrs. Charlie Lochier and daughter, Louise, with Louise making spec; Mr. and Mrs. John Meeks, Mr. and Mrs. Leon Bennett, Walter L. Main, Don Hayman, Chuck Sataja, Mary Dalesio and Mr. and Mrs. Phelps.—GRACE and FLO MCINTOSH.

**Mills Bros.**

Ohio weather is treating us with kindness. The ballet girls and the Wallabe Troupe are getting in plenty of sunbathing.

Joe Dobas, of the Dobas Troupe, sprained his arm but lost no performances. Charley Brady, lot superintendent, celebrated his 74th birthday Wednesday (4). Mark Roe and his cookhouse crew do a swell job. Meals are always on time.

The Madge Kinsey Comedy Company, managed by Harry Graff, visited in Marion, O. Incidentally, Glen Graves, son of the late Mickie Graves, is the son-in-law of Graff.

Rieta LaPearl bruised her arm and hand trying to save a child, who had run out on the track during menage, from injury.

Clown Jimmy DeCobb is on the sick list.—JACK LAPEARL.

**Dressing Room Gossip**

**Polack Bros. Eastern**

The Aerial Charltons, Paris, Tex., for the first time this season, were able to erect their rigging to its full height of 100 feet.

In Austin, Tex., Sam Ward, our promoter, received an honorary colonel's commission in the Texas Rangers from Gov. Beauford Jester.

New arrivals on the show are the wives of Hubert Castle, Dave Kind and Dwight Moore. Returning from a swim, Ray and Shirley Charlton found their trailer flooded with six inches of water. Dime Wilson and Betty Brasno aided the Charltons in their distress.

Bill Kay sold 57 banners for Sam Ward, the largest spread of banners so far. Elmer Santana, despite hand injuries, continues to catch in the Lopez act.

Charley Borza purchased a light plant for his trailer. Walter Long's mother visited in Kalamazoo. The Malikovas visited their home in Fort Worth. Fred and Betty Proper have a new Hudson. . . . Nita Borza is on the sick list.

Personnel has been visiting many circuses lately. At the Barnes show were the Raymonds, Kinko and Mary, Dennis Stevens, Billy Barton, and Edythe and Whitey Boyd; the Police Circus, the Propers, Darby Hicks, Betty Brasno, Elmer Santana, Terry Peers, Kinko and Mary, the Raymonds and Dennis Stevens; the Cole show, Terry Peers, Elmer Santana and Betty Brasno; the Dailey show, Dwight Moore, and the Banks show, Dime and Connie Wilson. Wilson's family is on the Banks show.

At the Al G. Kelly-Miller show, Henry Kyes sat in with the band, and Cheerful Gardner watched every move of the bulls.

Visitors have included Mr. and Mrs. Vernon Pratt and daughters, Rita Jo and Betty Jean of Hugo Bros.; Henry Cannon of Honolulu; Morton A. Smith and family, Gainesville Circus; Dallas McLean and Willis Alley; the Badgers, Mr. and Mrs. Wallace Turberville; Frank Pahlman; Tom Scaperlanda; Jimmy Jefferies, Dallas radio star; Mr. and Mrs. Richard Adams; Walter Powell, wire walker, and Ted Bowman, circus fan.

Mrs. Vernon Pratt had Mabel Stark as her luncheon guest. The following night, Mabel served refreshments in her dressing room.—BILLY BARTON.

**RINGLING-BARNUM**

(Continued from page 62)

Mrs. Gardner Wilson, Mr. and Mrs. Hammill, Jack Leontini, Harry Klima and midget friends, Ernie Burch's parents, Bella Attardi's mother, Mr. and Mrs. Edgar H. Wilson, Mr. and Mrs. Tom Gregory, Mr. and Mrs. Ralph Holt and Frank McCloskey's brother and sister-in-law.

Garden scenes: The man riding the giraffe in spec, creating an unusual sight. . . . Frankie Saluto all smiles with his new hat. . . . It's a tie between Rose Alexander and Fanny McCloskey as to who keeps the girls laughing longest and hardest with their jokes. . . . Old timers calmly claiming nobody can do the *Mairzy Doots* gag like veteran Johnny Tripp. . . . Harold Alzana walking around the Garden on web wires, cables, seat railings and what not, at the beginning of his act. . . . Natalia Tock, Polish ballet dancer, being interviewed on the radio show *We, the People*. . . . Last-minute orders for buckets, chairs, etc., for living under canvas.—MARY JANE MILLER.

**CLYDE BEATTY**

(Continued from page 62)

Burnett busy turning out advertising banners. Red Larkin and Ann Simpson were married April 25.

Mel Renick now supervises the gilly wagon in addition to handling wardrobe, laundry and clowning. Harriett Beatty is recovering from her recent illness.

Aside to Charles Hilderra: We will play Monterey again.—LAURENCE CROSS.

**Polack Bros. Western**

On the jump from Indianapolis to Sacramento, Bobo Barnett stopped off in Los Angeles to visit his wife and 10-month-old daughter. Gus and Betty Bell stopped off in Dallas to pick up their daughter, Nicki.

Art Springer entertains the aerial ballet each day before their number. Otto's rendition of the death scene from *Hamlet* has been added to the clown band routine. Yvette Kohl is doing single traps in the aerial number. Bob Kellogg joined clown alley.

Harry Dann is upsetting the dressing room by making model circus wagons. Otto Griebing dresses like a tourist since coming to California, ice cream suit, straw hat and camera.

Otto Berosini, Justus Edwards and Barton and Betty Bell are sporting new cars. Betty came up with some more nice wardrobe for the flying act. When it comes to making street wardrobe, Naida Roberta is no slouch.

Richard Sidney got up at 5 a.m. to go fishing and came back sans fish, but with a dandy sunburn.

Visitors from Warner Bros.' Circus were Lew Kish, Jack and Grace Fairburn, Gus Lind, Hank Carlyle, Lynn and Linda and daughter, Shirley, and Bobby Tod. The Freemans, Billy Griffin, Joe Sherman, Harry Dann and Arden Beecher returned the visit.

Josephine Berosini flew to New York and back to catch the Ringling show. Fred Merkle, George and Ruby Cutshall and the Freemans visited Butch Burkhart, who is confined in the Veterans' Hospital, Indianapolis.

Eddie Ward says he has the best Cadillac that Ed Raycraft ever sold. Bobo Barnett is on the sick list, suffering from skunk bite. Offender was his pet.

B. P. Martin and Merle A. Sprague, of CFA, were frequent visitors in Sacramento.

Patsy Kelly, daughter of Greta Kelly, and Roland Natal, son of the Monkey Man, celebrated birthdays. Two new web sitters in the little aerial number are Ross Paul and Alex Konyot.

The California sunshine is agreeing with Chester Sherman's aches and pains.—FREDDIE FREEMAN.

**Robbins Bros.**

Percena Morris and the Conleys give the local laundryettes a good play.

The Nicklings, bars and trampoline, joined from Hamilton, Ont. They are former members of the Don Clarke Troupe of Canada.

Gladys Gillem and her daughter, Johnnie Wall, and the Nicklings visited the John Pawling Show. Martha Meredith and her mother; Grace McIntosh and her daughter and the Rolandos returned the visit.

Other visitors were Mr. and Mrs. Bill Meyer, Mr. and Mrs. Felix Morales, Jimmie O'Neil, Jimmie Hetzer, Ed Hillhouse, Leo Loranger, Captain Ferguson, Captain Enger, the Harters and Virginia Conley's sister and family.

Bayless show's photographer, took plenty of pictures in Portsmouth, O.—JIM CONLEY.

**COLE BROS.**

(Continued from page 62)

of the front crew, announces his wedding plans.

Visitors have included Bert and Corinne Dearo, Joe and Ena Lewis, the Hodgins, Mike Wissinger, Lyman Keys; Mr. Gore, of Frankfort, Ind.; Jimmy O'Connor, Mrs. DeLockte and Mary Ann, Rev. Henry Gardner, Mr. and Mrs. H. W. Mensmear, Mr. and Mrs. Grove Nitcham, Pistol Pete and Whitey Haven, Bill Reed Blandon, Paul Lane, Joseph Martin and Ben Davenport.—SALLIE MARLOWE.

**Rogers Bros**

The show is rolling right along and finding fairly good business. North Carolina turned out to be a bit wet, with everybody working in boots and rainy day wardrobe.

Frankie Woods seems to have the inside track in the race for Little George's affections. One of the most interesting sights in the morning is watching Wayne and Marge Newman hooking up their trailer.

Jack Lewis works the advance and holds down one of the ticket boxes.

Sunday in Morganton, N. C., was a trouper's dream, a river on one side, a drive-in theater on the other, and a pitch-till-you-win fish fry joint on the lot. Mono Guitierrez is looking for a good barber pole. On Sundays the hair really flies around his trailer.

Jimmie O'Donnell and Jimmie O'Dell celebrated birthdays. The big question around the lot is whether or not Nida Kinchen will make the concert.—CHICKIE O'DONNELL.

**Ayres and Kathryn Davies**

Visitors have included Sonny and Dotty Burdette, Chappie Pease and Bob and Edna Jeffries. Betty Tilton, Ollie Heerdink and Corky and Lucille Frazier caught the St. Louis Police Circus and returned to this opera with big-show ideas.

Pop Frazier is now known as Rubber Kilowatts. Reason is he ran the show four days with only a 1500-watt Kohler. The new light plant finally arrived and now we have plenty of lights and Pop gets a chance to sit down once in awhile.

It's hard to tell Ayres Davies from the workmen these days. He says he's going to learn to swing a sledge with one hand and push a pen with the other.

Captain Christy is getting to be quite the butcher these days.

Otis Burns serves coffee until the last stake is loaded. This is probably the only show with an all-night cookhouse.—LUCILLE FRAZIER.

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## SALESBOARD SIDELIGHTS

Harlich Manufacturing Company, Chicago, is finding demand for merchandise boards riding high in the upper sales brackets. **Sam Feldman**, sales manager, says this type number, after its swift uptrend earlier this year, is now holding at a steady order level with all indications pointing to a permanent place in the field for the board. . . . **Thomas A. Walsh**, head of Thomas A. Walsh Manufacturing Company, Omaha, is currently covering the Southern territories in a repeat tour. He feels that with board interest up, on-the-spot sales action is a wise move.

**Jack Morley**, talking as the new v-p in the recently formed Consolidated-Container Corporation, St. Louis, hastens to detail the official line-up of the firm. Jack says that thru an oversight, complete credit was not given in an earlier story of the officers (The Billboard, April 30). In addition to officers mentioned (**Max Sax**, president; **Irv Sax**, vice-president in charge of sales; **William Stone**, vice-president in charge of production, and Morley) Chester Sax carries the title of vice-president. Jack adds that the current state of optimism in the industry is not just "so much balderdash." "There's plenty of business if you work a bit to get it," he opines.

Secore & Secore, Chicago, is being manned by **Mort Secore** while **Irwin** is out contacting the field in Iowa and Nebraska. Firm is adding new representatives to cover Illinois, Iowa and Missouri, in addition to those States reported last week: Dakotas, Kansas and Nebraska. . . . **Triangle Manufacturing Company**, Minneapolis, occupied a suite at the Radisson Hotel, Minneapolis, during

the Five-States Music Meet April 25-26.

**Gardner & Company**, Chicago, continues to report mounting acceptance of its greatly expanded line of new numbers. Currently, a new line of novelty boards adaptable to all territories is ready to be pulled out of the hat. Die-cut seal jackpots are in great demand, according to Gardner officials. Both **Charles B. Leedy** and **Maurie H. Kaye** are hitting the territory once more and their field reports coincide; business is "fine and favorable" they wire.

**Superior Products**, Chicago, has welcomed back sales manager **Robert H. Kolinsky** from his Eastern trip. Production is humming along at Superior, it was reported. . . . **Robert G. McNabb**, president of Werts Novelty Company, Inc., Muncie, Ind., relays word that ticket games are still up kite-high on the sales charts. Use of ticket numbers, he says, rounds out an operator's line of boards and is conducive to better play.

**Harold Boex**, Pioneer Manufacturing Company, Chicago, vice-president, reports that four new boards were released last week, and are set for prompt delivery. Two of the "newies" are pellets, one of which is the dime play Constellation. Other two boards are 10-cent straight punch type. Harold has just returned from his Kentucky-Ohio trip, and is mulling over road maps for future tours.

**Ernest (Ernie) Marley**, Kansas City, Mo., comes up with the story of how the B & N Sales Company, Kansas salesboard jobbers, figured in the apprehension of two juvenile coin snatchers. Seems that firm officials, upon finding rolls of pennies and nickels missing from their warehouse office one morning, informed the police. Local bluecoats promptly bagged the junior culprits, who were easily tracked by their penny and nickel spending spree.

**Crown Products**, South Bend, Ind., is another salesboard and jar deal manufacturer to quote rising sales activity in the Southern areas. Crown's **Roy Galentine** thinks Dixie deliveries will show a steady uptrend in coming months, and to back his prediction cites firm's Southern route man, **Moe Burden**, who is turning in reports of top tempo business.

**PUSH CARDS**

All sizes of straight or skip number cards with Girls' Names and winner under Seal. Also cards with every push a winner. Immediate shipment from stock.

**FREE CATALOG—Write**

**W. H. BRADY CO. MFRS.**  
CHIPPEWA FALLS, WISC.

## ONE-PIECE PRODUCTION

(Continued from page 49)  
sider it one of the smaller spokes. "The rep shows did much to keep the theaters alive, but the main backbone of show business was the one-piece production, such as Robert Downing in *Richard, the Lion Hearted*; *The Gladiator* and *Virginus*; Thomas Keene in *Richard III*, Joseph Arthur's *Blue Jeans* and *Still Alarm*; *Lindsey Woolsey*, with Edward J. Morgan, Laura Burt and Annie Russell.

"One of the best drawing shows was *Sis Hopkins*, with Rose Melville, then Dave Levi's *Josh Spruceby* and *Uncle Seth Haskins*. Good ones too were *The Pinkerton Girl*, *The Broken Idol*, *Tempest and Sunshine*, *The Coupuncher* and *Shadowed by Three*, all produced by W. F. Mann. Lincoln J. Carter contributed much with his *Heart of Chicago*, and *Remember the Maine*. Al Wood produced so many of the old-time melodramas that they'd fill a book. Porter J. White also covered the country in *Faust*.

"In the past 60 years I have been with most of the above shows. They built show business—and kept it alive. Today we must look to the Little Theaters for any revival."

## BLOOMFIELD OWNERS

(Continued from page 49)  
ing involved will be permanent. The property owners' appeal requests a review of the board proceedings; asks that the court direct the board to deny the application and issue a permanent injunction against the erection and operation of a drive-in theater on the location where Maher wants to erect the theater.

In rendering an opinion to the Town Zoning Board of Appeals, the town attorney said that in granting a five-year temporary permit to Maher, it was attempting to exercise a power vested in the Town Plan and Zoning Commission. Case is returnable to the Common Pleas Court the first Tuesday in June.

## Brittons Plan New Drive-In

TAMPA, May 7.—Plans for a new \$250,000 drive-in theater here were going ahead this week, with the announcement of purchase of a 22½-acre tract of land on South Dale Mabry Avenue, with work to start immediately.

Mr. and Mrs. E. E. Britton, who acquired the tract, said plans call for accommodation of 900 cars, plus a grandstand for walk-in patrons, which will accommodate 600. Innovations include a children's carnival playground and nursery and nursery service for babies.

The Brittons currently operate the Auto Park Drive-In on the 22d Street causeway.

## Leeper-Smith Merge Interests

DE QUEEN, Ark., May 7.—Walter Leeper, of this city, and Buster Smith, Horatio, Ark., have begun construction of a new drive-in theater in the northeast section of town. Leeper formerly managed the K. Lee Williams theaters here and Smith has been operating a movie theater at Horatio for the past 15 years. They expect to have the new drive-in open by June 1. It will accommodate over 200 cars and will cost about \$35,000.

## Normandy in Formal Bow

JACKSONVILLE, Fla., May 7.—New Normandy Theater here, with a capacity of over 1,300 automobiles and seats for 440 spectators, held its formal opening April 29. According to C. H. Deavers and Spence Pierce, general manager and manager, respectively, the new twin-screen theater, is one of the largest of its type in the South.

## Kavel Forms Distrib Firm

DETROIT, May 7. — Michigan Roadshow Films is being organized here by Peter Kavel, local theater manager, to act as State distributor for roadshow films firm. Firm is taking over distribution of Roshan 16mm. exchanges here.

## ONE-NIGHTER

(Continued from page 49)  
he was jet propelled. I grabbed the saddle horn and yelled for help. The leading man made a mad grab for my horse's bridle. Luckily for us he managed to stop me since the horse was heading for the drugstore which we would have demolished.

When we calmed down, the natives gave us the Bronx cheer, adding that the only thing we saw of Arizona was on the map. By time we got back to the lot the manager jumped on me with both feet. He said that I had ruined the show for tonight and my only comeback at the moment was "Well, better luck tomorrow." That murdered him and he left the lot in disgust.

POTTSVILLE, Pa., May 7.—Paul F. and Thomas M. Kerrigan, of suburban Frackville, have registered their Hi-Way Drive-In Theater Company in the county office here. The Kerrigans will construct and operate a drive-in under that name on Route 122.

## BARGAINS IN SALESBOARDS

### WHILE THEY LAST

All Boards Purchased Before Price Increase.

Holes	Name	Profit	Price
1000 25¢	Jackpot Charley, N. P., X. Tk.	A. \$51.98	\$1.00
1000 25¢	Jackpot Charley, Pro., X. Tk.	A. 51.98	1.20
1200 25¢	Texas Charley, Pro., X. Tk.	A. 102.28	1.45
100 25¢	Pocket Play	A. 10.10	.50
120 25¢	E-Z Pickin' Junior	A. 12.08	.70
800 10¢	Looks Good	A. 39.00	1.95
1000 10¢	St. Louis Sadie	A. 44.30	2.15
1200 5¢	Boards, X. Tk., Girlie or otherwise, Double Jackpot, 25 Different Numbers	A. \$30.00	\$2.25
300 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 33.15	2.50
400 25¢	Fin and Sawbuck, 5 Nos. on 1 Ticket	A. 44.20	2.75
400 25¢	Double Sawbuck, 5 Nos. on 1 Ticket	A. 48.10	2.75
100 25¢	Fin and Sawbuck Jr., 5 Nos. on 1 Ticket	A. 10.78	1.10
240 25¢	Kwick Fin, 6 for 25¢	A. 30.00	2.25
1000	Plain Boards		.60
1000	Cigarette Boards, 1¢ or Nickel Special		.65
1000	Bingos on Sticks		.60
1260	Bingos on Sticks		.75
74	Sewed Seal Bingo Jackpot Cards		.60
74	Die-Cut Bingo Jackpot Cards		.31
100	Bingo Jackpot Board		.58
2170	Red, White and Blue Tickets, Per Doz.		15.00
1000	Grab-A-Fin Pads, 5 for 25¢	A. \$24.00	1.40
	Large Stock of Combination Jar Tickets and Prize Boards.		
	Wire or Write, Don't Phone.		
	25% Deposit with order, balance C. O. D.		

**SPENCER SALES COMPANY**  
MURRAYVILLE ILLINOIS

## YOU'LL BE SORRY!

If you don't start right now and push out your present stock of old fashioned punch boards.

"Because By May 22nd They'll All Be Obsolete"

That's the day Best Mfg. Co. starts delivering their new Revolutionary Type of Punch Boards.

## THE BEST MFG. CO.

## BEE JAY SALESBOARDS

UNIVERSAL JAR-O-DO TICKETS  
We specialize in selling to OPERATORS AND CLUBS AT WHOLESALE PRICES

RWB — LUCKY 7 — BINGO REFILLS MATCH PAKS — MERRY-GO-ROUNDS CLUB BELL PELLET INSERTS WINDY CITY WITH INSERTS

### IMMEDIATE DELIVERY

Write for illustrated circular NEW YORK STATE BUYERS

Visit our showroom and warehouse and see the best in boards and tickets.

## CAROL SALES COMPANY

312 E. Market St. ELMIRA, N. Y.

## CLOSING OUT ENTIRE STOCK!

JAR DEALS — TIP BOOKS — BASEBALL DAILIES, ETC.

	Dozen	Gross
2050 R-W-B Five Fold	\$15.00	\$136.80
2170 R-W-B Five Fold	16.50	144.00
1950 R-W-B Five Fold	14.00	125.00
1836 Combination—Single Fold	12.00	108.00
2280 Combination—Single Fold	15.00	144.00
2520 Combination—Single Fold	16.50	158.40
(Jar Deal Orders of 5 Gross or More 10% Additional Discount)		
Baseball Dailies (Amer. & Natl. League). 1 Gross, \$16.00; 5 Gross Lots		\$14.00
Hi-Lo Tip Books (120). 1 Gross, \$15.00; 5 Gross Lots		12.50
28 Tip Books		\$10.00 Per Gross
36 Tip Books		11.00 Per Gross
45 Tip Books		12.00 Per Gross
66 Tip Books		13.00 Per Gross

(10% Discount on Orders of 20 Gross or More)

ABOVE TICKETS PRINTED ON 55 LB. KRAFT—MACHINE FOLDED—ACCURATE COUNT.

120 Tip Boards (ORDERS OF 500 OR MORE 10% DISCOUNT)

25% DEPOSIT WITH ORDER—BALANCE C. O. D.

### A B C NOVELTY COMPANY

310 N. WALNUT ST. MUNCIE, INDIANA

## SALESBOARDS — All ORDERS Shipped Same Day Received

Holes	Play	Description	Profit	Price
400	5¢	Lucky Bucks, Thick	Def. \$ 7.00	\$ .75
1000	25¢	J.P. Charley, Thick	Avg. 51.98	1.40
1200	25¢	Texas Charley, Thick	Avg. 102.98	1.75
980	5¢	Fully Packed, Thick, Girl Board	Avg. 25.25	2.75
980	5¢	It's the Knots, Thick, Girl Board	Avg. 26.25	2.75
1000	5¢	Barely Speaking, Thick, Girl Board	Avg. 26.80	2.75
1000	5¢	Glovely Lady, Thick, Girl Board	Avg. 28.80	2.75
1200	5¢	Pick a Cherry, Thick, Seal Board	Avg. 30.04	2.50
300	25¢	Fin & Sawbuck, Thick, 5 Nos. to Ticket	Avg. 33.15	2.85
220	25¢	Kwick Fin, Giant Holes, 6 for 25¢	Avg. 28.75	2.50

JAR TICKETS  
RED, WHITE AND BLUE  
LUCKY SEVEN  
BINGO TICKETS  
on Sticks—Size 1000-1200-1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.

State your requirements. Large stock Plain Tip, Definite, Jackpot Boards, Coin Boards, Super Giant Holes and all kinds of Cigarette Boards, 1¢, 2¢ or 5¢. 25% deposit with all orders—balance C. O. D.

## MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA



### USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter

Only advertisements of Used Machines accepted for publication in this column.

**RATE—12c a Word Minimum \$2**

Remittance in full must accompany all ads for publication in this column.  
No charge accounts.

**Forms Close Thursday for the Following Week's Issue**

**A-1 BARGAINS—CIGARETTE AND CANDY** Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave., Chicago my28

**A.B.T. CHALLENGERS, PENNY PISTOL TARGETS,** postwar, almost new, \$15; seven, \$95; have numerous other counter games; write for list. King, 682 Plum St., Macon, Ga. my28

**ADVANCE MODEL "D" 1/2 BALL GUM MACHINES;** just off location; \$3.75 each, any quantity; 1c Jurgens Lotion Machines, \$7.50 each; Victory Postage Stamp Machines, like new, \$12.50 each. Devices Novelty, 467 N. Milwaukee Ave., Chicago 10, Ill., Dept. B. MOnroe 6-7533. my14

**CIGARETTE VENDERS WANTED — GIVE** make, model, color and condition; any quantity. Keiner Vendors Company, 3730 Division St. Chicago 5, Ill. my28

**ATTENTION DISTRIBUTORS — COIN-OPERATED** Radios; only 350 left; latest type radios; some like new; our close-out price only \$25; same model selling nationally for \$59.50; write, wire, phone. Air-Loc Industries, Loeb Arcade Building, Minneapolis, Minn. ma28

**CIGARETTE MACHINES NOW CAN BE CON-**verted to vend king size with our complete kit of parts; further details on request; all necessary parts supplied in one complete unit; no special tools required; installation time within one hour; some can be done on location; machines bought, sold, repaired, all makes and models. Central Vending, 3967 Parrish St., Philadelphia 4, Pa.

**DIGGERS—10 BUCKLEYS NEW TRAILER.** Erie Hand Operated, Exhibit Iron Claws, Merchantsmen, Buckleys, Mutoscopes, Exhibit Rotary Merchandisers; we buy, sell, exchange diggers. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—CHICKEN SAM RAY GUNS WITH** mother-in-law conversions; priced very cheap. Target Machine Company, 2512 Irving Pk. Rd., Chicago, Ill. my21

**FOR SALE—17 LIKE NEW ASPIRIN MACHINES,** slug proof; 1,000 5 cent packages with each machine; \$25 each. Harvey L. Swain, 206 E. Polk St., McAlester, Okla. my14

**FOR SALE—8 SKEE BALL ALLEYS, \$150 EA.;** Super Bomber, \$50; Evans Ten Strike, \$50; Chi Coin Hockey, \$50; 3 Challengers, \$25; Strength Tester, \$10, and High Bounce, \$10. E. Olson, 367 Woodward St., Jersey City, N. J.

**FOR SALE OR SWAP—SEEBURG RAY GUNS,** \$75; Amusement Baseballs and Jack Rabbits, \$90; even swap for Ten Strikes or Total Rolls Victory Coin Machine, 4059 Sheridan, Chicago, La-5-6346. my21

**FOR SALE—PHOTOMATIC '41 DELUXE, USED** 12 months, A-1 condition; money maker. Benson, Arnold, Md.

**FOR SALE—15 LIKE NEW SILVER KING** Peanut Machines, \$5.50 each; Gottlieb Grip Scales, Exhibit Card Venders, Pop-Ups, A.B.T. Challengers; what is your offer? Wanted: Snack Stands and N.W. Deluxe; state price and condition in first letter. Shields Bro. Vending Service, Cumberland, Ky.

**FOR SALE—145 POPCORN SEZ VENDERS AT** \$40 each; 10 counter models at \$20 each; one Emerson Brothers one man popcorn factory, pops 100 pounds per hour, and has bigger attachment, \$700; these prices are F.O.B. Des Moines, Ia., and this equipment is in good shape. L. G. Fox, 812 So. 24th St., Omaha, Neb.

**FOUR VEST POCKETS—GOOD CONDITION;** just off location; one hundred dollars; one third deposit. C. W. Hudson, P. O. Box 259, Richmond, Va.

**MARFUL—MARKS & FULLER PHOTOMATON** deposit. Playland Arcade, Niagara Falls, N. Y. Model 552, Serial No. 6123; price, \$250, 1/3 my28

**MUTOSCOPE VOICE RECORDER, LATE 1946** model, concealed Microphone, perfect condition, \$450. E. Waldman, 2542 Durr, Toledo, O.

**PANORAM FILMS, PROJECTORS, AMPLI-**fiers, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N.J. my14

**PIN BALL MACHINE ROUTE—16 LOCATIONS,** 25 machines, Philadelphia and suburbs; average collections, \$200 week; price, \$6,000 including truck. Apply by letter: G. Sfikas, 333 South 7th St., Philadelphia 6, Pa.

**REBUILT CIGARETTE MACHINES—PERFECT** condition, baked enamel finish; all makes and models; send for list. New York Vending Machine Exchange, 1010 Myrtle Ave., Brooklyn, N. Y.

**SACRIFICING—COLUMBIA HOSPITAL RA-**dios with Telex Under-Pillow Speaker; guaranteed top condition. Hospital Radio Service Co., 168 N. Michigan, Chicago, Ill.

**STAMP FOLDERS DIRECT FROM MANUFAC-**turer; low, low prices; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

**STAMP MACHINE OPERATORS—GET OUR** free samples and low prices for Stamp Folders, delivered free west of Mississippi River! Write at once to Neubauer Co., 2295 California St., San Francisco 15, Calif.

**STAMP MACHINE OPERATORS! GET OUR** special offer on Stamp Folders with advertising. P. Flatto, 17 W. 60th St., New York 23, N. Y.

**SUN-PUFFT. HAWKEYE DIME HOT POPCORN** Venders, \$37.50; Shipman Duplex Stamp Vender, \$12.50; Penny match Venders, \$3; Four Column 1/2 Shipman Candy Bar Venders, \$12.50. Northside Co., Indianola, Iowa. je4

**THIRTY-FIVE HAWKEYE 1/2 PEANUT VEND-**ers; clean; quitting business; three dollars each. Bob's Vendors, 1319 Summit Ave., Richmond, Va.

**TUBULAR COIN WRAPPERS—NEW LOW** prices; coin counting machines, new and used. Max Schub, Box 313, Muskegon, Mich. np

**WANTED—OLD COIN OPERATED BARROOM** Pianos, Seeburg, Link, Nelson, Wiggin, Wur-litzer, Western Electric, etc. Harry Luding, 1515 S. E. 35th, Portland 15, Ore. my21

**WANTED—NEW OR USED RCA COIN OP-**erated radios; state price, condition and how many. Variety Distributing Company, 4105 South Grand, St. Louis, Mo. Flanders 8366.

**2 BUCKLEY TREASURE ISLAND DIGGERS—**\$75 each, F.O.B. Chattanooga. Dixie Amusement Co., Chattanooga, Tenn.

**2 MILLS JEWEL BELLS, 10¢ PLAY, SAME AS** brand new, \$150 each. G. D. Schutt, 36 Line St., Charleston 14, S. C.

**5 COIN OPERATED POP "N" HOT POPCORN** Machines; 5 perfect condition; with stands, six extra heating elements; \$350 takes every thing; \$75 single. Sam Plasky, 606 Raritan St., Camden, N. J.

**15 USED BEVERAGE CUP MACHINES** (Spacarb)—Above average in appearance; excellent mechanical condition, \$100 each for lot; F. O. B., Washington. Spacarb of Wash., Inc., 419 13th St., N. E., Washington, D. C.

**\$1,000 BUYS TWO PHOTOMATICS, ONE 600** Wurlitzer Juke, ten Arcade Machines, two Walling Scales, all working. W. J. Brown, Rt. 2, Franklin, O.

## Two More Hits!!

• LOW COST! • LARGE PROFITS! •

ORDER AS:  
**NO. 720**  
**POSITIVE TWENTIES**  
6 NOS. ON A TICKET --- 25¢ PLAY  
EXTRA THICK  
**DEF. PROFIT ..... \$71.00**

ORDER AS:  
**NO. 720 HIT THOSE TENS**  
6 NOS. ON A TICKET --- 10¢ PLAY  
EXTRA THICK  
**AV. PROFIT ..... \$33.73**  
**MAX. PROFIT ..... 59.00**

**LEADING PUNCHBOARD MFR. OVER 40 YEARS**  
**GARDNER & CO.** 2222 S. MICHIGAN AVE.  
CHICAGO, 16 ILL.  
**WRITE FOR LATEST "NEW BOARD" CIRCULAR**

### A Winner...

**SKY-HI**  
YOU'LL BE RIDING HIGH WITH THIS ONE!  
5c PLAY  
1000 R.M. HOLES  
SPECIAL THICK  
No. 11571

Takes In.....\$50.00  
Pays Out..... 22.45  
Av. PROFIT .....\$27.55

**HARLICH MFG. CO.**  
1200 NORTH HOMAN AVENUE  
CHICAGO 51, ILLINOIS

### CLOSING OUT Our Complete Stock of

## HANDI-BRELLA BAG — KENT PERFUM-ATIC SALESBOARD DEALS

EACH DEAL CONSISTS OF: { 2 Handi-Brella Bag Ensembles (Including Umbrellas)  
1 Kent Perfum-atic Pocket Atomizer  
1 Miniature 100 hole board

IN LOTS OF 10 DEALS - - - - - \$15.00 per deal  
IN LOTS OF 25 OR MORE DEALS - - - - 14.00 per deal

Write — Wire — Phone Your Orders  
1/3 Deposit; Balance C. O. D.; F. O. B. Miami, Fla.

### ALL COIN AMUSEMENTS CO.

Florida and Georgia Distributors for D. Gottlieb & Co.  
1373 N. BAYSHORE DRIVE Phone: 82-2901 MIAMI 36, FLORIDA

### SALESBOARDS

FREE! Write for "NEW WHOLESALE 'NET' PRICE BULLETIN" for NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS. 10th year giving immediate delivery on finest boards.

**LEGALSHARE SALES**  
P. O. BOX 86-F 222 2nd St. HUNTINGTON BEACH, CALIF.  
Phone 2842

### PUNCH BOARDS

#### NEW LOW PRICES

#### PLAIN BOARDS

100 Hole	\$.35	2500 Hole	\$.32.22
300 Hole	\$.49	3000 Hole	\$.38.1
400 Hole	\$.57	200 Hole, 6/25¢	1.80
500 Hole	\$.63	300 Hole, 6/25¢	2.65
600 Hole	\$.67	400 Hole, 6/25¢	3.78
800 Hole	\$.79	4000 Hole	4.95
1000 Hole	\$.70	5000 Hole	5.63
1200 Hole	1.28	6000 Hole	8.35
1500 Hole	2.05	8000 Hole	10.90
2000 Hole	2.67	10,000 Hole	13.50

5¢ Charley Boards	\$.10.05
25¢ Charley Boards	1.05
25¢ Jackpot Charley Boards	1.40
1¢ Cigarette Boards	.80
2¢ Cigarette Boards	.80
5¢ Nickel Boards, Special	.80
1800 Hole Lulu Style or Color	1.75
2000 Hole Lulu Style	1.95
400 Dollar Game, 5¢ Play Only	.65
300 Play the Colors Kutee Kolors	.60
120 Tip Board (1 Seal)	.50
240 Tip Board (1 Seal)	.70
1500 Hole 3 Prize Board 5¢ Def.	2.75
2000 Hole 3 Prize Board 5¢ Def.	2.75

#### TICKETS & PAD DEALS

1000 Numerals On Sticks	\$.80
1200 Numerals On Sticks	.95
1260 Numerals On Sticks	1.00
1600 Numerals On Sticks	1.15

## Rake

COIN MACHINE EXCHANGE  
609 SPRING GARDEN ST.  
PHILA. 23, PA.  
LOMBARD 3-2676

### IF?

You Want Fast Delivery  
Beautiful Salesboards  
Full Count Jar Deals  
FAIR PRICES

Write  
**GALENTINE NOVELTY CO.**  
322 E. Colfax Ave., South Bend 24, Ind.

### ATTRACTIVE and UNUSUAL PUSH CARDS

Designed and Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

WE ARE MANUFACTURERS  
All Kinds—PULL TICKET GAMES  
• TIP BOOKS •  
Buy Direct From Manufacturer At Very, Very Reasonable Prices.  
—Columbia Sales Co.—  
302 MAIN ST. WHEELING, W. VA.



# NCMDA Achieving Objectives

## Board Meets In Chi, Sets New Program

### Neiman To Handle P-R

CHICAGO, May 7.—In an interim report to the National Coin Machine Distributors' Association's (NCMDA) board of directors in session here this week, Lou Wolcher, president, disclosed that NCMDA's objectives are already having a beneficial influence on the coin machine field as a whole. At the meeting the board approved a long-range promotional and public relations program and retained S. I. Neiman to direct the new activities. The appointment of Lewis Bennett, Chicago attorney, as legal adviser, was confirmed by the board at the same session.

Wolcher told the board that two of the industry's major amusement game manufacturers were co-operating with NCMDA's original platform and there was every indication that the remaining game producers would add their stamps of approval in the (See NCMDA BOARD on page 120)

## Coin Flickers Going Big in D. C. Arcades

### Color Reels Popular

WASHINGTON, May 7.—The dime movie machines in local arcades have broken out in technicolor recently, and grosses are rising in an amazing fashion. Now operating in the downtown area of the nation's capital are seven arcades, with only one having less than 10 machines. Two have already imported color films, and the others are expected to follow suit.

The trend in the local arcades in recent months has been to move out the comparatively slow arcade devices in favor of the high-gross flickers. Even pinball games are beginning to fall victim to the trend.

Solo-vues and Panorams are the most common flicker machines, and they have been converted so that only one person at a time can watch the films.

### Color Spurs Coins

Black and white films have been doing well in Washington for the past two years, but the recent introduction of colors is spurring the flow of dimes. Operators report that the color films are a nuisance because they break quickly but that they are so popular it is worth while to keep a splicer on hand to make hasty repairs.

Thus far only girls are featured on the films, usually on the strip theme. Under a recent local court ruling, films of that type were banned from the mails but the express companies deliver them. Operators say that sports simply don't go on the machines. Baseball and boxing films have been used from time to time but have been quickly withdrawn.

### Notice

NEW YORK, May 7.—If you ordered mail-order cigarettes from an ad that ran in *The Billboard* and other publications from September to December, 1948, and never got them because the advertiser went bankrupt, here's how to get your money back. A single company was represented by the three whose names were used in the ad: Popular Mail Service, Allison Tobacco Company and Reliable Mail Order Company, all of Wilmington, Del. \*This firm went into bankruptcy February 4, 1949. If your money was received by the firm on or before that date, file a claim with William Cahil, referee in bankruptcy, Federal Building, Newark, N. J., before May 18. If the firm received your money later than February 4, orders will be filled and shipped at some later date.

## Rob't Hoagland Appointed Mills V.-P., Sales Mgr.

CHICAGO, May 7.—A. E. Tregenza, executive vice-president of Mills Industries, Inc., announced the appointment this week of Robert A. Hoagland as vice-president and general sales manager. Hoagland will supervise all sales and promotion for all divisions of the company.

For the past eight years Hoagland was an executive with the Jefferson Electric Company, Bellwood, Ill., where he was vice-president and sales manager.

## Coin Industry Helps Sicking Observe Golden Anniversary At Big Three-Day Celebration

### Goldberg, Marmer Honored at Fete in Cincy Plant

CINCINNATI, May 7.—Coin machine operators, manufacturers and distributors rolled into this city by train, plane and automobile this week-end to help Sicking, Inc., headed by President Ben Goldberg and Vice-President and General Manager Bill Marmer, celebrate its golden anniversary in newly decorated and refurbished headquarters at 1401 Central Parkway. Event, which got under way at 9 a.m. yesterday and continued until early this morning, will follow that pattern daily thru Sunday (8).

A varied entertainment program kept activities rolling at a high pitch the initial two days. At press time indications were that the third day would even surpass, from a conviviality standpoint, that which permeated the forepart of the celebration and bring it to a fitting climax. Those in attendance the first two days indicated that they were ready to return to partake of the hospitality dished up by mine hosts, Ben Goldberg and Bill Marmer, and to pay

## Export Sales Continue To Decline; Only 490 Units Shipped in Feb.

Dollar Total: \$111,995; Average Prices Spotty

WASHINGTON, May 7.—Finally reflecting the impact of partial and complete embargoes in effect in several countries which have been heavy buyers of U. S. made coin machines, total dollar exports dropped to \$111,995 during February, according to latest figures released by the U. S. Department of Commerce. For the previous month the total reported was \$201,728 and \$234,358 for February a year ago. The February total was also the smallest monthly dollar figure recorded in two years, when the first of a series of bans were imposed on non-essential imports by countries in South America, the Far East and Canada.

In February, 490 machines were

shipped to overseas coinmen, including 203 coin phonographs, 104 venders and 183 amusement games, a sharp drop from the 797 exported in January and less than a third of the February, 1948, unit total. Cuba, Mexico and Colombia accounted for almost half the dollar total. Cuban coinmen spent \$21,531 for 47 jukeboxes, 55 venders and 40 games. Mexico's \$14,821 for 52 phonos and 38 pinballs represented the second best dollar total. Colombia concentrated on music machines, purchased 49 for \$13,589. The Union of South Africa accounted for but four games worth (See EXPORT SALES on page 120)

## Havana Arcades Report Biz Good

HAVANA, May 7.—The new licensing law for amusement game machines here is now in effect, covering more than 50 arcades located in the center of the city. Managers of the arcades expressed themselves as more than pleased with the results they are obtaining.

The new regulation bars minors under 14 from play. Coinmen here say they have noticed no appreciable decrease in their business because of the restriction.

## Conroe Named Keeney V.-P., General Mgr.

### Up Cig Vender Production

CHICAGO, May 7.—John S. Conroe, who has been in charge of cigarette vending machine production and sales at J. H. Keeney & Company, this week was named vice-president and general manager of the Keeney firm. Conroe will take over the position formerly held by Bill Ryan, who recently resigned from Keeney to return to O. D. Jennings & Company.

Conroe, after the announcement of his promotion was made, revealed that Keeney had doubled production



JOHN S. CONROE

of its electric cigarette vender, and that new amusement machine developments will be revealed shortly, thus approximating a full-scale production program at the firm. Conroe further added there would be no changes in the company's distributor sales structure.

Joining Keeney in 1943 as materials control manager, Conroe was elected a vice-president in charge of the cigarette vender division in 1947, the post he held when elevated to the general managership this week.



# Global Treaty May Hit Juke Ops

## Name Osborne To Exec Post At Wurlitzer

### New Engineering Director

NORTH TONAWANDA, N. Y., May 7.—Following the elevation of Ray C. Haimbaugh, general manager of the Rudolph Wurlitzer plant here, to the post of vice-president last week, the firm has announced the appointment of Fred H. Osborne as director of engineering. Osborne's appointment



FRED H. OSBORNE

was announced by Haimbaugh, whom he succeeds. In his new post, Osborne will be responsible for the development, designing and engineering of all Wurlitzer products manufactured here.

Osborne joined the Wurlitzer or-



R. C. HAIMBAUGH

ganization in 1935 and was named chief mechanical engineer in 1939, a post he held until 1948 when he was named chief engineer of the entire plant. Prior to his association with Wurlitzer, Osborne held administrative engineering positions with several large manufacturers of electric controls and electro-mechanical devices.

Osborne holds 28 patents, many of which are incorporated in Wurlitzer products. He has been active in the development of the firm's four organ and three coin-operated phonograph models, as well as related accessories for both lines.

## Taint Legal, Report N. Little Rock Ops As City Takes Tax

NORTH LITTLE ROCK, Ark., May 7.—"To pay or not to pay" is the tax poser facing juke box operators here, as city fathers were jolted to a halt in their \$5 per machine levy collections this week with the discovery there was no ordinance authorizing such a license fee.

H. O. Flake, privilege tax collector, said he had collected the fee from "a number of operators" before the lack of legal backing was discovered. Now, officialdom here is in an uncomfortable position trying to determine what to do about the tax, and what to do with the money already collected. City Attorney W. E. Phipps declared that "he had not looked into the matter sufficiently to give an opinion."

Percy Machin, city clerk, joined in the debate with the statement that he believed the tax was authorized by State law, altho he knows of no city ordinance covering it.

Mayor Lawhon, in a move to settle the tax debate, declared that he would have the city attorney draw up an ordinance for presentation at the next city council meeting, authorizing such a levy.

## UNESCO Copyright Experts Meeting in Paris in July; Anti-Juke Provision Seen

### Final Draft, Ratification Still Several Years Away

WASHINGTON, May 7.—The most serious copyright threat to the juke box industry since the Scott bill is shaping up in the preparation of a global copyright treaty by the United Nations Educational, Sociological and Cultural Organization (UNESCO). A new attempt to force jukes to pay royalties on disks, it appears, will be made a major effort of the treaty drafters.

The first step in the drafting of a world-wide treaty is to be taken at a conference of copyright experts to be held in Paris in July. One of the experts invited to attend is John Schulman, counsel for the Songwriters Protective Association, which was one of the groups advocating passage of the Scott bill at the last session.

The State Department, which kept an anti-juke provision out of the Inter-American Copyright Convention, may be inclined to drop its opposition this time. State officials

have made it clear that they opposed the provision last time only because it was counter to the U. S. copyright law. In the interest of world harmony, it is considered likely now that the State Department will make no protest to a licensing provision in a global pact.

### Evans' Viewpoint

Certain to be a key U. S. figure in global copyright considerations is Luther Evans, chief of the Library of Congress, with jurisdiction over the Copyright Office. In a recent speech, Evans declared: "With reference to the juke box exemption, I consider it an anomaly and an accident. I have already gone on record for its repeal."

In the event of the ratification of a global pact containing a provision, subjecting jukes to copyright requirements, the provision would take precedence over the Copyright Act of 1909, which exempts jukes.

It is entirely possible that jukes would be considered liable only for the payment of fees under music copyrights owned by a foreigner, but the probability is that the pact would be followed by legislation to bring the Copyright Act in line with its provisions.

Fortunately for the juke box operators, such eventualities are at least a couple of years in the future. The July UNESCO confab is expected to come forth with little more than a preliminary draft of a treaty to be worked out at a later date. Once the pact is in final shape, it must be ratified by the various countries of the world.

### Okay Takes Time

In view of the fact that UNESCO is a United Nations baby, it will be difficult for the Senate to refuse to ratify a treaty drawn up by the international group. At the same time, treaty ratification is a time-consuming procedure.

As far as the U. S. is concerned, the pact must first secure the approval (See Global Treaty on page 100)

## Florida Broadcasters Help Ops Fight Coin Radio Tax

TALLAHASSEE, Fla., May 7.—A tax on coin-operated radios is "nothing more than a nuisance tax and serves no useful purpose," J. Kenneth Ballinger, of the Florida Association of Broadcasters, told the Florida State Legislature. The House is considering a Senate proposal to place an occupational and a per-machine tax on coin radio sets.

In a formal statement to the Legislature, this week Ballinger said, "It (a coin radio tax) interferes in a product that has been finally and definitely held to be a part of interstate commerce, and I think could be successfully attacked on that ground alone. It is not a revenue measure and would simply penalize the in-

stallation of coin-operated radio receiving sets in hotels and apartment houses.

"The proposed tax on Florida coin radios may be the entering wedge in an attempt to stifle the expansion of radio and television by a series of just such punitive taxes. If this bill is passed, the next step can be a similar tax on any radio receiving set or a tax on any installation of television if any group wants to prevent the spread of this type of public entertainment.

"Since the bill serves no useful revenue purpose and simply adds a burden to a growing industry, we respectfully urge that the House committee on finance and taxation report the bill unfavorably."

# MOA Plans National Confab

## See Music Dept. for This Info

Among the stories of interest to the coin machine industry to be found in the Music Department of this issue of The Billboard are:

**CHEAP LABELS' BIG VOLUME DRAWS NAMES.** Because of the huge coverage on songs, artists are anxious to make hit-song recordings for small labels.

**WAXERIES VIE FOR "PACIFIC" PLATTER LEADERSHIP.** All major diskeries, with the exception of MGM, have cut at least eight sides from the legiter.

**NEW TWIST IN RECORD DISTRIBBING.** Two companies issue same tunes under different tags.

**CROSBY RECORDS FOR DECCA.** During a five-day session, Der Bingle is skedded to cut 24 sides for the diskery.

**KING RECORDS INKS LUCAS ORK AND PRIME.** New Carroll Lucas band is signed for recording dates; singer Harry Prime is also added to ranks.

And other informative news stories as well as the Honor Roll of Hits, pop charts and the new Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-TV-Phono Section.

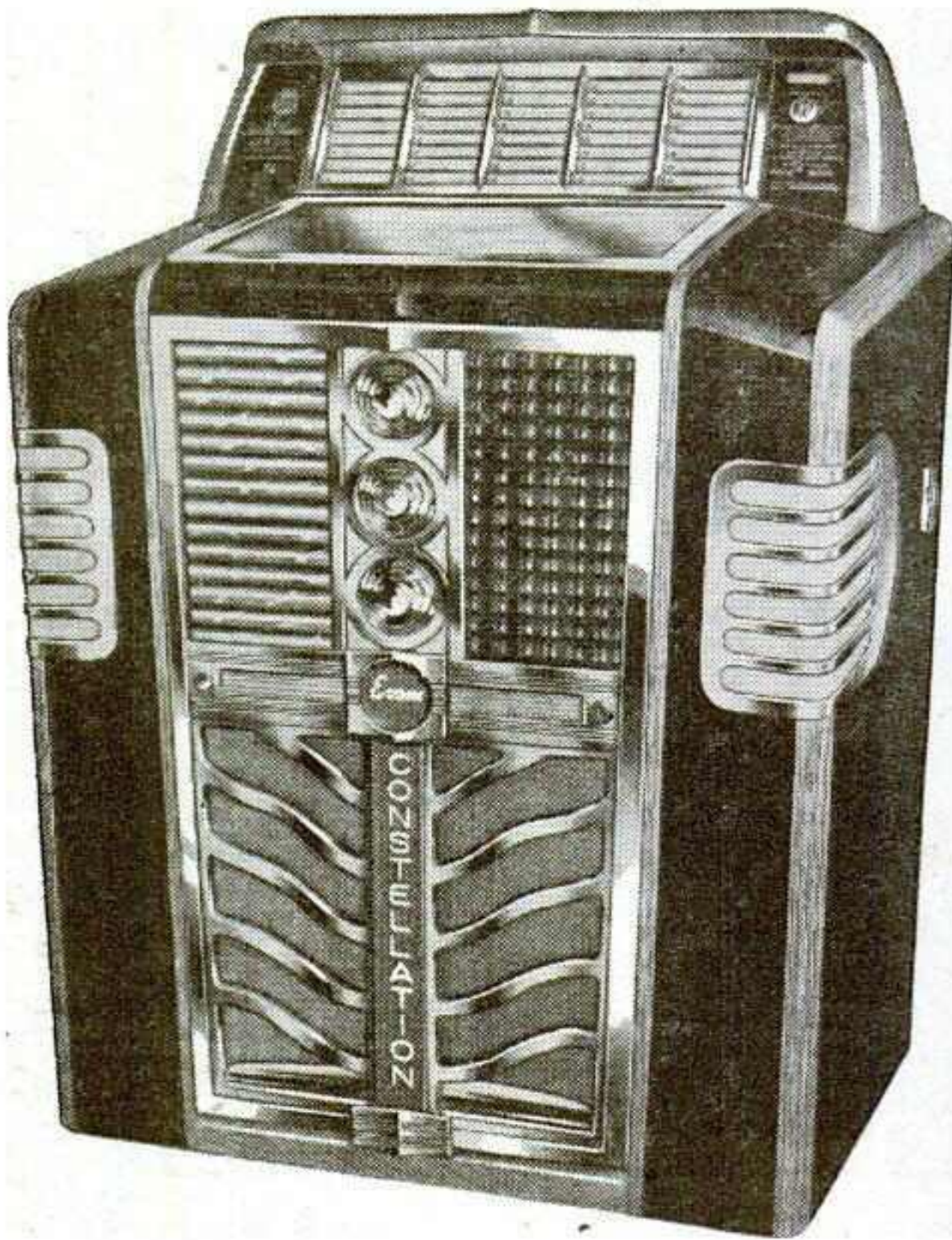
## August Meet Set To Mull Op Problems

### Juke Mfrs. To Show

NEW YORK, May 7.—The Music Operators of America (MOA) is working out details for a nationwide meeting, limited exclusively to those in the automatic music machine business, at which industry problems will be taken up in detail and at which juke box manufacturers, record producers and other industry suppliers (See MOA to Mull on page 100)



**"Right, Mr. Webster!"**



When Music Men Speak of

**EVANS'**

# CONSTELLATION

... they're inclined to agree wholeheartedly with your Number 3 definition of **CONSTELLATION**: "An assemblage of splendors or excellences." (Webster's International Dictionary, Second Edition, Unabridged.)

For example, one of the brightest in a constellation of superior features is the remarkable quality of Evans' Tone Reproduction. To achieve it, Evans advanced engineering created a stellar group of acoustically, electronically and mechanically perfect components. Developing an amazing wealth of true-to-life phonograph music, this is only one of many star attractions that make Constellation operating a profitable pleasure!

Get together with your Evans distributor. His down-to-earth facts about "America's Brilliantly New Phonograph" will prove that "it's in the stars" for you to make money with Evans' Constellation.

**H. C. EVANS & CO.**

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 135

## MOA To Mull Ops' Problems At August Meet

(Continued from page 99)

will be invited to exhibit. The meet, set tentatively for August, will run for two or three days, according to Sidney H. Levine, MOA attorney. The exact time and place still remain to be determined, with operators now being polled to learn their preferences. The city chosen will be one most accessible to most of operators planning to attend.

While the agenda of the meeting is still not entirely worked out, it was indicated that among the points to be discussed will be the organizational make-up under which the MOA will operate in the future. To date the MOA has functioned as a committee composed of representatives of regional operator associations, as well as of executives of leading independent routes. It has concerned itself largely with problems of national scope affecting the automatic music industry.

### Org Tightened?

Altho it is not the intention of MOA leadership to replace regional groups, it is understood that MOA brass has been mulling over the advisability of tightening its organization into association status. At this year's Coin Machine Institute convention, the group appointed a committee to consider the question and submit recommendations to the membership at large. Committee members, including Dick Schneider, Chicago, chairman; Elmer Comforti, Wisconsin; Irving Ackerman, Michigan; Mike Imig, South Dakota, and Fred Erisman, Texas, will report their findings at the August confab. George Miller, of California, is MOA chairman, with Al Denver, of this city, as vice-chairman.

Levine disclosed that an attempt may be made at the meet to arrive at a fair depreciation rate for equipment which could then be urged for national adoption. Uniform depreciation of music machines thruout the country may act as a stabilizing factor in the industry, he asserted. This may be of special importance in periods of reduced operator income.

Other points to be taken up will include the extent of competition by free commercial television to juke take, in areas where video has just penetrated as well as in regions where it is well established, and a report on the status of national legislation of concern to the industry.

## Global Treaty May Hit Juke Operators

(Continued from page 99)

of the State Department and the President. Then it must be sent to the Senate by the President with a recommendation for its ratification. The Senate, in turn, must then hand the treaty over to the Foreign Relations Committee for consideration and probable public hearings. If approved by a majority of the committee, the pact would proceed to the Senate floor where it would require approval by two-thirds of the Senate. As is the case of all treaties, the House will have no part in the ratification of a copyright pact.

Similar procedure is required in most other countries, altho Latin American nations manage to expedite ratifications of copyright treaties.

## New Improved South Wind TONE ARM

"LIGHT AS A SOUTHERN BREEZE"



Comes Complete with Volume and Tone Control Assembly

No Record Wear No Scratch. Long Life.

PERFECT REPRODUCTION—SIMPLE TO INSTALL

Just take off old tone arm, replace with South Wind—screw on volume and tone control box for present box—plug in—that's all.

Fits All Wurlitzer Phonographs. (Except Counter Models and P-12. When ordering 816 or earlier, please specify.)

FULLY GUARANTEED—ORDER TODAY

**\$11.95**

COMPLETE—POSTPAID

Standard equipment includes the Shure P-30 Xtal Cartridge with replaceable permanent needle. Users report 11,000 plays on this needle.

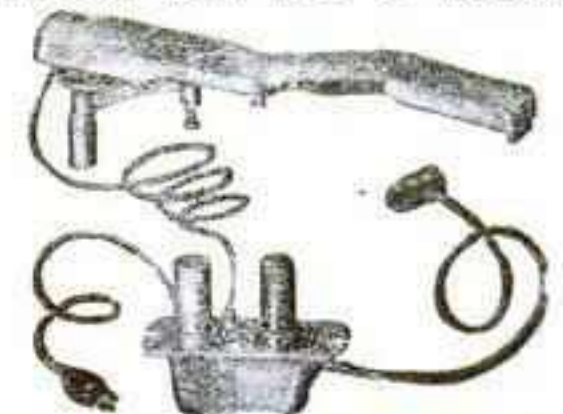
JOBBERS' INQUIRIES INVITED

**Phillips Distributing Co.**

2816 Aldrich Avenue South Minneapolis 8, Minn.

## LIGHTWEIGHT PICKUPS

For All Wurlitzer and Seeburgs Perfect Tone—Easy on Records



Nothing to change—just plug it in. **JACOBS MANUFACTURING CO., INC.**

Stevens Point Wisconsin Sole Canadian Distributor ST. THOMAS COIN SALES, LTD. St. Thomas, Ontario, Canada

For the Finest in Record Reproduction

## Use the New G. E. Magnetic High Fidelity LIGHTWEIGHT PICKUP

With Removable Needle

- No Needle Scratch
- Only 1/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer Seeburg Rock-Ola AMI **\$14.95** Elec. Cancel \$4 extra Also other makes. **ADVANCE MUSIC CO.** 1808 Grand Kansas City, Mo.

## WHY PAY MORE? JUKE BOX TUBES

STANDARD BRANDS—BRAND NEW

2A3 .....\$ .99	6L6GA .....\$ .87
2D21 ..... 1.18	6SC7 ..... .66
5U4C ..... .59	6SJ7 ..... .59
5V4G ..... .86	6SL7GT ..... .69
5Y3GT/C ..... .38	6SN7GT ..... .64
5Z3 ..... .59	6X5GT ..... .59
6AL5 ..... .69	70L7GT ..... 1.24
6C4 ..... .19	80 ..... .45
6J5 ..... .49	83 ..... .79
6J7GT ..... .79	2050 ..... .83
2051 .....\$ .49	

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## 18,000 NEW RECORDS

TO SELL AT

**\$60.00 per 1,000**

F. O. B. Austin, Tex.

Packed in original factory shipping containers. Terms: Cash with order or 1/2 cash, C. O. D. balance.

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## SPRING SALE

TO MAKE WAY FOR NEW EQUIPMENT!!!

2 Seeburg Factory-Built Pre-War Hideaways	\$215.00 Ea.
2 Seeburg Remote Consoles, Very Good	125.00 Ea.
25 Pre-War Seeburg 5 1/2-Wire Select-o-Matics, Metal Covers, Very Good	14.50 Ea.
35 Pre-War Seeburg 5 1/2-Wireless Wall-o-Matics, Very Good	16.50 Ea.
10 Pre-War Seeburg 5-10-25 3-Wire Select-o-Matics, Marble Covers, No Cracks	29.50 Ea.
30 Post-War 5 1/2-Wireless Wall-o-Matics, Very Good	34.50 Ea.
6 Post-War 5-10-25 Wireless Wall-o-Matics, Very Good	49.00 Ea.
4 Electric (Eastern Elec. Co. Eight) Cigarette Machines	150.00 Ea.

ALL BEAUTIFUL EQUIPMENT—PRICED RIGHT—1/3 DEPOSIT, BALANCE C. O. D. Guaranteed as Advertised **MOHAWK MUSIC SERVICE** Greenfield, Mass. **ARTHUR K. STRAHAN, Prop.**



**"BEST BET YET" say Music Operators**

**The WURLITZER 1080  
PERSONALIZED  
WITH THE LOCATION NAME**

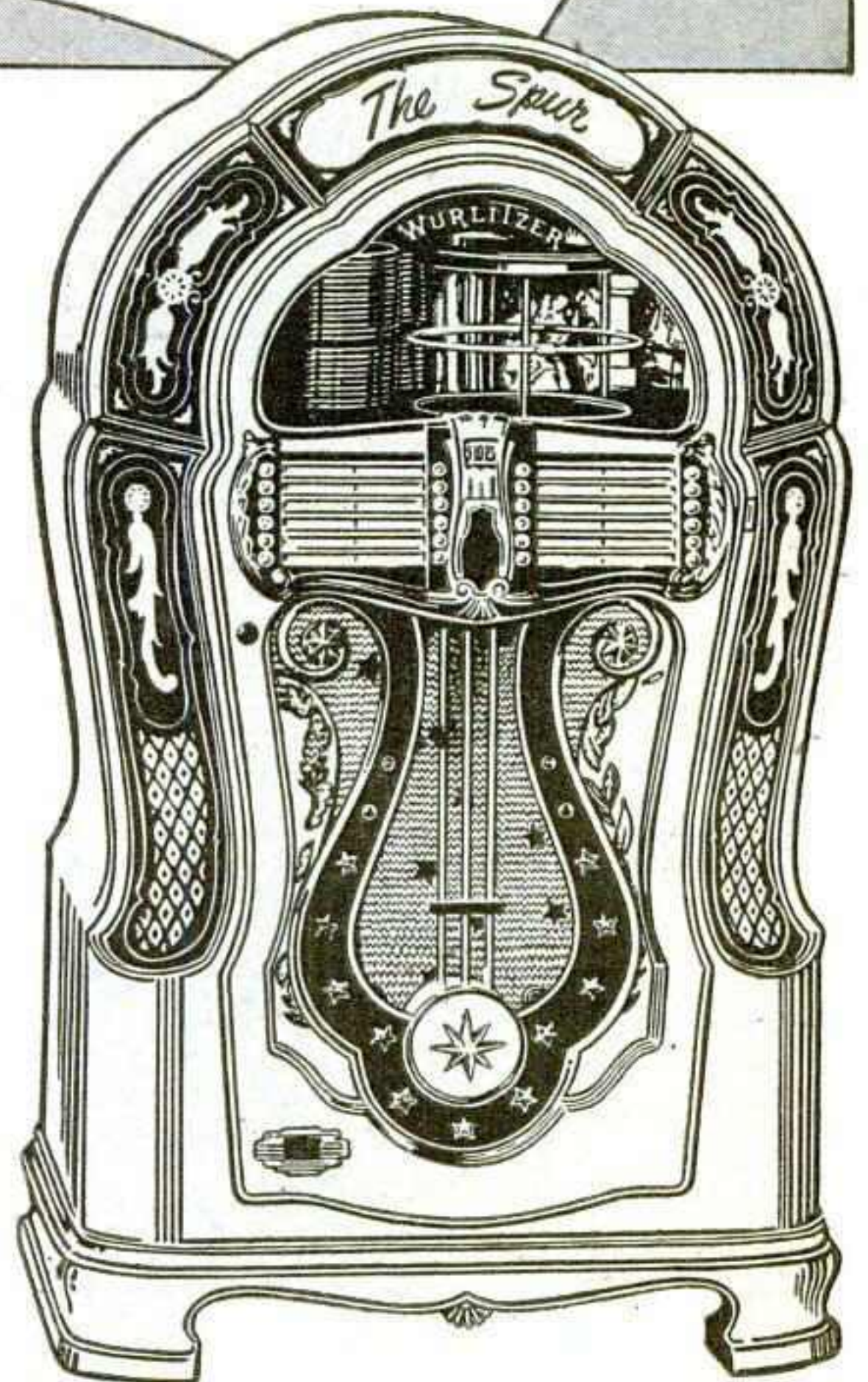
Operators hail it the greatest idea yet for location appeal! The Wurlitzer 1080 PERSONALIZED with the location name wins the location owner, stands out as today's top phonograph value in the music business.

To PERSONALIZE a new Wurlitzer 1080 costs you nothing. The location name you specify can be designed on the plastic crest in any style or colors of lettering the location wants, and supplied to you FREE by your Wurlitzer Distributor.

If you want to personalize 1080s already on location, low-cost plastic panels are available through your Wurlitzer Distributor. He will also arrange for the location name to be painted on the crests.

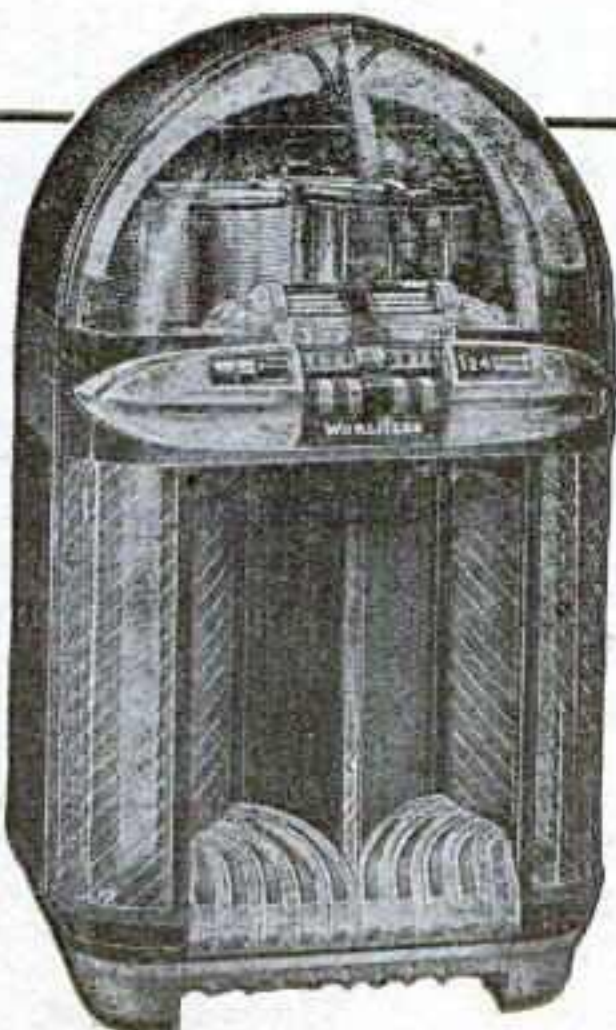
The PERSONALIZED 1080 has brighter overall illumination plus a new gleaming gold record-changer compartment background...two new features that mean greater eye appeal, play appeal, and earning power.

The Wurlitzer 1080 is a 24-record instrument, saves you the trouble and cost of supplying unnecessary records. It's the lowest priced quality phonograph on the market—will pay for itself and give you a good profit at the same time. The Rudolph Wurlitzer Company, North Tonawanda, New York.



**MODEL 1100**

Today's top-ranking deluxe phonograph on every score!



SEE YOUR WURLITZER DISTRIBUTOR NOW FOR DETAILS ON FINANCING, TRADE-IN ALLOWANCES AND DELIVERY OF PERSONALIZED 1080s, PACE-SETTING 1100s.

**WURLITZER PHONOGRAPH DISTRIBUTORS**

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- Alfred Sales, Inc.**  
881 Main St., Buffalo 3, N. Y.
- Angott Distributing Co., Inc.**  
2616 Puritan Ave., Detroit 21, Mich.
- Brady Distributing Co.**  
522 E. Trade St., Charlotte, N. C.
- Brandt Distributing Co., Inc.**  
1809 Olive St., St. Louis 3, Mo.
- Bush Distributing Co.**  
286 N. W. 29th St., Miami, Fla.  
508 Delwood, Jacksonville, Fla.
- Cain-Cailouette Motors, Inc.**  
1502 Broadway, Nashville, Tenn.
- Central Music Distributing Co., Inc.**  
1523 Grand Ave., Kansas City 8, Mo.  
2562 Harney St., Omaha 2, Nebr.
- Cleveland Coin Mach. Exchange, Inc.**  
2021 Prospect Ave., Cleveland, Ohio
- Commercial Music Co., Inc.**  
726 N. Ervay St., Dallas 1, Texas  
901 E. Houston St., San Antonio, Texas
- Coven Distributing Co., Inc.**  
3181 N. Elston Ave., Chicago, Ill.
- Cruze Distributing Co., Inc.**  
105 Virginia St., W., Charleston, W. Va.  
122 S. Seventh St., Louisville, Ky.
- Emarcy Distributing Co.**  
348 Sixth St., San Francisco, Calif.
- F.A.B. Distributing Co., Inc.**  
1019 Baronne St., New Orleans 13, La.  
304 Ivy St., N. E., Atlanta 3, Ga.
- Hart Distributing Co.**  
906 Elliott Ave., W., Seattle 99, Wash.
- The Arthur Hermann Co., Inc.**  
282 Central Ave., Albany, N. Y.
- Lieberman Music Co.**  
1124 Hennepin Ave., Minneapolis, Minn.
- O'Connor Vending Machine Co.**  
2320 W. Main St., Richmond, Va.  
400 Water St., Portsmouth, Va.
- Redd Distributing Co.**  
298 Lincoln St., Allston 34, Mass.
- Sicking, Inc.**  
1401 Central Parkway, Cincinnati 14, Ohio
- Siegel Distributing Co., Ltd.**  
477 Yonge St., Toronto, Ont., Can.  
40 Powell St., Vancouver, B. C., Can.  
853 Notre Dame St., W., Montreal, Que., Can.
- Smith & Fields Distributing Co.**  
420 N. Craig St., Pittsburgh 13, Penna.
- Southland Distributing Co.**  
1126 S. Crenshaw Blvd., Los Angeles 6, Calif.
- Steele Distributing Co.**  
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- Sterling Service**  
Rocky Glen Park, Moosic, Penna.
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3724 W. Villet St., Milwaukee, Wis.
- Williams Distributing Co., Inc.**  
1082 Union Ave., Memphis 3, Tenn.
- The Winters Distributing Co.**  
1713 Harford Ave., Baltimore 13, Md.
- Wolf Sales Co.**  
1932 Broadway, Denver 2, Colo.  
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# 40 SELECTIONS from 20 RECORDS

*Just the right amount  
of music—  
not too much,  
not too little!*



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127 NORTH DEARBORN STREET, CHICAGO 2

## Cleveland Goes All-Out on May Hit Tune Plugs

CLEVELAND, May 7.—With the snowballing popularity of the new hit-tune-of-the-month, *Don't Tell My Heart*, selected for May promotion by five State associations during the Five-State Phonograph Operators' Convention in Minneapolis last month, local promotion of the song is now in full swing. Written by Gertrude Cohen, wife of Jack Cohen, president of the Cleveland and Ohio State Music associations, the tune is now in the No. 1 position on the 3,000 juke boxes here and in machines in North and South Dakota, Wisconsin, Minnesota, Iowa, Cincinnati and Detroit.

Latest promotion here is that by the Skotach-Habat polka band, Decca recording group, who are dedicating their Thursday (12) half-hour program, *Tune Mixers*, over Station WSRS to Mrs. Cohen and her song. The band will feature the first new arrangement of the tune since it was recorded by the Buddy Kaye quintet on the MGM label. In addition, disk jockey Howie Lund will interview Mrs. Cohen during the program.

### Kostakes in New Offices

CHARLOTTE, N. C., May 7.—George Kostakes, who owns the Kostakes Novelty Company, this week announced the firm had moved to new and larger quarters at 209 East Park Avenue, Charlotte. Kostakes, who handles coin-operated phonographs, will also maintain a stock of 15,000 records in his new location, functioning as a distributor of both records and equipment.

### Dean Traxler Dies

CHICAGO, May 7.—Dean Traxler, member of the board of directors and legal counsel for Permo, Inc., died April 21, following a long illness. Traxler had been associated with the needle company for more than 10 years. Funeral services were held from the First Methodist Church in Evanston April 24.

### PHONOGRAPHS Ready for Location

WURLITZER #1015	... \$329.50
WURLITZER #850	... 118.50
WURLITZER ILLUM. #616	... 44.50
AMI MODEL "A"	... 495.00
SEEBURG 1946	... 345.00
SEEBURG 1946M	... 375.00
SEEBURG 5-10-25c 1946	...
WIRELESS WB	... 52.50
ROCK-OLA 1946	... 329.50
ROCK-OLA 1947	... 289.50

Send 1/3 deposit with order

### T & L DISTRIBUTING CO.

1321 CENTRAL PARKWAY  
CINCINNATI 14, OHIO  
PHONES MAIN 0477 & 8751

### BEST OF THE BIGGEST



"Giant Fifteen"

**\$495.**

**LONG DISTANCE TUNING**  
**UST UNITED STATES UST**  
**TELEVISION UST**

3 W. 61 St., N.Y.C. • CI 6-4255

### SEEBURG WALL BOXES

10 WS-2Z-5c Play	15 DS20-1Z-5c Play
2 WS-2Z-10c Play	10 DS20-1Z-10c Play

All above boxes in splendid condition ready for location. No Broken Covers. Special Price \$14.95 Each.

21 3W2-L56-5c Play @ \$29.75
18 W1-L56-5c Play @ \$32.50

Above are post-war boxes, and you can hardly tell them from new ones.

4 Pre-War Baromatics, either wired or wireless. Special at \$17.50 Ea.

3-Wire Cable for above Wired Boxes at 11¢ per foot.

Better get these box bargains quick.  
**SPARKS SPECIALTY COMPANY**  
SOPERTON, GEORGIA  
Will ship C. O. D.



**For QUICK SALE...**

## BRAND NEW LAVOIE COIN RADIOS At a FRACTION of FORMER COST

TODAY'S GREATEST Performing Coin Radio with every wanted feature for public operation and COMPLETE PROTECTION OF PROFIT. Each machine is new, perfect, modern... and equipped with AMERICAN TIME CORPORATION TIMER, most scientific and positive slug detector and rejector on market. Flush button clears coin mechanism of all foreign objects without servicing. In addition, has AUXILIARY VOLUME CONTROL, ELECTROSTATIC ANTENNA, etc., for perfect playing in poor signal locations. Absolute "tops" in coin radios. First come, first served. Will sell in any quantity. Quotation based on quantity. Quick Action imperative.

For ILLUSTRATED FOLDER,  
Terms, Quantity Price, etc.  
WRITE PROMPTLY TO →

## Lavoie Laboratories

RADIO ENGINEERS AND MANUFACTURERS  
MORGANVILLE, N. J.

## Attention NEW ENGLAND OPERATORS WANTED

SEEBURG GEMS	'48 SEEBURGS
SEEBURG VOGUE	WURLITZER
SEEBURG CLASSICS	700 & 750
SEEBURG ENVOY	WURLITZER
'46 SEEBURGS	1015 & 1100
'47 SEEBURGS	ROCK-OLA
	1422 & 1426

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EXCLUSIVE  
FACTORY  
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### COIN RADIO KITS ASSEMBLE YOUR OWN

DETAILED INSTRUCTIONS FOR COMPLETE UNITS



Deluxe Table Model Kit  
Can Be Screwed Down or Hooked to Table with "C" Clamp.  
Complete Kit ..\$31.00

Enter this Highly Profitable Business with a Small Cash Outlay. Easily Assembled with Ordinary Tools found in any Home Workshop. Beautiful Cabinet—No stains—no burns—no refinishing. Exceptional acoustics only equaled by this type of Cabinet.

PLASTIC CABINETS, Extra Heavy, Grill attached for TABLE, or top half of Console Model ..... \$ 5.75

TIMERS (25¢ orp.) for 1 or 2 hr. OR (5¢ orp.) for 10 min. .... 4.95

METAL HINGED BASE BACK—No-Cheat Coin Box and Brackets .... 3.45

2 Locks, Wing Nuts, Name Plates, etc. .. 1.00

A.C. RADIO CHASSIS RCA 5-Tube Super-Het. Completely Wired. (U L Approval) ..... 15.35

PLASTIC BASE, Extra Heavy, to complete CONSOLE MODEL ..... 4.25

BEAUTY PARLOR DRYER HEAD SETS AND HOLDER (extra) ..... 1.00

Fed. Tax included.  
Delivered Free, Any Place in U. S. A.

**RADIO COIN MATIC**  
1130 S. Normandie Ave., Los Angeles 6, Calif. Complete Kit ..\$35.00



Deluxe Console Model Kit  
No Stand Needed—Can be Fastened to Floor.  
Complete Kit ..\$35.00



# How To Hypo Hot-Weather Profit

## Minn. Cig Ops Deep in New Tax Muddle

### Report Sharp Biz Drop

ST. PAUL, May 7.—Operators with cigarette venders still were trying to pull themselves out of the muddle of tax problems caused by the increase of the Minnesota cigarette levy from 3 to 4 cents per pack.

An effort to pass on the tax to consumers, tried by some operators, is boomeranging, with sales falling off sharply, according to reports.

Locations, which have been asked to give up their commissions so that the operator may absorb the increase without passing it onto the consumer are balking at the idea and a few have asked that the machines be removed.

"We have been hit hardest of anyone by this added nuisance tax," LeRoy Johnson, of the Canteen Company of Minnesota and president of the Minnesota Automatic Merchandisers' Association, declared. "Counter sales of cigarettes have gone up to 21 cents per package, but we're faced with the problem of either charging a quarter and penny the packs with 4 cents each, or absorbing the cost ourselves.

"If ever there was a discriminatory (See *New Tax Muddle on page 108*)

## Space for NAMA Meet 60% Sold; See SRO by July

CHICAGO, May 7.—With 60 per cent of exhibit space already sold for its 1949 convention and show, the National Automatic Merchandising Association (NAMA) expects to dispose of all remaining space by July 1. The show will be held in Atlantic City November 27-30.

The report on space sales came following a meeting here Monday (2) of convention chairman George M. Seedman and members of the Chicago Convention Advisory Committee. At the meeting were W. H. Bailey, Diamond Match Company; William Fishman, Automatic Merchandising Company; Fred Steffens, Walter Johnson Candy Company; and NAMA staff members C. S. Darling, Tom Hungerford, Bernard Osmond and June Kay.

Osmond, a former Chamber of (See *Space for NAMA on page 108*)

## Paging Diogenes!

AMES, Ia., May 7.—Billy Rhoades, blind candy and peanut operator here, found his faith in human nature, and in venter patrons in particular, soaring to new heights this week. Rhoades received an anonymous letter containing a \$10 bill, which was mailed from Detroit.

The letter read: "About two years ago I accidentally broke a peanut machine of yours. I felt very badly about this but could not pay for it then. I can now; so enclosed is \$10. I hope it covers the cost."

Rhoades said he wished the sender had signed his name so he could thank him.

## Cincy Dairy Intros 8-Flavor Vender; Will List Under \$500

CINCINNATI, May 7.—Cedar Hill Farms, Inc., largest local dairy, has announced final marketing and design details of its 8-flavor milk-soft drink vender. George Huheey, sales manager, said that the unit, called Dari-Mart, under development for nine years, has been thoroly location-tested and is in production at the rate of 10 units a day. The price, which will be determined within the next week, "will be under \$500," he said.

Manufactured for Cedar Hill Farms by Cincinnati Metalcraft Corporation, a firm experienced in coin equipment production, the new carton-bottle vender will shortly be produced at the rate of 20 per day, Huheey disclosed. Sales will be made direct by Cedar Farms to operators in some areas, with distributors to be appointed for others.

### Sked Chi Show

First trade presentation of the machine will be made in a Chicago hotel within two weeks when a three-

day showing will be held. Place and date will be announced next week, Huheey stated.

The Dari-Mart vender is a manually operated unit with gravity feed, and features second delivery, wide selectivity (8 flavors), rapid loading and easy cleaning. Insertion of a coin (5 to 15-cent operation will be offered) in the ABT coin unit, mounted outside the right hand side of the cabinet, will enable patron to open any one (but only one) of the eight glass-fronted delivery doors across the front of the vender. It occupies a floor space of 30 by 41 inches. Loading and cleaning is done thru the top.

### Capacity

Capacity of the eight vending tracks is 80 (10 bottles or cartons in each). Storage space for an additional 300 is provided. Present model will accommodate the square Ex-cello carton, in the 8 ounce, 1/3 quart, 12 or 16 (See *Cincy Dairy Vender on page 104*)

## Auto-Vend Resumes Output; Has 5-10c Conversion Kit

DALLAS, May 7.—Roy M. Cresswell, president of Auto-Vend, Inc., announced this week that full production of the "Pop" Corn Sez vender has been resumed after making deliveries out of stock since last fall. The 1949 models feature a new and heavier switch assembly, a glossier, harder finish; the price remains unchanged.

Cresswell declared that when production was halted last year, a 2,000 machine inventory had been built up. With resumption of production this week, he stated that the initial schedule calls for 50 units a day, five days a week.

With more than 32,000 of its popcorn venders in the field, Auto-Vend's two popping plants, "Pop" Corn Sez, Inc., of Pennsylvania and the Sun Puff Popcorn Company, of Florida, have been operating at full capacity supplying operators, officials

state. During the past 60 days, a general increase in shipments of popped corn has been noted, they said. Both plants continue the freight prepaid shipping policy.

### 5 Vs. 10c Operation

Commenting on dime versus nickel operation, Cresswell said that while the 5-cent price is the rule in Texas, and in the New Orleans and Baltimore areas, the dime peg prevails in all other sections of the country. The scarcity of dimes as high-circulation coins prohibit the use of 10-cent mechanisms in most parts, he declared.

Auto-Vend continues to offer nickel mechanisms for the benefit of operators in such areas, according to Cresswell. Provision has also been made for easy conversion of venders to 5-cent operation, with conversion kits for either nickel or dime operation available for immediate delivery.

## Pepsi Prexy Predicts Cup Vending Biz Will Increase

WILMINGTON, Del., May 7.—Walter S. Mack, president of Pepsi-Cola Company, told stockholders at the annual meeting Wednesday (4) that there are 3,000 to 4,000 Pepsi-Cola cup vending machines now in service with many more being engineered and tooled.

Cup machine business, he predicted, "will grow slowly and will be an economical way of selling the soft drink." However, he said, "it won't replace the bottle for home use or on-premises consumption."

For the latter purpose, Mack said, an eight-ounce bottle retailing at 5 cents is being introduced in many territories, while the familiar 12-ounce bottle is selling at 6 cents. The increase, he said, is being made because of increased costs.

### Election Results

Four of Pepsi-Cola's major bottlers were nominated for directorships at the meeting but failed of election. Arthur Hardgrave, Chicago, and J. W. Gerhardt, Wichita, Kan., each received 20,526 votes, and Julius Dar-

sky, Akron, and Pearl F. Whitcraft, St. Louis, each 18,834. The difference represented support given to Margaret L. Durr, of Washington, by a group of stockholders led by Lewis D. Gilbert, of New York, who pointed out that adoption of cumulative voting would greatly aid the bottlers in securing minority representation on the board. Gilbert suggested that the bottlers' group should use the proxy statement for cumulative voting next year if they sincerely desire to secure representation in an equitable manner.

William B. Forsythe, a vice-president of the company, was elected a director, receiving the votes of 4,237,778 shares. Of the management candidates who were re-elected, Walter S. Mack Jr., president, and Alfred N. Steele each received 4,239,570; Mortimer Hays, 4,238,967; Herbert M. Singer, James W. Carnker and Walter W. Colpitts, each 4,237,942; Herral S. Tenney, 4,237,625, and Albert E. Winger, 4,236,753. (See *Pepsi Prexy Predicts, page 105*)

## SummerRoute Tips Told in Vend for May

### Covers All Operations

CHICAGO, May 7.—How the operator can do more business, make a greater profit and operate more efficiently during the summer months is the theme of the "hot weather" May issue of *Vend*, out this week. Covering all types of operations (candy, drink, bulk, ice cream, cigarette) a series of 20 "When Summer Comes" tips lead off the issue with summer-tailored feature articles on candy, milk and other routes.

Additional features deal with development of seasonal type locations, such as amusement parks, pools, drive-in theaters and playgrounds, and describe how to increase employee efficiency by cooling workshop and offices without installing high-cost air-conditioning equipment.

Spotlighting a few of the capsule summer-operation tips: *Start With The Milkman* is advanced as a wise move by operators carrying chocolate bars thru the season; *Keep Schedules Elastic* suggests fine-combing routes with servicing conditions peculiar to summer in mind (as closed schools, drop-off in bowling alley patronage, etc.) when such locations (See *Tips on Operation on page 104*)

## Air-Conditioned Hair Dryer Made Available to Ops

DETROIT, May 7.—Consolidated Productions, of this city, is setting up distributors to handle its Penguin hair dryer with a coin chute attached. The dryer, formerly sold directly to beauty parlors without the coin chute attachments, has been tested with coin operation in Boston, Hartford and Detroit, Jack Ross, firm official, reported this week. Following completion of the tests, several distributors were named, while others will be signed within the coming weeks.

The Washington Novelty Company, Washington, was appointed by Consolidated Productions to distribute the unit in the District, while Telecoin, New York, will handle the unit in that area.

### Front Money

Consolidated has worked out a special location contract for operators who will handle the Penguin unit. The operator will receive \$25 front money, then the balance on a predetermined commission basis. Too, the proposed contract will constitute a lease with the location, stating that the shop will keep the machine on location for a set length of time. Under the terms of the contract, the operator has the right to remove a machine from a location if the machine does not earn enough to cover the front money, unless the location desires to make up he difference.

Ross said that in at least one instance, the location made up the difference between the \$18 in the coin box, and the \$25 front money in order to keep the dryer in the shop.

### Price Tag

Rose stated that while the firm preferred to sign distributors who were also operators, so that the units could be placed in cities as fast as possible, the fact that a distributor was not an operator would not preclude an (See *New Hair Dryer on page 105*)



**GOLD RUSH CHARMS**

24K G.-P. AND G. S.-P.

Dress your machines like a Gold-Mine. Every customer becomes a PROSPECTOR with his pennies.

Series #1 ..... \$5.75 per M | Series #2 ..... \$7.00 per M  
**SAMUEL EPPY & CO., INC.** 113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

**Funny Face Charms With RHINESTONE EYES**

Nothing—but nothing tops this for customer appeal. Machines empty overnight!

Plastic With Eyes..... \$8.50 per M | Metal Plated With Eyes. \$12.50 per M  
**SAMUEL EPPY & CO., INC.** 113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

**Tips on Operation of Summer Routes Revealed in May Vend**

(Continued from page 103)

or installations in the immediate area will cater to less traffic. Other summer tips include *Pick the Best Spot*, which stresses use of outdoor installations where feasible (in service stations, for instance, outdoor positioning of a unit can up sales by 40 per cent). *Keep on the Move* is another tip slanted toward the serviceman. If a particular machine needs time-consuming work on location, pass it up and return later when other merchandise which might spoil in the heat has been delivered and the truck is

empty.

A detailed feature story deals with how one firm evolved and used its own low-cost dry-ice truck cooler unit during the summer months and effected a 30 per cent increase in business over the proverbially slack season. Another article explains how a milk operation can increase its summer business by approximately 20 per cent with little change in its year-round operating routine. How to make use of low cost cooling equipment to make office and shop employees more efficient when the mercury climbs, describing where, how, what type to install, is the subject of a third article. Other features also deal with summer servicing.

During the past few years, operators have become more aggressive in soliciting and servicing warm-weather locations, and it is with this trend in mind that the May Vend devotes its pages to furthering the summer profit picture in all phases of automatic merchandising. For a full treatment of summer operating problems, and their suggested solutions, interested operators will find the current Vend a store-house of practical ideas.

**CINCY DAIRY VENDER**

(Continued from page 103)

ounce size. Vending tracks to dispense standard size bottles and cans will be available shortly.

Each of the eight vending tracks are parallel, facing the delivery doors, and are inclined at a 30-degree angle to permit uninterrupted gravity feed.

Finished in garnet red with yellow stripes and a black base, with aluminum doors, the vender will be delivered with the name of the operator's company silk-screened across the front. Huheey stated this would not add to the unit's cost, other than the price of the original silk-screen itself.

**Operators Can Make 12 1/2 % MORE PROFIT PER DRINK**

**Fully Automatic Console-Cup HUPP COLD-DRINK VENDORS!**



Only Console Cup-Vending Machine on the Market—Priced Lower than many Bottle Vendors!

**LOOK AT THESE SPECIAL FEATURES:**

- 1. EASY SERVICING.** Special design makes servicing by operator or location a matter of minutes.
- 2. GREATER OPERATING INCOME.** Lower initial cost reduces amortization and depreciation charges.
- 3. ECONOMY OF MAINTENANCE.** Unitized construction permits fast parts replacement. No shop work necessary on location.
- 4. LIGHT, PORTABLE.** Mounted on Free-Rolling castors—weighs only 350 lbs.

All this plus unique finance plan for those who qualify—15% down, balance over 18 months. Low cost permits placing two units in one location at price of one large machine. Results: Double availability and profit.

**BE FIRST IN THIS NEW MARKET—**

and Capture the Plus Profit. Send in Coupons and we'll show you how!

Note this unique offer. Pepsi-Cola Syrup can be purchased for use in Hupp vending machines in many territories by those who qualify at \$1.45 to \$1.23 per gallon—depending on quantity. Please send me full information.

Pepsi-Cola Vending Dept. 3 West 57th Street New York 19, New York

Name.....  
 Address.....

Refrigeration Products Div. Hupp Corporation 1250 W. 76th St., Cleveland 3, Ohio

Please send us full information about your plan for operators and locations with the Hupp Cold-Drink Vender.

Name.....  
 Address.....

**WE'VE GOT... TOPPER**  
 VICTOR'S TERRIFIC VENDER  
 Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

**MILLER VENDING CO.**  
 42 Fairbanks St., N.W. Grand Rapids, Mich. Phone 9-8632

**LEAF RAIN-BLO**  
 The original colored Bubble Ball Gum

**EMPTIES MACHINES FASTER!**

LEAF GUM CO., Chicago 22, Ill.

**THE "CHALLENGER"**  
 THREE MACHINES IN ONE  
 \$10.00 to \$50.00 Weekly on Location!

**TROPICAL TRADING CO.**  
 549 W. Washington St., Chicago 6, Illinois

Headquarters for **Advance 21-E Machines**  
 Factory Distributor **J. SCHOENBACH**  
 1647 Bedford Ave. Brooklyn 25, N. Y.



### Can. Removes Tax; Candy Prices Down

OTTAWA, May 7.—Following the recent removal of the 20 per cent government excise tax on chocolate and candy (*The Billboard*, May 7), a decline in retail prices has been noted. Chocolate bars now go for 7 cents instead of the former 8 cents, and it is expected that with further readjustments in line with the tax removal, bar prices will drop to a nickel.

Canadian candy venter operators look for a boost in sales as a result.

**LOOK LOOK LOOK**

It's the New, Sturdy **MERCURY COUNTER GRIP SCALE**



Wt. 27 Lbs.

Bug proof. Good size money box, holds approx. \$75.00. Base will not scratch bar or counter. Beautiful finish. Unbreakable glass. Good money maker. Has play appeal. Size 12x15x14. All parts rust proof! Deliveries made daily all over the country. Order a dozen now.

Quantity Price to **All \$29.50**

F. O. B. Detroit  
1/3 Down, Balance C. O. D.

**MERCURY STEEL CORP.**  
3830 Holbrook DETROIT 12, MICH.

### Futuramic Starts Delivery on New Koffee King Unit

NEW YORK, May 7.—The first "substantial" shipment of Koffee Kings, the new coin-operated coffee venders produced by Futuramic Machines, Inc., moved out of the firm's Bronx plant this week, it was reported by Frank Q. Doyle, sales manager. Most of the units went to operators in the Midwest, he said, with a sample order going to Hawaii.

He declared that production models of the Koffee King have been improved to provide a seven-second delivery cycle. The 1,000-cup machine lists at \$695, f.o.b. this city. The firm recently established showroom and office facilities at 20 East 35th Street (*The Billboard*, April 23).

With sales of the venter to be handled largely by direct company representatives, Doyle has named George J. Young to cover the Eastern Seaboard, Jack G. Chalcraft for the Southeast, Neal Deimling and Ralph Rigdon for the Central States and Aubrey Stemler for the West. Lee Doble will be salesman at large. Fred Benedikt has been appointed to cover the New York area.

### Tenn. Self-Service Gas Station Faces Shutdown Ruling

NASHVILLE, May 7.—Legality of self-service gasoline station operation in Tennessee is raised in an appeal of a local station owner to the State insurance and banking commissioner after he was ordered to close by the State fire marshal.

H. A. Kimbrough, a State deputy fire marshal, who issued the closing order, told the proprietor that State regulations prohibited self-service stations. M. O. Allen, State insurance and banking commissioner, said a 1947 regulation does prohibit such a station being operated, but that the place in question was the only one of its kind in the State and that the regulation had never been enforced.

Allen took the case under advisement, stating that the station could continue to operate until a ruling is handed down.

### PEPSI PREXY PREDICTS

(Continued from page 103)

In the first four months of 1949, Mack said, domestic sales were down about 15 per cent or 16 per cent and, altho foreign sales improved during the period, net sales were off around 7 or 8 per cent. In answer to a question by Gilbert, Mack pointed out that Pepsi is going thru a "transition stage" and raising prices on account of costs.

Answering another question by Arthur Driscoll, a large stockholder, who was chief counsel when the late Charles G. Guth headed Pepsi, Mack said that the company "is and probably always will be in the sugar business." We have not had an offer sufficiently interesting to sell the Cuban sugar properties," he declared.

### NEW HAIR DRYER

(Continued from page 103)

agreement if the manufacturer felt the distributor was the best one for the territory.

At the present the unit lists for \$395 to the distributor, with a \$550 list to the operator. Production on the machines is being increased to meet increased orders.

The unit is shipped in two pieces, and can be assembled in a matter of minutes by merely inserting three screws into the base of the neck. Dryer is made of cast aluminum, and can be serviced by removing only four screws.

Joe O'Conner is president of Consolidated Productions, and A. Louis O'Conner Jr., is vice-president.

### Match This

BELGRADE, Yugoslavia, May 7.—A local engineer has developed a match that can be used 100 times. The match, pegged as a rival for automatic lighters, went on sale this week. It is four inches long and somewhat thicker than the ordinary one-strike match. It utilizes a newly discovered chemical, it was reported.

### ATTENTION POPCORN MACHINE DISTRIBUTORS AND OPERATORS

SupRpopt specially made hybrid POPPED CORN makes the biggest profits in any kind of popcorn vending machine or warmer. Packed in one bushel moistureproof bags, 12 to shipping carton by express anywhere. Can furnish excellent reconditioned POP CORN SEZ Machines.

Wire or Write for Prices.  
**Dwight Hamlin Company**  
5958 Baum Blvd. PITTSBURGH 6, PA.

**WE'VE GOT... TOPPER**

**VICTOR'S TERRIFIC VENDER**

Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.

**BIRMINGHAM VENDING CO.**  
2117 Third Ave., N. Birmingham 3, Ala.

**California Vending Almonds**

Per Lb. Case Lots F.O.B. Los Angeles **65¢** 5 LB. vacuum tins, 6 to a case., 400 count. **80¢** Per Lb. 600 Count

**We Manufacture BULK MERCHANDISE. All Types—Highest Quality. Lowest Prices... Samples**

Southern California Operators, order your **ACORN BULK VENDORS** from **Operators Vending Machine Supply Co.**  
1023 S. Grand Ave. Los Angeles 15, Calif.

**OUR NYLON PROMOTION!**

<b>1</b>	<b>THE MACHINE</b> —guaranteed the best conversion.
<b>2</b>	<b>THE HOSE</b> —no one else offers 51 Gauge, 15 Denier Nylons for \$1.00.
<b>3</b>	<b>THE PRICE</b> —the lowest for both machines and hose.

**WRITE TODAY FOR COMPLETE INFORMATION**

**STEINER MANUFACTURING CO.**  
322 Atlantic Avenue Brooklyn, N. Y.  
Phone: Triangle 5-0835

**CIGARETTE MACHINE ROUTE WANTED**

Large or small—must be in N. Y. C. area. Information confidential. Give number of machines and price in first letter.

**BOX 419**  
The Billboard, 1564 Broadway, N. Y. C. 19

**NO COST! NO OBLIGATION!**

Let us arrange a **FREE DEMONSTRATION** to prove the unique advantages of **The KEENEY DELUXE ELECTRIC CIGARETTE VENDOR**



- ★ **STARTLING STREAMLINED BEAUTY & BRILLIANCE** CAPTURE TOP LOCATIONS AT WILL
- ★ **ELECTRICAL AND MECHANICAL PERFECTION.** SIMPLICITY itself. Only a single motor, one relay, and two solenoids.
- ★ **SUPER CHANGE MAKER (OPTIONAL)**—handles nickels, dimes and quarters. Returns a nickel on 20¢ sales when a quarter is used. Returns a nickel on quarter sales when 3 dimes are used.
- ★ **HOLDS 432 CIGARETTE PACKS** in fully loaded double columns (front and rear), dispensed alternately. Cigarettes always fresh. Easy selections; the pack you see is the pack you get.
- ★ **ALUMINUM CABINET PREVENTS RUST AND CORROSION.**
- ★ **EASIEST TO SERVICE—QUICKEST TO LOAD—FASTEST DELIVERY.**

On Display at All Keeney Distributors

Write for your **FREE DEMONSTRATION** Don't Delay!

**J. H. Keeney & Co., Inc.**  
2400 W. FIFTIETH STREET • CHICAGO 32, ILLINOIS

**WRITE FOR OUR FREE ILLUSTRATED CATALOG**

**Rush Your Order Today**

**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases	\$43.00 Per Case (\$10.75 Per Mach.)
6 to 11 Cases	\$42.00 Per Case (\$10.50 Per Mach.)
12 to 24 Cases	\$41.00 Per Case (\$10.25 Per Mach.)
25 Cases or More	\$40.00 Per Case (\$10.00 Per Mach.)

Prompt Delivery.

**VICTOR'S NEW MONEY MAKER "HOT-POP" POP CORN MACHINE**  
Non-Coin Operated  
**OPERATOR MAKES \$4.20 Per Week**  
On Sale of 2 Lbs.  
**WRITE FOR DETAILS**  
YOU COLLECT PROFIT IN ADVANCE

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**  
1/3 Deposit, Balance C. O. D.

**VEEDCO SALES COMPANY**  
2124 MARKET ST. (Phone: LOcust 7-1448) PHILADELPHIA 3, PA.

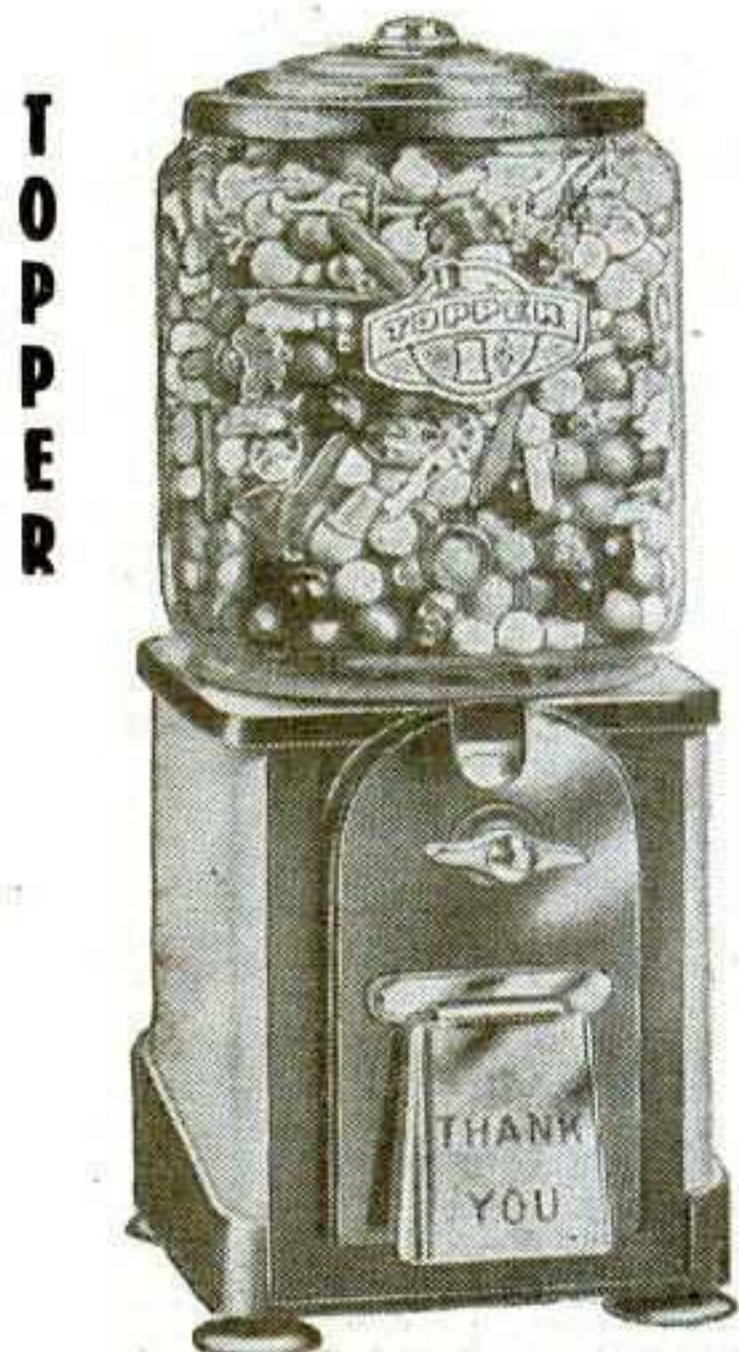
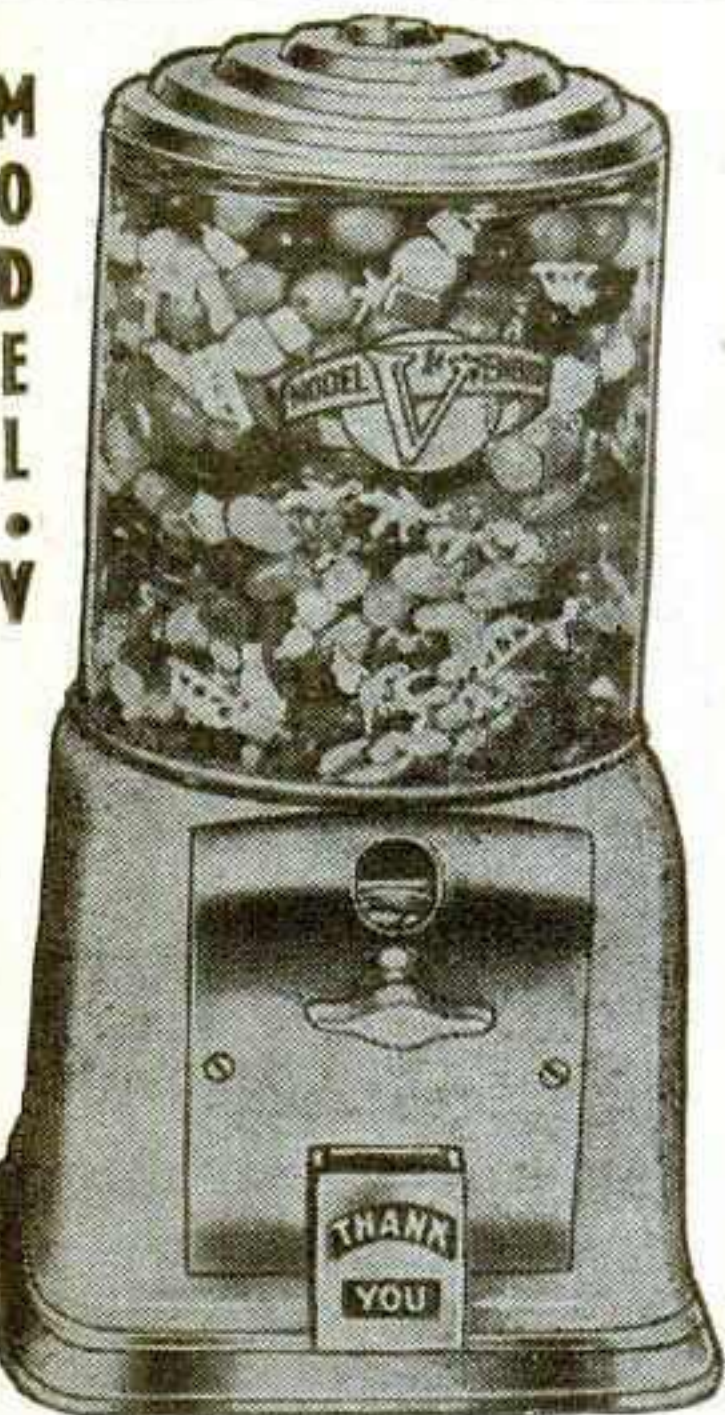
**VEEDCO SALES COMPANY**

**FINANCES** ALL MACHINES FOR RESPONSIBLE OPERATORS  
**LIBERAL ALLOWANCES ON TRADE-INS**



MODEL V

UNIVERSAL



## Don Mfg. Corp. Start Delivery On Shoeshiner

SAN FRANCISCO, May 7.—The newly organized Don Manufacturing Corporation here announced this week that initial deliveries of its automatic shoeshiner have been made, and that a distributor network is in the process of being set up. Joseph Feigin, president, and Frank Adams, vice-president, also report that their firm has just purchased the sales and manufacturing rights for the Douglas Bowling Ball Cleaner. Unit will list for approximately \$600 and be available in about 90 days.

Adams, who has been identified with the coin-operated shoeshine field since 1929, declared the new Don shoeshiner, developed after a nationwide survey last year, includes "what the operator has wanted" in a coin shoeshine unit. The machine, listing for \$289.50 (\$249.50 for five or more) polishes black and tan shoes, using a liquid polish. It will be sold on a time payment plan (when 10 or more units are purchased) with the firm financing its own paper.

### Weights 140 Pounds

The shoeshiner is shipped with one quart each of black and brown liquid polish, Adams stated. Machine weighs 140 pounds; has a steel cabinet 24 inches long, 19 inches deep and 50 inches high. It operates on a nickel for one minute and 40 seconds, with both sides operable at the same time. The patron may apply additional polish by pressing a button; each side (black and tan) has one polish applicator brush, one polish spreader brush and one yarn (polishing) brush. All working parts are guaranteed for a year.

Company policy, on the shoeshine and bowling ball units, is to grant exclusive territories to operators and distributors, Adams said.

## Cuban Sugar Off

HAVANA, May 7.—A total of 26 sugar mills in Cuba have finished grinding and producing 3,280,421 bags of sugar, compared with 4,310,304 bags processed at the same date last year, it was learned at the Ministry of Agriculture.

## Set Citrus Venders For Tampa Spot

TAMPA, May 7.—First of 25 citrus juice venders to be placed in this city was set up in the courthouse here last week. Unit, provided by the Snively Vending & Sales Company, dispenses citrus drinks at a nickel.

R. W. Johnson, inventor of the Snively machine and vice-president of the distributing firm, stated that the second unit will be placed in the city hall, with others to be located in hotels and various business houses.

Operation of the venders in the two public buildings will be in charge of the Florida Council for the Blind.

## Life Savers New Candy Division Ups Production

PORT CHESTER, N. Y., May 7.—Life Savers Corporation's recently formed candy bar division, Highland Candy, Inc., Elizabeth, N. J., was reported this week as approaching full production on the Scoop nickel bar. With approximately \$350,000 invested in the new candy business, Life Savers is also expanding its facilities here by 13 per cent, and completing arrangements to manufacture and sell its products in Mexico, according to Edward J. Noble, chairman of the board of directors.

The candy subsidiary, which began production in February and made initial delivery of the new bar March 10, is headed by W. A. Goebel.

Reporting on Life Savers earnings, Noble stated that net sales in 1948 set a record of \$13,066,523, returning a net income of \$2,531,692. In 1947, firm's net sales were \$12,283,501, with a net income of \$2,636,839.

## Sugar News

WASHINGTON, May 7. — Sugar distribution for the week ending April 16 was below the corresponding week last year, marking the first such development in 1949, Agriculture Department reported. Domestic distribution amounted to 113,894 tons as compared with 131,065 tons for the comparable week in 1948.

**IT'S NEW ABT "SKILL GUN" IT'S FAST**

✓ ALL ELECTRIC  
✓ AUTOMATIC SCORING  
✓ LEGAL EVERYWHERE

**\$57.00 ea.**  
10 OR MORE, \$54.00 EA.  
STANDS, \$7.50 EA.

✓ SMALL INVESTMENT  
✓ LARGE CASH BOX  
✓ 1¢ OR 5¢ PLAY

**NEW COLUMBIA BELLS**

Twin Jackpot Latest Models

**\$119.50**  
Orig. Price \$145.00

Changeable to 1¢, 5¢, 10¢ and 25¢ Play

**LEAF BUBBLE GUM (The Original) SOLD AT FACTORY PRICES.**  
3/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

**NORTHWESTERN MODEL 49**

Either 1c or 5c

Less than 25...\$17.55  
Less than 100... 17.25

**NEW COUNTER GAMES**

ABT Model F Targets \$42.50  
Gottlieb Grip Scales . 24.50  
Steeplechase, 1¢ . . . . 35.00  
S. K. Target Kings, 1¢ 45.00  
Imp, 1¢ or 5¢ . . . . . 16.50  
S. K. Hunter, 1¢ . . . . . 45.00  
Electric Shockers . . . . 18.75  
Whirl-a-Ball . . . . . 19.50

**USED COUNTER GAMES**

Marvel 1¢ Token . . . \$22.50  
American Eagle, 1¢ . . 19.50  
Vest Pocket, 5¢ . . . . 44.50  
Imp, 1¢ . . . . . 10.00  
Yankee, 1¢ . . . . . 14.50  
Cubs, 1¢ . . . . . 10.00  
Windmills, 1¢ . . . . . 4.95  
Daval Races . . . . . 14.50  
Gottlieb Grip Scales . . 12.50  
Sparks, Tok. Pay., 1¢ . 22.50

**USED SLOTS**

Mills Orig. Golden Falls, 5¢-25¢ . . . . . \$119.50

**RECONDITIONED VENDORS**

1¢ Advance Ball Gum . . . . . \$ 5.95  
1¢ Variety Shops With Stands . . . 19.50  
N.W. Model 40 . . . . . 6.95  
1¢ You Chu Ball Gum . . . . . 6.50  
Cash Trays, Almonds, 5¢ (New) . . . 5.95  
1¢ Vic. Mod. V. Globe Type . . . . . 8.95  
N.Y. Stamp Vendors, 1¢ and 3¢ . . . 12.50  
Shipman Duplex, 1¢ and 3¢ Stamps . . 19.50  
Adams Gum Mod. N. 4 Col., 1¢ . . . . 14.50  
Adams Gum (50 Boxes to Carton). Ast. . 50  
Silver King Ball Gum, 1¢ . . . . . 6.95  
Atlas De Luxe 1¢ Bulk Vendor (New) . 10.00  
Columbus Tri-Mor, 3 Comp. . . . . 29.50  
Columbus Bimor, 1¢ . . . . . 22.50  
N.W. Deluxe, 1¢-5¢ Comb. . . . . 17.50

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

**MILLS VEST POCKET BELL**

Size: 8"x8"x8"  
A 5¢ Pocket Size Slot with Automatic Payout System. Awards from 3 to 20 nickels. Operators' price \$65.00  
Reconditioned, \$44.50

Send for our Complete List and Quantity Prices of Coin-Operated Machines and Supplies. 1/3 Dep., C.O.D. with All Orders. Under \$20.00 Full Payment with Order.

**RAKE COIN MACHINE EXCHANGE**

609 SPRING GARDEN STREET LOMBARD 3-2676 PHILADELPHIA 23, PA.

**"SILVER KINGS"**

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 the all new Silver King Hot Nut or "Charm King" Ball Gum Vendor. Designed for sales compelling eye appeal. Flashing ruby red jeweled top.

**\$29.95**

OTHERS LOW AS \$10.55 in Quantities

At All the Best Dealers—or Write

**SILVER-KING CORP.**  
622 Diversy Parkway Chicago, Ill.

**ALL SILVER KING MODELS**

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

**ROY TORR**  
Lansdowne, Pa.

**Steady-Steady Profits**

**ALKUNO**

5c GUM VENDOR MODEL 200-G-3M

Can be attached to other Larger Machines.

Metal Cabinet and Base.

CAPACITY: 200 PACKS.

Ht. on Base, 54"x14".  
Wt. on Base, 48 Lbs.

Price . . . . . \$59.00  
Base . . . . . 12.00

Immediate Delivery in Green, Blue or Tan.

Write for Catalog of Complete Line of 5¢ Gum & Candy Vendors.

**ALKUNO & CO.**  
408 Concord Ave.  
NEW YORK 54, N. Y.  
Melrose 5-7757

**NOW HI-HO'S 3-PURPOSE TRAYS**

1. Use on Counter or Bar (rubber feet)

2. Use on Wall Bracket (fit any standard wall bracket)

3. Use on Stand (1" threads fit any standard stand—no flange or crossbar needed)

Fussy location owners welcome new style trays because they keep merchandise off the floor!

Write E. LA RUE, Sales Mgr. 540-542 Hayes St. San Francisco, Cal.

**LEON "HI-HO" SILVER**

**TOPPER**

Vends Ball Gum and Charms like magic. Also vends all other kinds of bulk merchandise. Packed 4 to the case.

**\$43.00 PER CASE**

Contact us for prices in quantities

**JACK NELSON & CO.**  
2320 Milwaukee Ave.  
Chicago 47, Ill.

**CHARMS**

Write now for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND CARVED RINGS, WEDDING RINGS, KNIVES, JACKS, BALLOONS, SKULLS, ETC.

**BECKER VENDING SERVICE - BRILLIANT WISCONSIN**

CONTACT YOUR JOBBER OR WRITE  
**VICTOR VENDING CORP.**  
5701 W. GRAND AVE. CHICAGO 39, ILL.



**SPECIAL AT A LOW, LOW PRICE**



**NOVELTY CARD VENDOR**

Brand New in Original Cartons. Original Price \$29.50.

**CLOSEOUT \$12.50 PRICE EA.**

Capacity 500 cards . . . 250 cards in each column. A steady money maker. Exhibit Cards—all series—\$4.00 per M. 1/3 With Order—Balance C. O. D.

**J. SCHOENBACH**

Distributor of Advance Vending Machines

1647 Bedford Ave. Brooklyn 25, N. Y.

**Hartford Ops Hike Cigarette Price 2 Cents**

**Operating Costs Cited**

HARTFORD, Conn., May 7.—Cigarettes sold thru vending machines in the Hartford area will be increased in price from 20 to 22 cents a pack. Nathan Weil, manager of the Cigarette Vending Service Company, Hartford, was the first to announce the price boost.

There were indications that other operators would follow suit, with key men in the trade blaming the 2-cent increase on operating losses and new operating expense increases.

The boost will go into effect, according to operators, as soon as machines are converted to handle quarters. There will also be a time element required for enclosing 3 cents in change in each cigarette pack.

The Hartford boost, Weil says, will bring this city to the level of most of the State, where 22 cents has been charged while Hartford operators were experimenting with the 20-cent price. In Massachusetts, he noted, vending machine cigarettes are sold for 23 cents.

**Others Up Price**

Among other Hartford ops planning to increase cigarette charges were Hartford Cigarette Vendors, Inc.; Hartford Cigarette Service, and the Self-Service Sales Corporation. Whether this move will lead to increased prices on over-the-counter cigarette sales by some retailers has not been determined as yet by local wholesale tobacco dealers.

The Weil organization, Cigarette Vending Service Company, was a key figure in Hartford in keeping the local vending machine cigarette price at 20 cents in the fall of 1948. When other vending machine concerns raised cigarette prices to 22 cents some months ago, Weil's concern announced that it would retain its 20-cent price in the hope that conditions would improve to eliminate the necessity of an increase.

Weil said this week, however: "We maintained and endeavored to influence other operators to remain at 20 cents, hoping that the high price of cigarettes would not be a lasting one. Cigarettes failed to decrease in price and operating costs increased. We are sending letters to our customers, fully explaining this action."

**Mills Intros Stage For Drink Venders**

CHICAGO, May 7.—The Mills 400-cup soft drink dispenser is now being made with a new vending stage designed to cut servicing by preventing sirup from getting into the mechanism and causing the gate to stick. The stage incorporates a safety lock which keeps the gate closed and prevents tampering.

Other features which Mills claims for the stage include easy operation, maintained sanitary conditions and easy removal for cleaning. It is to be made available for Mills cup drink units already on location. Addition of the stage will mean no price change in the machine, it was announced.

**ACORN BULK MERCHANDISING VENDOR**



MY NAME IS SIMPLICITY! YOU'LL FIND ME THROUGH-OUT THE ACORN VENDOR... BECAUSE AN OPERATOR AND AN ENGINEER CAPTURED ME IN THEIR DESIGN

THE BEST MACHINE TODAY

THE BETTER MACHINE TOMORROW

WRITE for Details and Prices

**OAK**

Manufacturing Co., Inc.

11411 Knightsbridge Ave., Culver City, Calif.

**Northwestern**

MODEL **49**

\$17.55 EACH

ALSO IN STOCK  
Dual Nut ... \$45.00  
DeLuxe ... 27.00  
Model 33 ... 12.60  
Model 39 ... 14.40  
Model 40 ... 11.00  
33 Ball Gum. 11.55

Write for Quantity Prices

**EMPIRE COIN MACHINE EXCHANGE**

1012 MILWAUKEE AVE. CHICAGO 22

**Order Your PISTACHIOS From Us Today and Save**

Not only you save money when you buy our famous "SUN BRAND" PISTACHIOS, but you will sell more of them because we have been importing and roasting them for over 20 years. Compare the size, color and flavor with any other brand and you will decide on "SUN BRAND." Extra Jumbo Size, RED, 30 count per oz., 70¢ per lb. Jumbo Size, RED, 34 count per oz., 68¢ per lb. Special Blend Size, RED, 40 count per oz., 58¢ per lb. Large Size, RED, 45 count per oz., 46¢ per lb. White, salted, instead of red, 12¢ per lb. cheaper. Minimum order 200 lbs., otherwise add 2¢ per lb. SELL MORE, EARN MORE, BUY SUN BRAND.

AMERICAN PISTACHIO CORP. Importers, Packers at this address for over 15 years. 111 Reade St., Dept. 15, New York 13, N. Y.

**No other Ball Gum Vendor like it!**

Operator usually nets up to 75c out of every \$1 the "Hunter" takes in!

**It's A "Gold Mine"**

It's easy to understand why. Look. No coin return. No gum dispensed unless the player wants it. And how many do . . . when they're playing a game of skill . . . which the "Hunter" is.

So a net of 75¢ out of every \$1 of play is nothing unusual. Here's a real money maker you won't want to lose out on. Only \$45.00 F. O. B. Aurora, Ill. Order through your jobber or write for complete information and illustrated literature.

New Angle—Gets the Money

**SILVER KING CORP.**

622 DIVERSEY PKWY. CHICAGO 14, ILLINOIS

**ALL SILVER KING MODELS**

Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

**ROY TORR, Lansdowne, Pa.**

for **BIGGER PROFITS** per vender **THAN YOU'VE EVER HAD BEFORE—**

**Northwestern** MODEL **49**

**ENTIRELY DIFFERENT from any other VENDING MACHINE!**

New Sani-Carry Globes can be cleaned and refilled at home or warehouse . . . by inexperienced help if you want it. No more filling, spilling and messy cleaning on location. Greater cleanliness assured. Cuts servicing time in half. That means twice as many machines serviced per day per man . . . bringing servicing costs down to new lows . . . boosting profits to new highs. Equally important, by checking merchandise in returned globes against cash collection, you can be sure of more accurate accounting and tighter control. No other vending machine gives operators so much. *Wire, phone or write for details.*

**THE NORTHWESTERN CORPORATION**  
818 EAST ARMSTRONG ST. • MORRIS, ILLINOIS

**ALL NORTHWESTERN MODELS**  
Recommended and sold on Time Payment. 20 weeks to pay. Write for details.

<b>RAIN-BLO BUBBLE BALL GUM</b> Packed 25 Lbs. to Carton	
5/8th	170c
1/2	210c
25 to 475 lbs. . . . .	27c lb. 29c lb.
500 lbs. or over . . . . .	26c lb. 28c lb.
Freight paid on 150 lbs. or over FULL CASH WITH ORDER	

**NEW CHARMS**  
President Buttons — Pictures & Dates of Office of the 32 Presidents of the U. S.—Washington to Truman . . . . \$7.50 Per M  
Metal Jingle Bells, 1/2"—in brilliant colors—red, blue, green, gold & silver. \$7.50 Per M

**ROY TORR, Lansdowne, 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.

**BLOYD MFG. CO.**  
 VALLEY STATION, KY.

**Name Edgar George Personnel Manager At Sterling Vending**

BELLEVILLE, N. J., May 7.—Henry W. Hartmann, president of Sterling Vending Company here, has announced the appointment of Edgar F. George as personnel manager. George had previously been with the Canteen Company, and over a period of 18 years had been in charge of automatic vending and branch manager in the North Jersey area. He developed Canteen's vending service in the Buffalo, Rochester, Syracuse and Albany, N. Y., territories.

Sterling Vending, one of the pioneer organizations in the vending field, was organized by Hartmann in 1928. Firm operates candy, cigarette, biscuit, beverage and milk venders in industrial plants in New Jersey and New York.

**New Tax Muddle Hits Minn. Ops**

(Continued from page 103)

tax law, this is it. The vending machine industry has been discriminated against without even the opportunity of having its case heard. And the 1-cent cigarette tax increase isn't all. The Minnesota Legislature has given us more expenses with higher gas tax, motor vehicle tax and numerous other increased levies. The lawmakers have made it exceedingly difficult for us to do business in this State."

**Industry Affected**

Already evidence has developed indicating that the higher tax structure is forcing some industries out of the State. North Star Woolen Mills of Minneapolis, in business in that city for 85 years, is planning to move its factory to Lima, O., because, its officials have declared, the Minnesota tax picture is too difficult a nut for that business to crack.

And Rep. John Hartle, of Owatonna, Minn., speaker of the Minnesota House, said the North Star Woolen Mills' withdrawal won't be the only one. He said that during the legislative session he talked with dozens of industrial leaders who told him flatly that they were contemplating moving their business and plants out of the State because of the high taxes in Minnesota.

**BARGAINS**

Cigar Mach., Late Model, 10¢ Vend.	Each \$ 7.50
Postage Mach., 2 Col., Late Model	7.50
Gum Mach., 6 Col. Stewart-McGuire	7.50
Cigarette Mach., Mills 6 Col.	12.50
Apple Mach., ABT	7.50
Cracker Mach., Advance	7.50
Hershey Bar, 5¢, Late Mod. Candyette	5.00
Rowe 1¢ Gum, 5 Col.	7.50

Half Deposit.

**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.  
 Phone: BA 9-0606



**AMAZING PROFIT AT SMALL COST!**

**VICTOR'S NEW HOT POP**

NON-COIN OPERATED POPCORN VENDOR

**\$47.50** F. O. B. CHICAGO

Approved by Underwriters

Write today for free profit charts and colored circular describing new and very profitable form of operating that is sweeping the country.

HOT-POP is now on display at all VICTOR Distributors

**VICTOR VENDING CORP.**  
 5701-5713 W. GRAND AVENUE CHICAGO 39, ILLINOIS

**Electric Deodorizer Set in Jersey Plant**

LINDHURST, N. J., May 7.—The Electric Deodorizer Corporation, producers of an automatic deodorizer for route-owner operation, has set up a plant to manufacture the device at 236 Lafayette Avenue here. Announced recently (The Billboard, May 7), the unit lists at \$13.95.

Joe Eisen, treasurer of the corporation, will supervise production, while Leo Willens, president, will handle sales from an office still to be established in New York City. The Miami office, at 7361 N. E. Second Avenue, is to be retained and will be managed by Harry Barron, secretary.

**Pa. Restores Drink Tax on Fizz Water**

HARRISBURG, Pa., May 7.—Pennsylvania has restored bottled carbonated water to its re-enacted soft drink tax law after discovering that this item means \$6,000,000 in the next two years in revenue. Carbonated water only recently had been removed from the soft drink tax law by the Assembly.

A series of lawsuits contesting the constitutionality of the State's original soft drink tax, passed in 1947, are pending in Dauphin County Court.

**Havana Cig Pic**

HAVANA, May 7.—A recent statistical report of the Tobacco Commission shows that the annual importation of American cigarettes has continued to increase here: from 2,990,051 packs in 1939, to 15,054,559 in 1948, equivalent to 301,091,180 cigarettes at a value of \$953,225.

**ALL VICTOR MACHINES**

Recommended and sold on

**TORR TIME PAYMENT PLAN**

Pay for same in 20 weekly payments. Write for details.


**ROY TORR**  
 Lansdowne, Pa.

<b>#494 BIG CHARMS</b>	<b>BASEBALL CHARMS</b>
In Brightly Colored Plastic . . . \$3.00 Per M	White Plastic . . . \$ 6.00 Per M
Metallic Plastic, Silver or Bronze . . . 3.25 Per M	White With Black Seams . . . 9.00 Per M
Metal Plated . . . 5.75 Per M	Silver Finish . . . 10.00 Per M
In Silver Finish . . . 6.75 Per M	24K Gold Plated . . . 15.00 Per M

#3 SMALL CHARM—In Brightly Colored Plastic, \$2.50 Per M; Metal Plated, \$4.50 Per M. PRESIDENT BUTTONS—Pictures of 32 Presidents, Washington thru Truman, \$6.00 Per M.

**KARL GUGGENHEIM, INC.**  
 33 Union Square New York 3, N. Y.

**AUTOGRAPHED BASEBALL CHARMS**



Copper Plated . . . \$10.00 Per M  
 Gold Plated . . . 15.00 Per M  
 White Plastic . . . 6.00 Per M  
 Plastic Baseball Players . . . 1.50 Per Gr.

**PENNY KING CO.**  
 415 Neptune St. PITTSBURGH 20, PA.

**SPACE FOR NAMA**

(Continued from page 103)

Commerce official, joined the association last week to replace Howard Olson, special activities' director who is now with the William Wrigley Jr. Company.

Recommendations made by the Chicago advisory members will be passed along to the Advisory Committee when that group meets in Atlantic City June 3 prior to the joint regional meeting of NAMA Regions A and III.



**VICTOR'S AMAZING NEW TOPPER**

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)

5/8 140 Count COLORED BUBBLE BALL GUM 25 lb. cartons 26¢ LB. 170 & 210 27¢ LB.

(Prepaid in lots of 100 lbs. or more) FULL CASH WITH ORDER.

**SPECIAL**  
 6 like new Model V's PLUS 50 lbs. licorice PLUS 1000 charms. ALL for only **\$67.25**

Sample Machine, \$9.45.

1/3 Deposit, F. O. B. Brooklyn, N. Y. Balance C. O. D. Orders Under \$10.00, Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.

**PIONEER VENDING SERVICE**  
 Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

**THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL**

Cuts Service Time in Half

**\$17.55**

SAMPLE

Write for QUANTITIES Discount

Other Popular Northwestern Vendors \$10.35 and Up

Contact us for:

- BULK MACHINE CHARMS
- MERCHANDISE
- BALL GUM

Parts and Supplies 1¢-5¢ and Foreign Coins

Write for Circulars and Price List.

**BADGER SALES CO., Inc.**  
 2251 W. Pico Blvd. Los Angeles 6, Calif.



**HOT-POP POPCORN VENDOR**

(NON-COIN OPERATED)

**\$47.50**

Vends 44 10¢ portions each filling. Big profit maker at low cost. \$10 deposit, balance C. O. D.

**JACK NELSON & CO.**  
 2220 Milwaukee Ave. Chicago 47, Ill.

**WRITE FOR CATALOG ON BULK VENDORS, MERCHANDISE, GAMES, ETC. BUBBLE BALL GUM**

140 or 170 size. Crown Jack Brand with colored centers. 25 lb. ctn. \$ 5.65  
 100 lbs. or more . . . 21.90

**COPPER AND SILVER PLATED CHARMS**

Series #1, 1,000 . . . \$4.50  
 Series #2, 1,000 . . . 5.75  
 Gold Plated "Georgie" Pins, 1 Gross 3.95  
 Gold Plated Bracelets in Capsules. 100 . . . 5.95  
 Silver Wedding Rings, 1,000 . . . 5.50  
 Gold Wedding Rings, 1,000 . . . 8.95  
 Cameo Rings, 1 Gross . . . 2.50  
 Sassy Wise Crack Buttons, 1,000 . . . 6.50  
 Gold Plated Basket Balls, 1 Gross . . . 3.75

We are factory distributors for all leading makes of VENDING MACHINES.

**PARKWAY MACHINE CORPORATION**  
 623 West North Ave. Baltimore 17, Md.

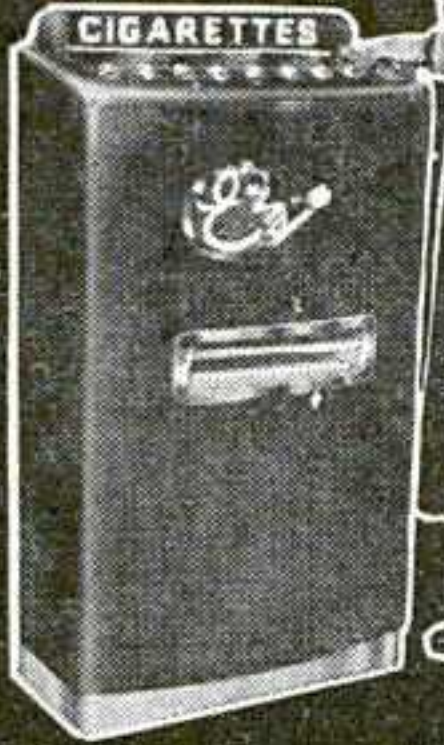


Another in the great family of Electro Distributors...

**F. A. B. DISTRIBUTING COMPANY, INC.**  
304 IVY STREET, N. E.  
ATLANTA 3, GA.

Distributors of Electro in Georgia, North Carolina, South Carolina and Florida West of Tallahassee.

America's Finest All-Electric Cigarette Vending Machine



**EASTERN ELECTRIC VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 19, N.Y.  
A PRODUCT OF C-B LABORATORIES

# Seesaw Seen On FTC Base Point Ruling

Involves Cement, Steel

WASHINGTON, May 7.—Basing point developments this week headed in opposite directions as the Supreme Court upheld Federal Trade Commission (FTC) in another industry basing point ban and the Senate Judiciary Committee approved a bill calling for a moratorium until mid-1950 on new prosecutions by FTC.

FTC's victory in the high court was a hollow one as the tribunal split with a 4-4 decision, one justice abstaining. According to legal precedent, a tie decision by the court automatically affirms a lower court decision—in this case, a pro-FTC decision by the Circuit Court of Appeals.

The case was carried to the Supreme Court by a dozen manufacturers of rigid steel conduits. They had been ordered by FTC to abandon basing point practices. The Commission also had ordered the conduit makers to refrain from using a freight absorption policy, either jointly or individually.

The Supreme Court's ruling came exactly one day before the first anniversary of the original basing point decision—the upholding of an FTC basing point ban against the cement industry.

### Okay Moratorium

Barely an hour before the court decision in the conduit case was announced, the Senate Judiciary Committee approved the moratorium bill banning any new basing point prosecutions until July, 1950. A similar bill passed the House Judiciary Committee several weeks ago and is now waiting its turn on the crowded House calendar.

Congressional action on the moratorium is likely to be accelerated in view of the Supreme Court's decision. Many legislators had been hoping the court would overrule FTC and make the moratorium unnecessary. Enactment of the moratorium now appears assured.

Congress expects to use the 15-month breathing spell to consider and enact new legislation covering basing point practices. Such legislation is expected to develop into a bitter fight in both houses. The chief backer of FTC in the current squabble is Rep. Wright Patman (D., Tex.), head of the House Small Business Committee.

Patman has been carrying on FTC's fight on the floor of the House. Hailing the conduit decision, Patman declared it is "a victory for the people." He added that "the powerful monopolies which have used the basing point system as a creature to stifle competition and destroy free enterprise are again deprived of this most effective weapon." Patman called upon all small businesses to fight the proposed moratorium.

The Senate has no small business committee this session, but several members of last year's group are backing FTC in the basing point prosecutions. Included are Senators Glen Taylor (D., Idaho) and James Murray (D., Mont.).

# Ramsey League Contests Minn. Cig Tax Boost

ST. PAUL, May 7.—A move to challenge constitutionality of the new 1-cent cigarette tax increase has been launched here by the Ramsey County Anti-Sales Tax League. The increase was voted by Minnesota Legislature just before it adjourned Monday (25).

Koscie H. Marsh, league resident, said he and other officers would consult Attorney General J. Bernquist about the situation and determine after the conference how to proceed in challenging the new law. Marsh stated the league based its position on two grounds: (1) The subject matter of cigarette tax increase was defeated once in committee and therefore "cannot be revived at the same session." The House Tax Committee had tabled a bill boosting the cigarette levy 2 cents per pack, and (2) the revenue-producing measure did not originate in the House as required by the State constitution, but was "merely recommended by conference committees of the House and Senate."

## HOT-POP

Victor's sensational new Popcorn Vendor. Today's fastest money maker and ONLY

**\$47.50**

\$10.00 Deposit, Balance C. O. D. (Five pecks Popcorn Free with each machine)

**CHAMPION NUT & CHOC. CO.**  
1194 Tremont Boston, Mass.



## REAL LOW PRICES

U-SELECT-IT

# CANDY MACHINES

72-Bar Capacity, Each ..... \$27.50  
Uneeda 5 Column with Base ..... 50.00

### Cigarette Machines

DU GRENIER 7 COL. 5 ..... \$40.00  
DU GRENIER VD, 7 Col. .... 45.00  
DU GRENIER W, 9 Col. .... 45.00  
DU GRENIER CHAMPIO ..... 50.00  
UNEEDA MONARCH, 8 Col., Like New 70.00  
UNEEDA 8 Col. .... 40.00  
NATIONAL 9-30 ..... 50.00  
ROWE ARISTOCRAT, 6 Col. .... 22.50  
Half Deposit.

### HARRIS VENDING

2717 N. Park Ave. Philadelphia, Pa.  
Phone: BA 9-0606

## BUY FROM DEVICES FOR BEST SERVICE

Rush Your Order Today

# TOPPER

1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)  
6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)  
12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)  
25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)  
Prompt Delivery.



Victor's Sensational HOT-POP, non-coin operated ..... \$47.50  
\$10 deposit, balance C. O. D.  
Victor's 1¢ Universal, blue hammerloid finish ..... 13.95  
Victor's Model V, 1¢ or 5¢, red wrinkle finish ..... 12.75  
Victor's Model V-K, 1¢, red wrinkle finish ..... 12.25  
**Devices Novelty, Dept. A**  
467 N. Milwaukee Ave. Chicago 10, Ill.  
MONroe 6-7533

NEW! REVOLUTIONARY!

# Northwestern

MODEL **49**

1c OR 5c LESS THAN 25 \$17.55  
LESS THAN 100 \$17.25  
100 OR MORE \$16.95

Write — Wire Phone

**NORTHWESTERN SALES & SERVICE CO.**  
Authorized Northwestern Distributor  
4105 16th Ave. Brooklyn 4, N. Y.  
Phone: Gedney 8-3600



Manufacturer of  
HIGHEST QUALITY CHEWING GUM  
BALL GUM  
BUBBLE GUM  
BUBBLE BASE

SOLICITES INQUIRIES FROM QUANTITY BUYERS ONLY

**BARKER BRANDS, Inc.**  
SEA BRIGHT, N. J.



**SPECIAL \$75.00**  
Uneeda Candy Vendor

102 bar capacity, Floor model.  
**COUNTER MODEL, \$65.00**

### ATTENTION—25c & 30c CONVERSIONS

Silver, Quarter or combination Nickel-Dime conversions. Guaranteed Parts. Expert Workmanship.

ALSO 30¢ CONVERSIONS FOR ALL MODELS

### CIGARETTE MACHINES

NATIONAL ELECTRIC, 9-E ..... \$275.00  
ROWE CRUSADER, 8 & 10 Col. .... 149.50  
UNEEDA, 8 Cols., 510 Pack Cap. .... 139.50  
National 9-50, 350 Pack Cap. .... 97.50  
National 7-50, 270 Pack Cap. .... 82.50  
National 9-30, 270 Pack Cap. .... 75.00  
National, 6 Col., 150 Pack Cap. .... 32.50  
Rowe President, 10 Col., 475 Pack Cap. 119.50  
Rowe Royal, 10 Col., 400 Pack Cap. ... 100.00  
Rowe Royal, 8 Col., 320 Pack Cap. ... 85.00  
Uneeda Model 500, 9 Col. .... 115.00  
Uneeda Model E, 15 Col., 350 Pack Cap. 62.50  
DuGrenier, 9 Cols., Model W, 270 Pack Cap. .... 62.50  
Special! 4 Col. VENDOR, 80 Pack Cap. 20.00

CIGAR VENDOR, 50 CAP. .... \$ 15.00

### CANDY MACHINES

National 9-18 ..... \$100.00  
Rowe, 8 Col. .... 85.00  
U-Select-It ..... 35.00  
Advance Candy Machines ..... 27.50  
Shipman Candy Vendor ..... 22.50  
ROWE 5 COL. 1¢ GUM VENDOR .... 17.85



**SPECIAL**  
Rowe Imperial, 8 col. Cigarette Machine  
240 Pack Cap. .... \$70.00  
6 Col., 180 Pack Cap. .... 60.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED  
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.  
Parts and Mirrors available for all makes and models.

# UNEEDA VENDING SERVICE

"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"

166 CLYMER STREET EVergreen 7-4568 BROOKLYN 11, NEW YORK

## NOTICE

### VENDING MACHINE MANUFACTURERS

If you are manufacturing a 1¢ or 5¢ vending machine, something new, I have the organization to get it distributed nationally for you through an organization of Distributor Salesmen, who can sell through Business Opportunity columns in the newspapers. I will set up my office at your factory or somewhere where it will be convenient for both of us. Your transaction will be a cash deal with us at a set figure per machine. We will make all literature, circulars, sales manuals, etc., and will use around 1000 machines per month after the first 120 days of operation. You must have something new the country has not been flooded with, or some good machine which is made differently from the ones now on the market, and something supplies can be obtained for. THIS IS A REAL OPPORTUNITY FOR SOME SMALL MANUFACTURER who wishes his products put on the market in a big way without expense to them. We will also help finance you if you have something good and unable to get into production. But you must be ready to start delivery soon. Write or wire prepaid what you have with all details and we will come to your factory immediately. Write or wire

BOX D-183, c/o THE BILLBOARD, CINCINNATI 22, O.

### NORTHWESTERN VENDERS

Model 49 ..... \$17.55	Plate Only for Holding 2 Mach. .... \$1.00
Dual Nut ..... 45.00	Plate Only for Holding 3 Mach. .... 1.25
Deluxe ..... 27.00	Bubble Gum, 3/8", Asst. Colors, Lb. .... .39
Model 39 ..... 14.40	Charms, Asst. Metal, 1,000 ..... 7.50
Model 33 ..... 12.60	Charms, Small Plastic, Asst. .... 3.00
33 Ball Gum, 3 1/2 Lb. Globe ..... 11.40	Charms, Large Plastic, Asst. .... 3.50
Model 40, 4 Lb. Globe ..... 10.85	Jingle Bells, Per 1,000 ..... 7.50
Stand for Dual Nut ..... 11.20	Plastic Skulls, Per Gross ..... 1.75
Mach. Mounting Bracket for Dual Nut .. 1.00	Plastic Rings, Per 1,000 ..... 4.00
Uni-Steel Bracket for All Mach. .... 1.00	Baseball Players, Per Gross ..... 1.55
Sing. Mach. Stand, Iron Base ..... 4.50	Swashbuckling Pirates, Per Gross ..... 1.55
2 Mach. Stand, Iron Base ..... 5.50	Copper Skulls, Per Gross ..... 1.75
3 Mach. Stand, Iron Base ..... 5.75	

Write for Quantity Prices. Prices Subject to change Without Notice.

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2823 LOCUST STREET

ST. LOUIS 3, MO.



# INDIE TOURNEYS UP GROSSES

## Inter-Location Meets Make Patrons Shuffle-Conscious; Sandlot Loops Hike Income

Owners, Operators Can Set Up Own Local Promotions

By Norman Weiser

CHICAGO, May 7.—Individual location promotions, via tournaments, are more feasible in many cases than area or city-wide shuffleboard leagues, it has been found; while sandlot leagues, formed by several location owners have also worked out successfully. The problems encountered in this type of shuffleboard play are different from those encountered in the setting up of a large league, and while these problems are much simpler, they can easily discourage competition unless eliminated before actual play starts.

This is the third of a series on "How to Form a Shuffleboard League" which will appear in this section of The Billboard. Part IV, covering the promotion of organized shuffleboard play, will appear in next week's issue.

### Tavern Tourney

The formation of inter-tavern tournaments has spurred business where shuffleboard locations are few and far between. An operator, placing a shuffleboard in this type of location can usually assure his, and the location's, steady grosses by setting up an inter-location tournament as soon as the players have become accustomed to the game.

There are many advantages to this type of promotional tournament. It requires less organizational work than a league and is subject at all times to the control of the individual (See Inter-Location Meets, page 116)

## Indianapolis League Holds Victory Meet; Prizes Awarded

INDIANAPOLIS, May 7.—Standard Shuffleboard League 1 of Indianapolis held its victory banquet Monday night (2) in the Athenaeum Turners' Club here. Approximately 100 shuffleboard fans attended the affair, which was highlighted by the distribution of 11 prizes ranging up to \$750.

Dean Douglas, executive secretary of the Standard Shuffleboard Congress of America; W. E. Hall, sales manager of the shuffleboard division of the Rock-Ola Company, and Warren Olson, in charge of organization for Standard, were guests of honor.

The history of shuffleboard was told by Dean Douglas in detail. Other

## System Amusement To Open New Olympic Offices in St. Louis

LOS ANGELES, May 7.—System Amusement Company, makers of the Olympic Shuffleboard, will soon open an office in St. Louis to take care of the increased demand for the boards and accessories, William (Bud) Parr announced today. Company is already manufacturing boards in St. Louis.

Parr said that the St. Louis factory, with a capacity of 80 boards a day, will boost its capacity to 120 every 24 hours. The local factory is capable of turning out 40 boards.

Marvin Jones will manage the Missouri office. He has been associated with the firm here for the past year.

Commenting further on the expansion program, Parr said that scoreboards will continue to be made in the West. System provides a complete line of shuffleboard items, including wax, weights and other accessories.

Full operation of the St. Louis project will enable the company to give faster service to operators no matter where they are located, it was pointed out.

## Sked Illinois Team Tourney June 10-11-12

First Prize To Be \$500

SPRINGFIELD, Ill., May 7.—To determine the Illinois State championship a shuffleboard team tournament will be held here June 10, 11 and 12, with entries being open to six or eight-man teams which are certified by national shuffleboard leagues.

Cash prizes to be awarded: 1st place team, \$500, plus individual trophies; 2d place, \$250, plus team trophy; 3d place, \$150; 4th place, \$100, and 5th to 8th place teams, \$50 each.

Sponsor of the championship team will be awarded a new 49-er National deluxe shuffleboard. Winning teams are to be given a banquet on the closing day. Leading civic and State officials and numerous sports editors are to be invited.

Rules for play are as established by the U. S. Shuffleboard Congress. Team registration fee, which includes use of boards, is \$5. Entries, which close May 23, are to be mailed to T. C. Browne, care of National Shuffleboard Company, 291 Cleveland Street, Orange, N. J.

# NAME FIRST SSCA ENTRIES

## Set Allotment For All Areas

Three championship teams in Northwest shuffle loop get okay for tournament

CHICAGO, May 7.—With team and player allotments for the Four-State Shuffleboard Tournament, sponsored by the Standard Shuffleboard Congress of America (SSCA) set, and different cities in the Illinois, Indiana, Wisconsin and Michigan territory picking representatives, the first three teams to be selected were announced this week.

High-powered promotion continues on the Four-State tourney. This week members of the press here received personalized pucks which can be used as paper weights, as a reminder that the SSCA is sponsoring the tourney in Chicago June 16-19 inclusive. Each puck has the recipient's name hand-lettered on the top.

First officially announced as contestants in the tournament are three (See First SSCA Entries, page 117)



PROMOTION ON THE 4-STATE SHUFFLEBOARD TOURNAMENT, sponsored by the Standard Shuffleboard Congress of America, gets under way in earnest with Virginia Donlan (left) and Virginia Reimann, Chicago stars, pointing to one of the many location posters announcing the event. Tournament will be held at the Coliseum in Chicago June 16-19, with \$15,000 in prize money going to the winners in the various divisions.

## Talks Break Down As Masonite Plant Strike Continues

LAUREL, Miss., May 7.—Hope for an early settlement of the strike called by the International Wood Workers (CIO) against Masonite Corporation here faded this week when negotiator for the union and Masonite agreed to terminate parleys for an indefinite period. Until the strike began, April 1, die-stock used in shuffleboard playfields was produced in the Masonite plant here.

March 1, union spokesmen notified plant executives that they would seek a new contract for higher hourly wages and improved working conditions. Thus far Masonite has offered to renew the old contract for an additional one-year period. In all, 2,300 plant workers are affected.

Approximately 25 per cent of all boards produced thus far have die-stock playfields. Among the producers affected are Marvel Manufacturing, Nation-Wide Novelty, Mercantile Display, Olympic and Perma-Top. Current die-stock playfields on hand in the shuffleboard manufacturing plants vary from two to four weeks under full production schedules.



GET THE **GOLD** IN YOUR CLAIM!

The **MERCURY** "49er"

has 'em ALL BEAT!  
100% HARDWOOD—TIM-BER-LOX Impregnated

GUARANTEED  
NOT to WARP



16', 18',  
20' & 22'  
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10 FIRM LEGS

Quality Features That  
Others Don't Even  
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STILL OPEN

**WHY PAY MORE FOR A SHUFFLEBOARD WITHOUT MERCURY FEATURES?**

- ★ **SEASONED HARDWOOD THROUGHOUT**  
From the choice maple in the field to the TEN big solid base legs there is not a sliver of softwood in a Mercury "49er"!
- ★ **WON'T WARP—TIM-BER-LOX EXCLUSIVE**  
Selected lumber dried extra long in our own kilns and impregnated with TIM-BER-LOX makes "49ers" proof against warping, mildew, insects and alcohol stains. Also smoother, slicker and 300% more resistant to wear and dents!
- ★ **FULL 3" MAPLE PLAYING FIELD**  
Deeper laminated playing field of selected hard maple, highly finished with accurate precision to delight the most exacting players. As much as 70% more legal refinishing depth for extra years of profit.

- ★ **MORE MATERIAL—WIDER—FIRMER**  
With hardwood forests close to our own plant we don't have to skimp on good lumber. As much as 30% more wood goes into "49ers" for greater firmness and strength—and it's all choice hardwood!
- ★ **FINE FURNITURE CRAFTSMANSHIP**  
Skilled woodworkers produce Mercury "49ers" completely and exclusively in our modern furniture plant, "49ers" have enduring beauty and built-in quality.
- ★ **CHOICE OF EXPERTS**  
Discriminating players prefer the accurate, precision finished Mercury "49er" field. Firm and steady on its massive base, the non-warping TIM-BER-LOX features assure uniform playing quality.

Prompt Delivery From Our Own 200-a-Day Capacity Plant

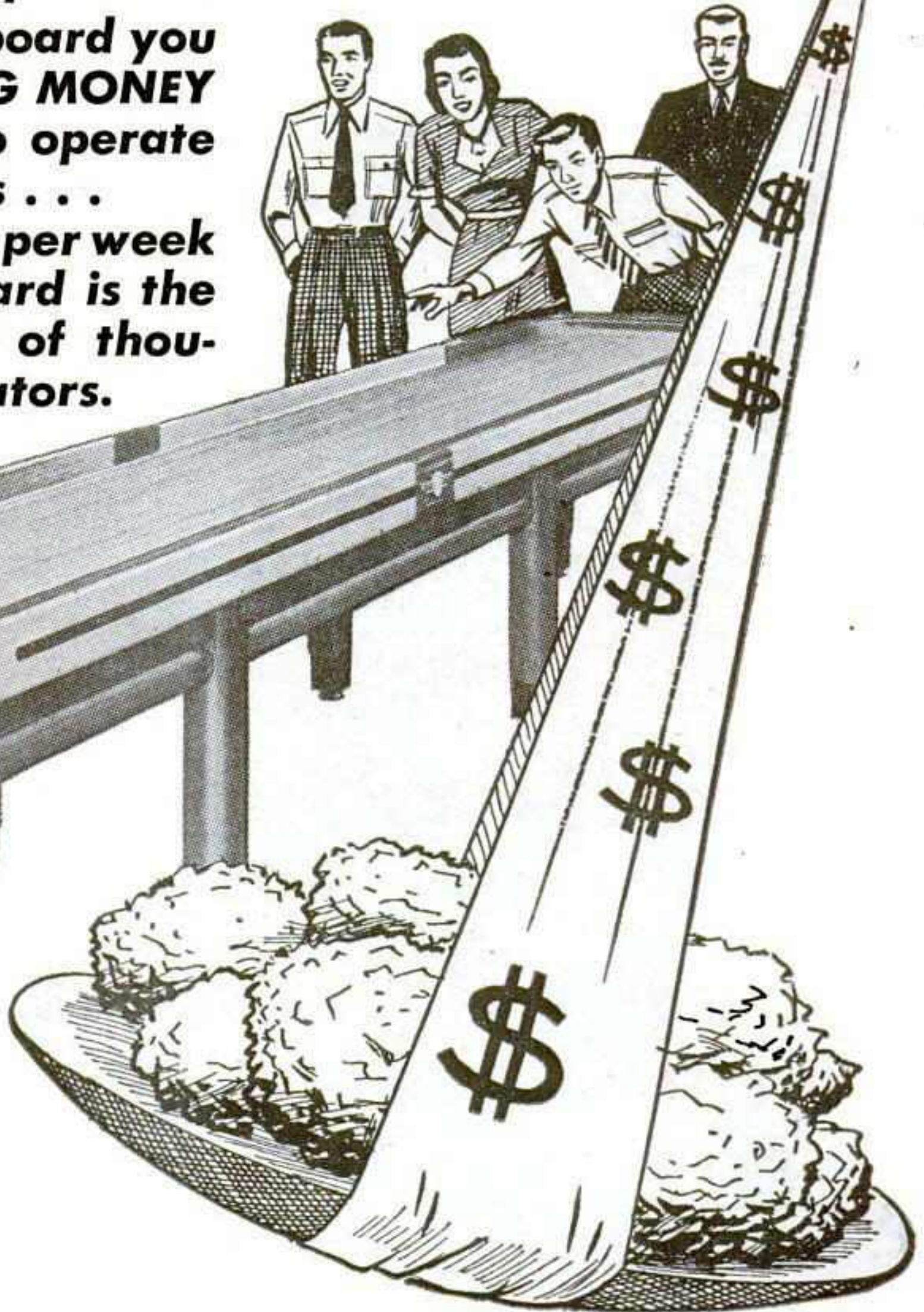
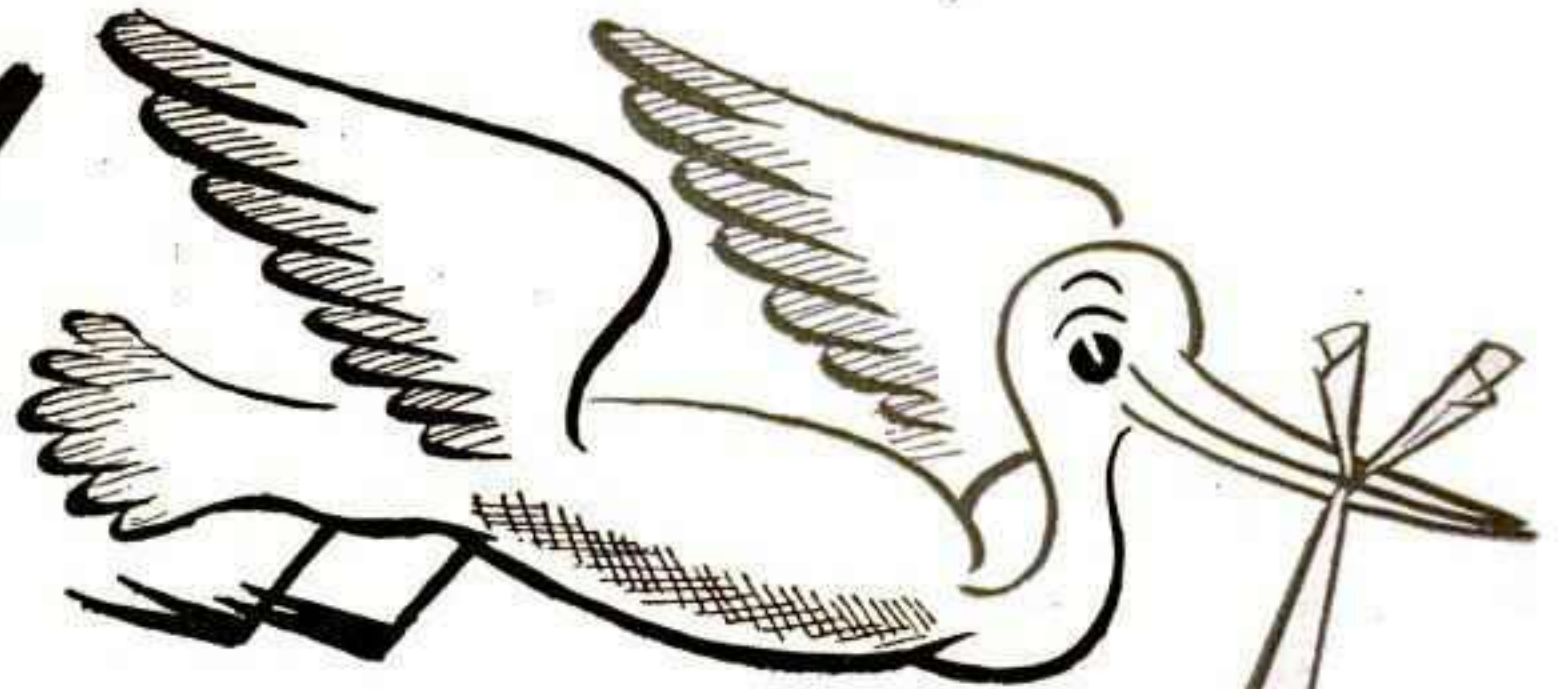
**MERCURY SHUFFLEBOARD MANUFACTURING CO.**  
Division of Mercantile Display, Inc. 1525 N. Clark St., Chicago 10, Ill.



# BRAND NEW!

The 49er National Shuffleboard is born to bring in more profits for operators...the most modern cash-play-appealing shuffleboard you will ever see... for **BIG MONEY**... now is the time to operate **National Shuffleboards**...

**\$50.00 to \$100.00 per week from EACH board is the "CASH TAKE" of thousands of operators.**



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**Thar's GOLD NUGGETS for you IN THE 49er. Dig 'em out by sending this coupon today.**

**National Shuffleboard Co.**  
 Dept. B515, Orange, N. J.  
 Please send details.  
 I am operating in

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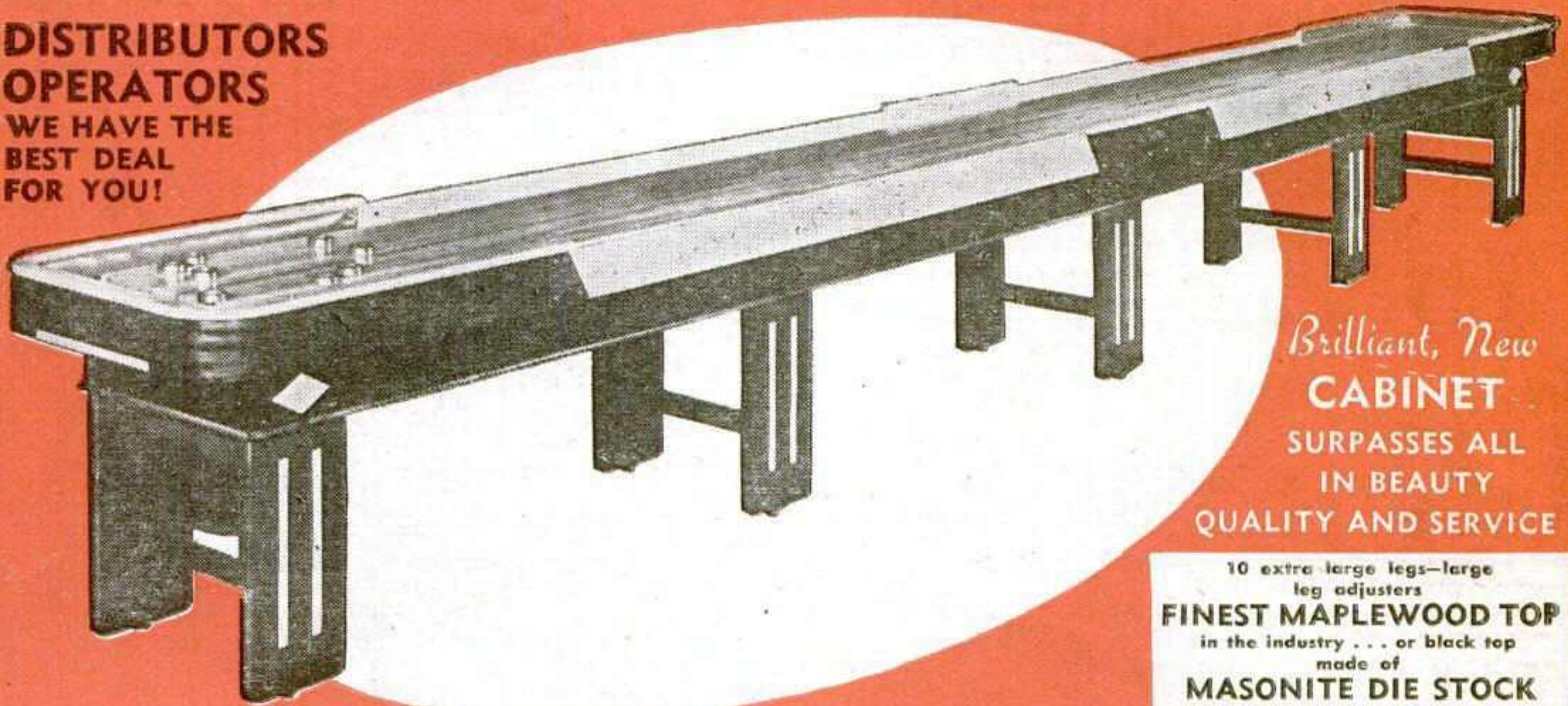
**NATIONAL SHUFFLEBOARD CO.**  
 ORANGE  NEW JERSEY  
 THE WORLD'S OLDEST AND LARGEST *Exclusive* SHUFFLEBOARD MANUFACTURER



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# NATION WIDE'S NEW MODEL!

**DISTRIBUTORS  
OPERATORS  
WE HAVE THE  
BEST DEAL  
FOR YOU!**



*Brilliant, New*  
**CABINET**  
SURPASSES ALL  
IN BEAUTY  
QUALITY AND SERVICE

10 extra large legs—large  
leg adjusters  
**FINEST MAPLEWOOD TOP**  
in the industry . . . or black top  
made of  
**MASONITE DIE STOCK**  
. . . finished properly for long life

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**NOW  
THE BEST  
OF 'EM ALL!**

## New "DeLuxe" SHUFFLEBOARD

The Only Hand-Rubbed, Genuine  
Solid Mahogany and Solid  
Walnut Cabinets

Phone or Write Today!



**Increase  
Profits  
with the**

**BEST Shuffleboard Deal  
in America**

**BUY  
DIRECT!**

Save  
Salesman's  
Commission

We stock a complete line of VERI-BEST  
shuffleboard supplies and electrical score-  
boards at lowest prices.

**\$100.00 LESS**  
than other  
top-quality boards  
**IMMEDIATE DELIVERY**

Now you can get hand-rubbed, genuine solid mahogany and solid walnut cabinets with genuine maple wood tops at a price lower than ordinary shuffleboards of inferior wood and finishes.

- ★ Genuine MAPLE WOOD TOPS, Finest 3/4" strips—air and kiln dried
- ★ Also MASONITE or FORMICA TOPS Available in 11, 16, 18, 20, 22 foot lengths
- Hand-rubbed finish, like fine furniture
- Sturdy—10 varnished, hard wood legs
- Sponge rubber cabinet bed reduces noise
- Masonite or Formica cannot warp or damage
- Eliminates daily cleaning and waxing
- Fastest, smoothest playing surface made

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# SHUFFLEBOARD SPECIALISTS

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CHICAGO 5, ILLINOIS



Los Angeles:

Dave Gould, of American Shuffleboard Sales, is going heavily into the resurfacing business. He now has a deal whereby boards can be resurfaced on locations within a few hours. . . . Jack Leonard, of Badger Sales, is pushing Sun-Glo shuffle-

board wax. He reports a big demand for miniature pins for shuffleboards. The firm is now showing the latest Rock-Ola board.

PUCK PATTER

Lee Walker, local shuffleboard operator, reports business is holding up on the boards. He operates in the Southeast section of the city. . . . A new shuffleboard arcade is skedded for an early opening. It's on West Olympic Boulevard near the city limits of Santa Monica. They're using Mutual boards exclusively.

William Nurie and Harry Pincus are going to open a shuffleboard academy at Second and Broadway in Santa Monica, starting with five American Shuffleboards. If the venture proves successful, it's reported they will open a string of shuffleboard arcades in Southern California.

Chicago:

Herman Klebba, Miniature Bowling Pin Company, is handling the nine-foot board nationally distributed by National Manufacturers Representatives of Cincinnati. . . . Terry McCabe, captain of the team which won the championship of League 1 in play sponsored by National Shuffleboard of Chicago, hopes that a tournament of league champions will get under way soon. Judy

Baurle, of McCabe's regular team, is one of the leading players in the Chicago area.

Julian Crum, Shuffleboard Specialists sales manager, reports that deliveries have started on its de luxe model featuring a mahogany and maple cabinet and three-inch maple playfield. Firm also has die stock fields for the same model. . . . H. J. Sawyer is specializing in maple playfields. They are 20 inches wide, are constructed of 27 equal pieces of hard maple. . . . R. L. Budde, assistant to the president at A. B. T., says the firm's new large capacity coin box for electric scoreboards is receiving steady operator attention. Unit holds \$200 in dimes.

Nation Wide Novelties new model features 10 large legs, which company officials say helps to keep the board steady on location. It is equipped also with large size leg adjusters. . . . Coin Machine Service is handling a full line of tournament trophies and prizes as well as re-finishing equipment and accessories.

Louis Pappas, head of Mercantile Display, made a brief trip to Ionia, Mich., to check first production of the firm's Mercury shuffleboard line in the new plant. . . . Orville Adams, Adams Coin Machines, L'Anse, Mich., made his bi-weekly visit to Chicago's shuffleboard plants for new boards and scoreboards. Orville is captain for one of the Upper Peninsula leading teams which he hopes to enter in several tournaments later this month and in June. . . . Jim Guichard, Perma Top Corporation, spent the week in St. Louis where his firm has a branch office. . . . Ted Rubenstein, Marvel president, reports his new scoreboard line is making operators friends.

Herb Perkins, Purveyor, has fully recovered from a plane crack-up and will soon make a tour of Iowa and Nebraska via plane. . . . Harry Brown, Amusement Sales Corporation, took a three-day vacation to catch up on needed rest. His firm's new nine-foot board is now in full production. . . . Mero Industries has started shipping orders on its all steel board. Pete Rozgus, secretary, says that new business resulting from the Five-States meet in Minneapolis last week will keep the plant humming at capacity for awhile. . . . Joliet operators have secured many new locations since the city council passed an ordinance licensing board play. Scoreboards with coin chutes are not permissible under the Joliet ordinance. . . . De-

(See Puck Patter on page 117)

SHUFFLEBOARD BOWLING GAME

Model B "BOWL 'EM DOWN"

Set consists of 10 5-in. Pins—2 Bowling Balls—2 Signs—1 Pad Score Sheets—1 PLASTIC RACK.

LIST PRICE \$17.00

Jobbers and Distributors—write, wire or phone for your reduced prices

"MODEL A"—Set consists of 10 5-inch Pins—1 Rack—2 Bowling Balls—1 Pad Score Sheets—2 Signs. Complete Set for only \$7.50.

Pin bottoms are weighted and padded, will not fly off table.

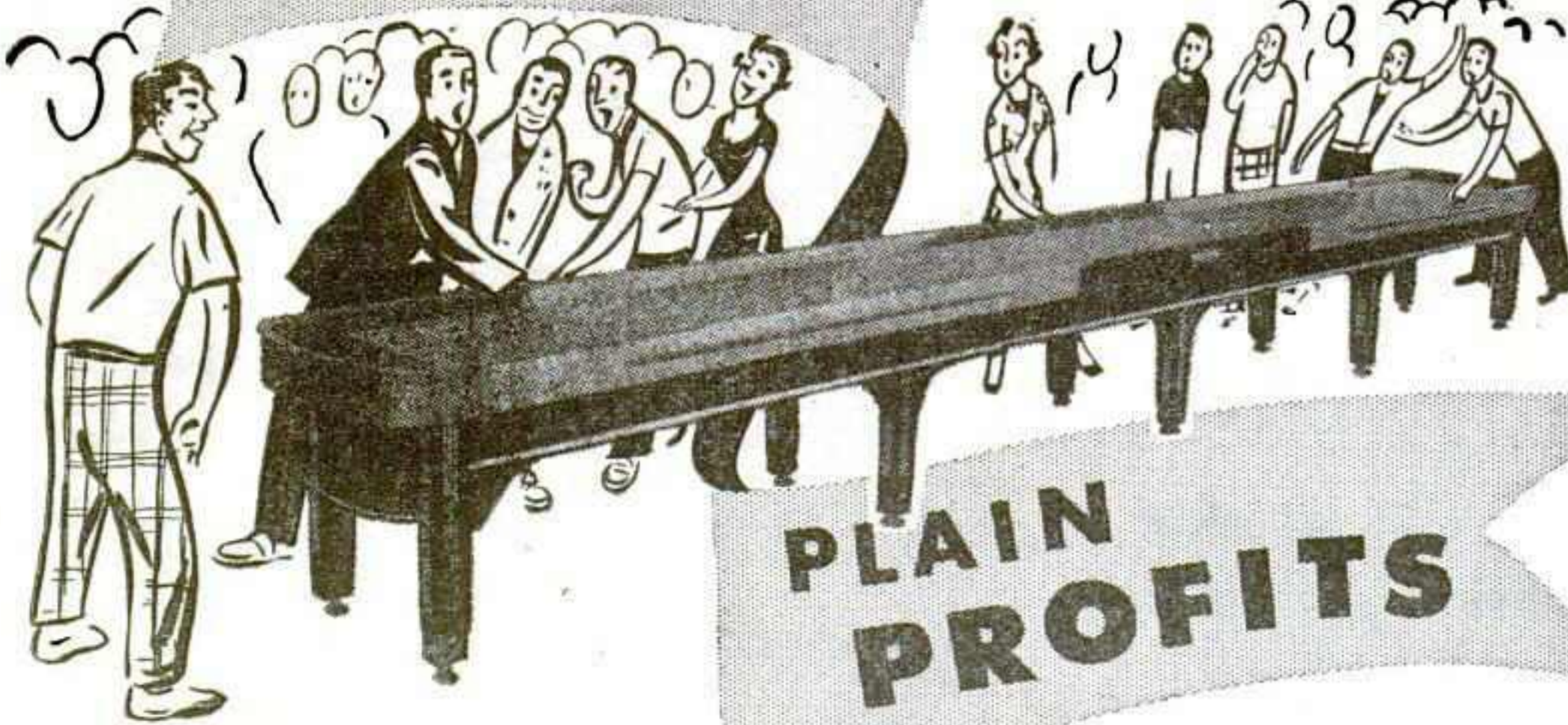
1/2 Deposit—Balance C. O. D. Certified Check or Money Order—F.O.B. Chicago.



MINIATURE BOWLING PIN CO.

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OPERATORS SAY,

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**CHECK YOUR NEEDS**  
Reconditioned Like New  
**Used Shuffleboards**  
Nationals 14 to \$299.50 F.O.B. N. Y. C.  
Americans 28 ft.

Master Fast, Moisture Proof SHUFFLEBOARD WAX	35¢	1 Lb. Can
LIQUID WAX CLEANSER	50¢	1 Qt. Can
"T" SQUARES Hard Wood	60¢	Ea.
SCORE PADS Numbered, 100 Sheet Pads	70¢	Ea.
SHUF-L-BOWL is Still the Finest	Sample, List Price, \$22.25	\$35.00

Quantity Prices on Request  
1/2 Dep., Bal. C.O.D., F.O.B. N. Y.  
**U. S. SHUFFLEBOARD EXCHANGE**  
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**SHUFFLEBOARD**  
FAST WAXES  
polishing wax  
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**INCREASE YOUR SHUFFLEBOARD PLAY - - -**



WITH THE NEW HIGH CENTER

**SUPREME**

**STEEL WEIGHTS**

Made of Hardened Tool Steel . . . Chrome-Plated . . . Guaranteed . . . Perfectly Balanced . . . has the New HIGH CENTER that can be seen at the other end of the Board . . . In Red, Green, Blue, Yellow . . . No Paint To Chip Off!

A SUPERIOR WEIGHT THAT COSTS NO MORE THAN ORDINARY KINDS

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PHONE - WIRE - AIR MAIL FOR PRICES

SUPREME STEEL WEIGHTS also available in the conventional style center. Red, Blue, Green, Yellow.

Get full information about SUPREME STEEL WEIGHTS . . . and The World's SUPREME SHUFFLEBOARD . . . available in all sizes . . . 16, 18, 20 and 22 feet with Maple . . . or Masonite Tops.

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**IF YOU WANT THE BEST, GIVE MONARCH SHUFFLEBOARDS**

**THE TEST!**

**MONARCH DELUXE SHUFFLEBOARDS**

*Don't take our word for it! Ask anyone who operates a Monarch Board. They are the finest that money can buy!*



**NOW DELIVERING:**  
18 ft. and 22 ft. Regulation Sizes

**SOON: 12 Ft. Junior Model**

Fluorescent lighting built into moulding of all 4 corners and ready to plug in is available at moderate additional cost. Greenfield Cable insures safety.

Also available: Automatic Leg Levelers. Self-adjusting to all floor conditions.

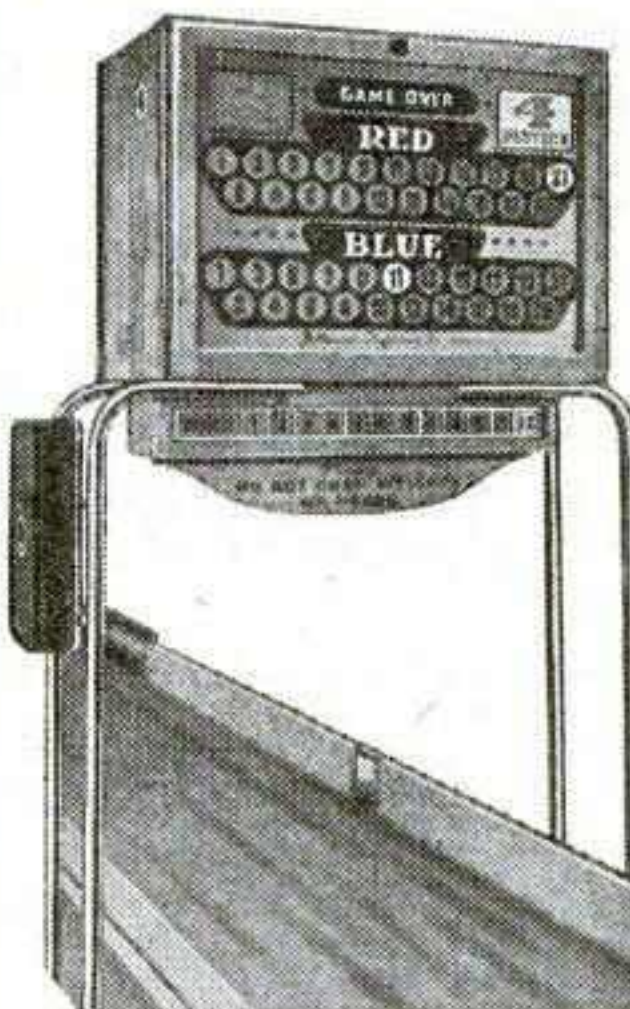
- SOLID MAPLE, ALCOHOL RESISTANT TOPS!
- 22 FT. BOARDS ALSO WITH WALNUT INSERTS!
- EASILY, QUICKLY INSTALLED ● SPECIAL PIANO-TYPE LEGS FOR STRENGTH ● BOARDS COME COMPLETE WITH NECESSARY SUPPLIES FOR IMMEDIATE OPERATION, INCLUDING ELECTRIC WINDOW FLASHER SIGN!

**MONARCH Electric, Coin-Operated SCOREBOARDS**

For Any Shuffleboard and Any Kind of Play—

STANDARD—"HORSE COLLAR" or "BASEBALL"—FRAME SCORING AVAILABLE IN FLOOR, WALL AND CENTER-OVERHEAD MODELS

- Floor models feature sturdy stand of highly Polished chrome steel tubing. Comes knocked down, can be assembled in minutes with simple bolt arrangement.
- All Monarch coin-operated Score Boards equipped with National Slug Rejector. Over-size Coin Box holds approximately \$150.00 in coins.



**THE ORIGINAL "FRAME-SCORING" SCORE BOARD**

Electric, Coin-Operated

First and finest Shuffleboard Score Board to incorporate Frame and Point Scoring! Scores 15 points or allows 8 frames for 2 players; 21 points or 12 frames for 4 players. Game ends when necessary points are scored or all frames are played. Makes Shuffleboard play faster, more interesting, more profitable! Available in Wall, Floor and Center-Overhead Models.

**MONARCH "SHUFFLETTE"**

Reg. U. S. Pat. Off. Pat. Pend. 8 Ft. Top-Action Rebound! Takes in 20c per Game, 2 Players.

**SPECIAL CONVERSION UNIT AVAILABLE—**  
Makes "Frame-Scoring" Board of your present **MONARCH SCORE BOARD**  
Attaches in minutes  
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**LIVE-WIRE DISTRIBUTORS—**

If you want the finest Shuffleboards in America and a complete operators' set-up, it will pay you to make a special trip to see us!

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**NONE BETTER!**

**"SLICK" SHUFFLEBOARD WAX**

The best on the market for championship play



This guarantee appears on every can

**GUARANTEED**  
... not to pit, scratch or harm any make of board. Contains no plastics or other injurious ingredients.

SLICK — the constant-speed wax — choice of champs, assures better control! Don't sacrifice skill and accuracy for super speed . . . use SLICK wax. It's not too fast, not too slow . . . it's just right! No dead spots with SLICK . . . you get smooth, fast, accurate play at all times. A uniform product!

We are proud to make this claim. **INSIST ON THESE SLICK SHUFFLEBOARD PRODUCTS**

- "Slick" Shuffleboard Powdered Wax
- "Slick" Shuffleboard Quick Drying Cleaner
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Established 1901  
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**SHUFFLEBOARDS**

20-FOOT MAPLE TOP SHUFFLEBOARD with DELUXE cabinet

**\$315**

COMPLETE WITH ACCESSORIES

22-FOOT SHUFFLEBOARD BLACK MASONITE DIE STOCK with DELUXE cabinet

**\$295**

COMPLETE WITH ACCESSORIES

**A REAL BUY!**

OVERTOP AND WALL MODEL

Electric SCOREBOARDS Write!

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**NEW! IMPROVED! PERFECTED!**

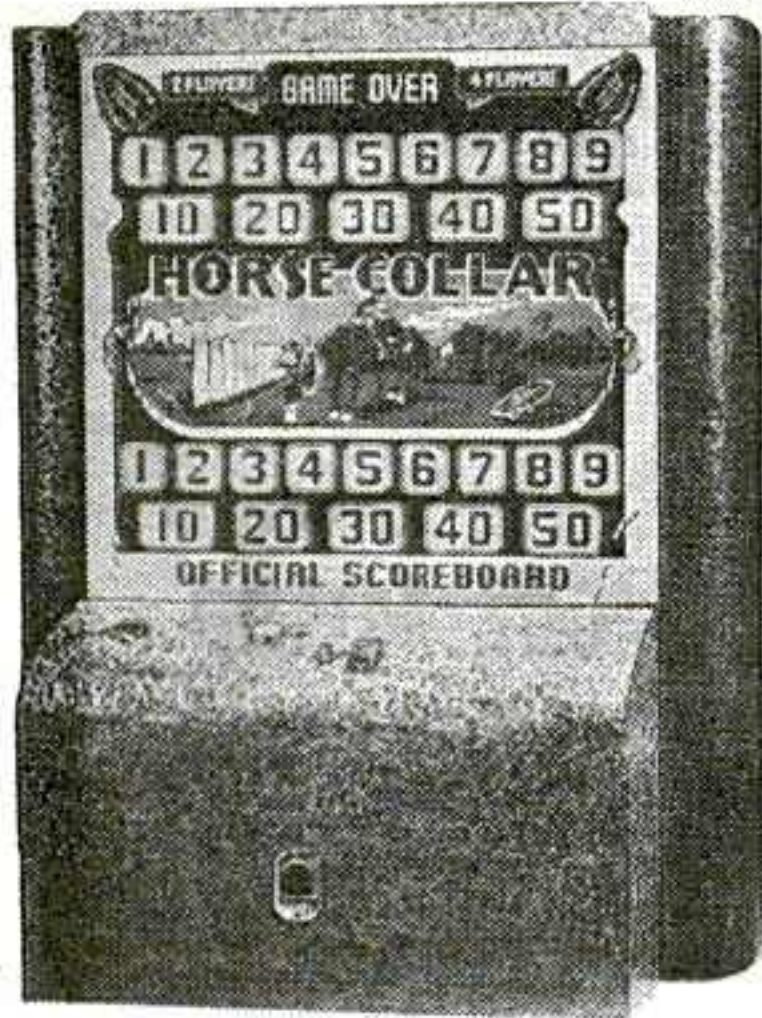
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- SCORES 1 TO 50 POINTS

Heavy chrome tubing supports, large cash box holds approx. \$170.00 in coins. National slug rejectors. Scores light up clearly, making visibility clear to all players and spectators. Allows players to play all popular games such as "Horse Collar," "Baseball" and Shuffleboard.



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Records Scores up to 50 Points  
 for 2, 4 or more players

Unit is completely self contained. Control buttons record scores instantaneously. Automatic coin counter, ABT slug rejector. Attractive, durable cabinet; easy to read brilliantly illuminated numerals. Coin box holds over \$200.00.

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CHOICE OF  
 MASONITE DIE STOCK  
 OR HARD MAPLE  
 PLAYING FIELDS  
 20-22 FT. LENGTHS

Priced to let everybody make money

Here's a combination that can't be beat. Slickest, fastest, most durable playing fields on the smartest, sturdiest cabinet.

SEE IT ON DISPLAY AT OUR SHOWROOMS  
 WRITE FOR INFORMATION

## MARVEL MFG. COMPANY

2849 Fullerton Avenue

Chicago 47, Illinois

Phone Dickens 2-2424

# Inter-Location Meets Make Patrons Shuffle-Conscious

(Continued from page 110)

location owner. It can function smoothly without any additional financial support on the part of the owner or operator, yet it has been found that such a tournament will bring in regular patrons, their friends, and new customers. Tournaments not only will keep the shuffleboard gross up, but they also up bar business, it has been shown.

### Organize-Finance

In order to start a tournament, the

plan is followed, the money should be collected by a group of players appointed by the tournament group, and not by the location.

One other plan that has worked out in many cases is the use of a card which is purchased by all players registered in the tournament. These cards are supplied to the tournament group by the location, and the payment is collected by the player representatives, who, in turn, pay the location for the use of the board. The following is a specimen card:

1	2	3	4	5	6	7	8	9	10
(location) SHUFFLEBOARD TOURNAMENT									
The Bearer _____									
Is a Member of _____ Team									
_____ Location Owner					_____ Player Signature				
Date of eligibility _____ to _____									
Serial Number _____									

operator should point out to the location owner that he (the owner) need only watch the play for a few weeks, then sign up a group of about 20 of the most interested players for the series of matches. Once the tournament idea has been sold to the patrons (there can be more than 20 but the initial test should be smaller so as not to be unwieldy), the players usually get together and form their own rules and regulations. In this regard, the owner can help the players by showing them a copy of the National or Standard Shuffleboard rules and regulations which appeared in this section of *The Billboard* last week. From that point on, there is little need for either the operator or the owner to interfere in the tournament play.

Financing an inter-location tournament can be accomplished in various ways and the method selected should be one that is most acceptable to the players. One plan that has been used frequently calls for each player to pay 50 cents for the three games to be played in one evening. Of this amount, 35 cents is deducted and placed in a player-controlled fund for prizes, and 15 cents is paid to the location for exclusive use of the board that evening. In some cases the entire 50 cents is placed in the tournament treasury, or, if mutually agreed, the 50-cent figure can be enlarged. However, when this

The usual procedure, when this type of card is used, is to have the tournament representatives collect \$1 covering 10 games. Each time the player participates in a game, a number at the top of the card is punched. When No. 10 is punched, a new card is issued.

### Singles Tournament

Assuming that 20 players have signed up for an inter-location tournament, each plays against the 19 other players once. The total sum collected (based on the 50 cents for three games figure) amounts to \$190. In some cases a location owner has waived his share in the first tournament to increase the amount of the prizes, and hence, step up player and spectator interest. Usually a grand prize of \$50 is awarded the winner, with proportionately smaller awards going to the runners-up. A large number of prizes is, of course, desirable, for the not all players can win, many hope to qualify in the lower brackets.

Matches of three games each consume about an hour with two contestants playing at each end of the board. Therefore, if players start their nightly play by 8 p.m., they can finish on or before 11 p.m.

In tournament play it has been recommended that players use the (See *Inter-Location Meets*, page 128)

## SHUFFLEBOARDS

Good sturdy 22-ft. Shuffleboards made of the finest materials  
 at a price you've been waiting for!!

Also 12 Ft. Shuffleboards

Complete kit of accessories furnished with each game.

Available in Masonite or Maple Top.

### IMMEDIATE DELIVERY

Write or phone for details as to prices

## PRECISION COMPANY

7936 S. CHICAGO AVE.  
 CHICAGO 17, ILL.  
 Phone: ESsex 5-4699

## We Supply SHUFFLEBOARDS All Sizes

On a percentage deal to responsible operators. Send self-addressed stamped envelope with references and experience in first letter.

## A. G. SEBRING CORPORATION

2300 W. ARMITAGE  
 CHICAGO 47, ILL.



# First SSCA Entries Named; Allotment for All Areas Set

(Continued from page 110)

championship teams of the Northwest Shuffleboard League, Illinois, including the Greenbriar Club and Pleasure Shufflers of the men's division, and the Tracy Foods Women's team.

The Northwest league, consisting of 40 teams, was organized last November and since that time Greenbriar and the Pleasure Shufflers have been on top in team standings. Greenbriar won the first division championship and the Pleasures took the second division title.

Tracy Foods, captained by Theresa Bujalski, won the championship in the women's division.

The Greenbriar team, captained by Richard Cosgren, won 119 games while losing 52. Other members of the team include Ray Bencizenga, Nick Lobello, Larry Gerhartz, Robert Nagle, John Rollinger and George Kwidd.

Pleasure Shufflers, captained by Benny Friel, won 117 games against 97 defeats for the season. Other team members include Frank Falton, Art Now, Dick Eklove, Larry Tysbal and Fred Markus.

During the season's competition,

Cosgren led both teams for an all-time scoring high—50 points in a three-game series.

In the women's division, Marion Hogan, of Tracy's, led the league, scoring 361 points in 48 games. Other members of the team are Reba Kwidd, Clara Fitzpatrick, Esther Cosgren and Margaret Pittinger.

Members of all three teams will compete in singles competition in the four-day event. Doubles teams will include Richard Cosgren and Ray Bencizenga, of Greenbriar; Art Now and Dick Eklove, of Pleasure Shufflers, and Marion Hogan and Margaret Pittinger, of Tracy Foods.

The four-day tournament, sponsored by the Standard Shuffleboard Congress, will consist of competition in three divisions, men's and women's singles, doubles in both groups and team events.

Competition will include "shufflers" from Illinois, Indiana, Michigan and Wisconsin, who will roll for a total of \$15,000 in cash and awards.

Entries, which must be in before midnight, May 27, should be directed to Dean Douglass, executive secretary of the Congress at 800 North Sawyer Avenue.

## PUCK PATTERN

(Continued from page 114)

liveries of Genco's scoreboards are just getting under way. Meanwhile, firm officials are stepping up production schedules on the accessory. . . . Mrs. Barbara McFall, secretary of the local American distributing firm, reports the firm move to larger quarters is complete.

G. Ernie Ernewein, of Ernie's Mid-

way Attractions, reports good business at National Shuffleboard field supervisor in Wisconsin, Michigan, Illinois and the Midwest. Returning to the Stevens Hotel here recently from a flying trip to New York on a combined business and booking tour, Ernie reports that spring bookings are gratifying and shuffleboard activities are maintaining a high peak.

## YOU CAN EARN MORE WITH PURVEYOR'S SCOREBOARD

- ALL ELECTRIC
- SCORES SHUFFLEBOARD
- HORSE COLLAR
- BASEBALL

Tested! Accepted! Mechanically perfect! Beautiful 9-color illustrated scoring glass that catches the eye. Grained leather wood finish with highly polished chrome trim. Large cash box, thief-proof lock. Size: 26" wide, 34" high, 7" thick. Easy to install on a wall, etc.

WRITE FOR PRICES

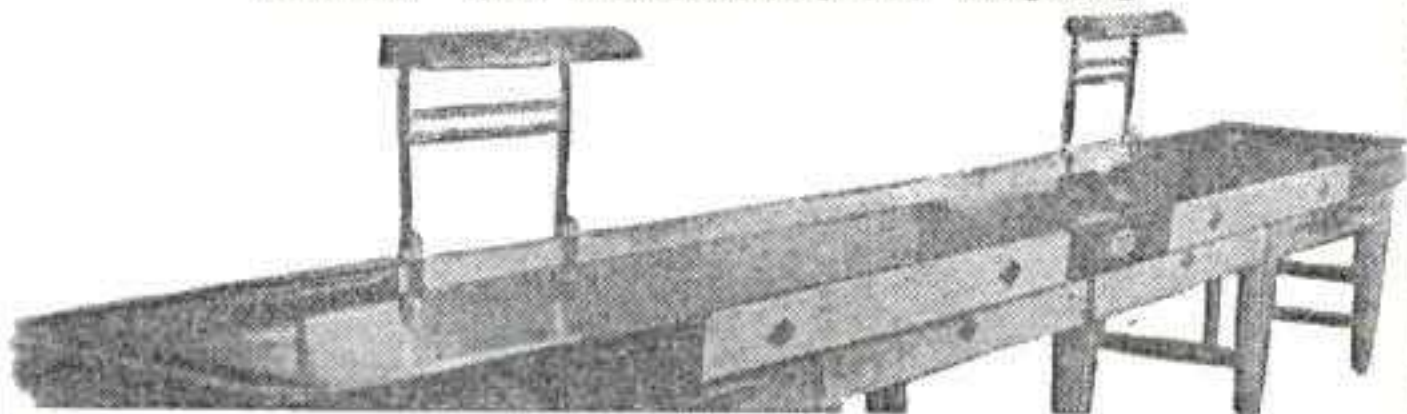
### PURVEYOR SHUFFLEBOARDS

With maple or formica top. 16', 18', 20' 22' lengths. Sturdy, slick, dependable performers. WRITE FOR PRICES

### PURVEYOR STANDARD SCORE BOARDS

\$129.50 \$20.00 for Coin Operated Model  
Lightweight, rich natural wood cabinet, mounts on wall. No glass, no glare.

## PURVEYOR ORIGINAL SHUFFLEBOARD CLAMP-ON FLUORESCENT LIGHTS



Fits all makes of shuffleboards. Easy to install, adds to the flash and playing appeal of your board. Beautifully chromed to synchronize with the finest decoration scheme.

SINGLE \$19.50 PAIR \$35.00

25% WITH ORDER, BALANCE C. O. D. CASH WITH ORDERS UNDER \$25.00

## PURVEYOR SHUFFLEBOARD CO.

MANUFACTURERS

4322-24 N. WESTERN AVE. PHONE: JUNIPER 8-1814 CHICAGO, ILL.

## MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!

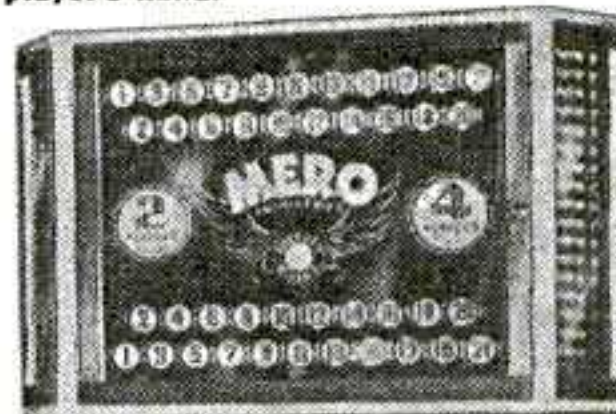
**DISTRIBUTORS**  
Some exclusive territories are still open—get the facts today!



Here, at last, is the answer to the operator's need for a shuffleboard that will withstand the abuse and take the beating of heavy play. Nothing can mar the beauty or playing qualities of the MERO ALL-STEEL SHUFFLEBOARD.

## OPERATORS, ATTENTION!

- ★ **DO YOU??** Lie awake nights wondering what you are going to do with your boards that are warped and pitted so badly that old location owners continually complain and new location owners won't accept them?
- ★ **DO YOU??** Get weary from climbing under shuffleboards; getting your clothes dirty trying to level a table every time a customer complains?
- ★ **DO YOU??** Get a sore arm from cleaning and polishing tables each time you go to collect from a location?
- ★ **DO YOU??** Grit your teeth and count to ten every time you hear a weight fall on one of your boards dropped from some careless player's hand?
- ★ **NOT WITH MERO ALL-STEEL SHUFFLEBOARD!** Mero's Satin Finished top is level for a lifetime and looks like new after a month or a year of operation.
- ★ **NOT WITH MERO ALL-STEEL SHUFFLEBOARD!** Each board is furnished with a wrench, and Mero's patented leg adjustment makes adjusting from the top a simple operation performed by customer or location owner.
- ★ **NOT WITH MERO ALL-STEEL SHUFFLEBOARD!** Mero's gleaming stainless steel top is stain-resisting and easy to keep clean and polished.
- ★ **NOT WITH MERO ALL-STEEL SHUFFLEBOARD!** Give your players anything but a fire axe or a baseball bat to play with.



- Instant acting scoring at both ends of board.
- Interchangeable coin or manual scoring.
- Automatic counter registers accurate number of plays.
- Mirror front—multi-colored lighted ends.
- Solid maple and walnut finished cabinets.
- Collect from metered cash box.

### MERO MANUAL or COIN OPERATED ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collection. **\$119.50** To Operators



**ABT COIN BOX**  
\$30.00 additional  
Complete with remote control buttons.

## MERO INDUSTRIES

MERO BUILDING 1332 W. 69th ST., CHICAGO 36, ILL. Phone: HUDSON 3-2387

BUY DIRECT FROM MANUFACTURER AND SAVE

### SHUFFLEBOARD PUCKS

Large 12 Oz. \$12.00 List  
Small 6 Oz. \$7.20 List

Per Set of 8—F. O. B. Chicago

WRITE OR PHONE FOR QUANTITY PRICES

NEW ADDRESS:

7936 So. Chicago Ave. Chicago 17, Ill. Phone: ESsex 5-4699

PRECISION PUCK CO.



# COINMEN YOU KNOW

## Chicago:

**H. F. (Denny) Dennison**, president of Dennison Sales Company, has returned to New York where he will spend the next four weeks on business. Dennison visited the Five-States Convention in Minneapolis recently and introduced his new play-promoter to music operators in the Northwest. He reported this business was brisk, and **Mike Imig**, president of the South Dakota Phonograph Association, told him that his association had voted to test the piece in all locations.

United Manufacturing is rolling ahead on its new game, Aquacade, and reports from the field indicate the firm has a winner. **Billy DeSeim**, sales manager, and **Herb Oettinger**, comptroller, flew to Minneapolis Tuesday (3) to see the Twin Cities distributor, **Herman Paster**, who is up and about after his auto accident. Reports have it that Herman will not be able to do too much work for some months to come. Meanwhile, United played host to several out-of-towners recently. **Ray Williams** was in from Dallas, while **Buster Williams** came in from his New Orleans headquarters. Also on hand was **Norwood Veatch**, Central Distributors, St. Louis, who dropped in to say hello to **Mel Binks** at the Universal headquarters on Broadway.

**Ray Riehl**, assistant sales manager of United, back from his Arizona trip and plunging right into his duties at the plant, had a phone call from **Sam Wolf**, Central Distributing of Ohio, who reported that brother, **Solomon**, suffering from a leg ailment, has taken a few weeks off to recuperate.

**Lawrence F. Ellison**, national sales director for Holli-Ware Manufacturing Company, reports increased production activity on firm's bulk and candy bar venders as national coverage is expanded. . . . **J. C. Webb**, American Citrus Corporation, is making five local citrus juice vender test installations to determine sales potential at various types of locations. Vending an orange-grapefruit drink under the Del Juice (See CHICAGO on page 121)

## Cincinnati:

**Charles Butler** and **Ben Bennie** have made application for membership in the Automatic Phonograph Owners' Association (APOA) and have been approved by the board. They operate phonographs in Greater Cincinnati.

The association will hold its regular board meeting Tuesday evening (10) at 8 p.m. at the Hotel Gibson, instead of 2 p.m. This will be followed by the regular monthly membership meeting at 9 p.m.

## Philadelphia:

On the Jersey side in Hammonton, penny parking meters brought in \$255.58 during the first week of operation, bettering the total of the 5-cent meters, it was reported by the traffic department. . . . Local Music Machine Operators' Association tied in with **Joe Nanni**, branch manager for Capitol Records, for an all-out music box promotion on the **Johnny Mercer-Margaret Whiting** recording of "Baby, It's Cold Outside." . . . **Jack Beresin**, head of Berlo Vending Company, going to San Francisco to attend the National Variety Clubs Convention this month. . . . Paramount Newsreel cameramen taking footage of the first **Kenro** ice cream vending machines coming off the assembly line at the Dextdale Hosiery's turbo machine division plant at suburban Lansdale, Pa. . . . **Gene Williams**'s recording of "Can't Understand It" voted the Click-tune-of-the-month in the monthly promotion by the Music Operators' Association and the Click nitery. It was at the Click last year that maestro **Williams** started his band.

## Hartford, Conn.:

A testimonial dinner was held recently in honor of Hartford's **Willie Pep**, world's feather-weight boxing champion. Among Pep's friends in attendance were **Ralph Colucci**, owner; **Isadore Goldman**, business manager, State Music Distributing Corporation; **Jimmy Tolisano**, Superior Music Company, and **Guy DiModugno**, of the staff of the Record Shops, Hartford retail stores owned by **Mr. and Mrs. Ralph Colucci**.

Decca Records, Inc., hosted about 100 people from the coin machine and phonograph record trade in Connecticut at a good-will reception for orchestra leader **Gordon Jenkins** here. Among the coinmen on hand were **Colucci**, **Goldman**; **Mike Colucci**, Ralph's brother, and owner of Mattatuck Music Company, Waterbury, Conn., **Seeburg** and **Aireon** distributors, and **Bill Gaffney**, of Gaffney Company, Norwich, Conn., **Seeburg** distributors.

**Glenn O. Rowell**, personnel director of Veeder-Root, Inc., of Hartford, manufacturers of counting and computing devices for coin machines, has resigned to establish his (See HARTFORD, CONN., page 121)

## Washington:

Automatic Fountains has just placed its first new Super-Vend, three flavor beverage dispenser, on location at the Metropolitan Theater. The late model vender offers cola, cherry, and lime drinks. Manager **C. Raynor Riggs** said the company is looking forward to favorable results from the machine. Automatic now has about 20 Juice Bar machines out. These venders sell six flavors of fruit juices in six-ounce cans. The response was so favorable on the first one that others were quickly added, Riggs said. With the warmer weather the company has noted a slight increase in sales, Riggs also stated.

**Spacarb** is now in "a mid-season standstill" according to a spokesman. They expect their big boom to start about June 1.

**Hirsh de la Viez**, owner of Hirsh Coin Machine Company and Washington Music Guild (WVG) president, is on a three weeks' vacation trip to California. During his absence **Bill Schwartz** is in charge of business.

## Houston:

**Jack McDaniel**, owner of McDaniel Distributing Company here, has announced plans for new offices and a program of expansion. McDaniel was formerly manager of the Southern Distributing Company. Ill health compelled him to resign that position.

**Buddy Sanders** is now traveling sales representative for the Houston branch of Commercial Music Company (Wurlitzer distributors). Sanders has been covering the South Texas territory the past several years.

## New Orleans:

**Ed Holyfield** was installed as president of the newly formed Coin Machine Distributors and Jobbers Association of New Orleans. Taking office at the same time were **Jules Peres**, of Peres Distributing Company, vice-president, and **Ed Robinson**, Music Sales Company, secretary-treasurer. Most of jobbers and distributors attended the ceremonies.

The AMI mechanism display for home use in the windows of the Dixie Coin Machine Company is attracting considerable attention, according to Holyfield. . . . **Henry (The Trader) Fox** left his own coin machine company to join forces with the Console Distributing Company, **R. G. Buckley**, manager, announced. Fox will work the territory from Pittsburgh down and west to Texas.

**Mel Stout**, sales representative of the Dixie Coin Machine Company, and **Herman Daddis**, of the AMI factory, Grand Rapids, Mich., just completed a five-week tour of the State with the factory's trailer and demonstration unit. The operators' response to this unique method of presenting several AMI machines was gratifying, they said. Stout gets back this week to his regular schedule of visits to the trade in Louisiana. . . . **Ed Holyfield**, Dixie manager, and **Johnny Bertucci**, Tom Meaders and **Col. Stuart Evans**, of United Novelty Company, Biloxi, Miss., hied themselves to Chicago last week on a quick business trip. Holyfield says he is looking forward to big things as a result of the visit of Windy City. . . . Paying visits to the Dixie headquarters during the week were **Earl Johns**, Crowley; **H. C. Gascon**, Addis; **Hubert Young**, Baton Rouge; **I. J. Colotta**, Indianola; **A. B. Wagster**, Lake Charles; **Joe Messina**, Amite; **William Webster**, Marianna, Fla., and **Tony Marullo**, **Tommy Micelli** and **Tom DiPlantis**, all of Grand Isle.

## Indianapolis:

The Indiana Automatic Merchandising Company, Inc., has placed on location some of the first of the new cigarette vending machines, equipped with coin changers. These models are welcomed in manufacturing centers because of the convenience of the coin changer and have been responsible for increased sales, according to **J. R. Howard**, general manager. . . . **Floyd Meeker** and his wife attended the wedding of **Lieut. Col. Dave Allerdice** and **Iris Byrum**, film actress, April 28 in Hollywood.

The Music Operators' Association of Indiana, Chapter 1, held its regular monthly meeting April 4 in the Indianapolis Athletic Club. **Floyd Meeker**, newly elected president, of the Meeker Music Company, presided. A special meeting will be held May 17 in the Athletic Club. Special discussions on inter-organization matters are to be held at the closed gathering. . . . **Al Calderen**, of Caldren Sales Company, flew to Florida on business.

## New York:

**W. Boizelle**, of the Paul Boizelle Manufacturing Company, Rockville, Md., reports the firm's game, 52, is now catching on thruout the country. The J. & F. Sales Company, Eau Claire, Wis., introduced it to Midwestern and Northwestern operators at the Five-States Convention a few weeks ago. Boizelle reports the game lists at \$249.50, with certain discounts available if purchased in lots.

**Stanley Gersh**, of Coney Island's Races Manufacturing Company, is operating newly installed banks of Play the Races at Wildwood, N. J., and Jacksonville, Fla. There are 50 in each location. . . . **Bill Cohen**, of Silent Sales, Minneapolis, is in town on biz. He had a conference with **Jack Mitnick**, who is still limping slightly. Humid weather affects Jack's leg. He fractured it some months ago.

**Al (Senator) Bodkin**, of Forest Hills, is back on the avenue visiting with the jobbers, apparently fully recovered from a recent operation. . . . **Nat Goros**, of Commercial, who is spending most of his time building up his cigarette machine route, took time off this week to celebrate his birthday. Nat is concentrating on electric models. . . . **Lester Smith**, Newburgh music op, did some shopping at coin row outlets last week.

**Ben (Pop) Pollay**, whose son, **Mac**, runs United Phonograph Service, feels much improved after undergoing a new series of treatments. He has been ill for many years. . . . **Phil Mason**, of Mason Distributing, was down South last week on a buying trip. . . . **Dave Lowy** and **Teddy (Champ) Seidel**, of Dave Lowy & Company, report that the used juke biz is holding well.

**Tony (Rex) DiRenzo** and **Leo Knebel**, of Rex-Lee Enterprises, are expanding the scope of their jobbing business to include cigarette machines. In addition to handling used venders, they may shortly take on local representation for a cigarette machine manufacturer. Meanwhile, DiRenzo keeps active on the road buying equipment, while Knebel spends most of his time running the firm's repair shop.

**Harry Kolodny**, of the Kolodny Distributing Corporation, Port Chester, N. Y., was in town on biz last week. He is putting out a new single-column Hershey bar vender. His firm also does a sizable business electrifying used cigarette machines. . . . **Murray Wiener**, of Pollak Engineering, is happy over the reception given his seven-column, electric cigarette machine at the National Association of Tobacco Distributors' convention last week.

**Jacob Price**, president of the Farmer Boy Corn & Equipment Company, has appointed **Eihel Haskin** to supervise advertising and sales promotion. . . . **I. Edelman**, of Detroit's Edelco, was in town last week to line up distribution of a new device he will soon introduce.

## London:

Work has finally started on the rebuilding of the headquarters of the Chicago Automatic Supply Company on St. George's Road. Building was badly damaged during the war. . . . The "On Your Way" government-sponsored exhibit at the Marble Arch featured a pinball game and an arcade game among its exhibits.

The British Automatic Company is busy preparing railway station vending machines in anticipation of an early sweetmeat supply. . . . **Maj. Stanley St. John Jacobs** is back in Sandown after a trip abroad and is ready for the summer season.

## Calendar for Coinmen

June 3-4—National Automatic Merchandising Association (NAMA) Regions A and 3, annual meeting, Ritz-Carlton Hotel, Atlantic City. (Region A: New Jersey, Pennsylvania; Paul I. Berkley, chairman. Region 3: Virginia, Maryland, Delaware, District of Columbia; Aaron Goldman, chairman).

June 19-24—International Store Modernization Show, annual meeting and exhibit, Grand Central Palace, New York.

June 26-29—National Candy Wholesalers' Association (NCWA), annual convention and exposition, Stevens Hotel, Chicago.

July 26-28—National Association of Music Merchants (NAMM), annual convention and exhibit, Manhattan Center Exhibition Hall, New York.

(Association officials are invited to submit convention information to the Coin Machine Editor, *The Billboard*, 155 North Clark Street, Chicago 1, for listing in this calendar.)



**Detroit:**

Herbert Weingarden and Max Goldman, independent music operators, are forming a partnership to cover part of their music route operations. Weingarden is also continuing the Action Music Service, providing service for juke box operators, as well as the bowling machine route which he operates in partnership with Ernie Stovak. He also started a supply business in parts for bowling machines. . . . Mike Medford, in the music busi-

ness here for 16 years, is reported in poor health, with Earl Russell, of the Macomb Music Company, handling his route operations.

A. Jordan Spring, formerly on Longfellow Avenue, now has headquarters for his route at 12214 Woodrow Wilson Avenue. . . . Rudy Schroeder has disposed of his interest in the Aristocrat Popcorn Company, distributors for Aristocrat popcorn vendors, to Charles W. Norris, lately in the navy. Schroeder is joining Harris Berger and Pierce Peters, formerly with the Ford Motor Company, in the Telemat Corporation. The new firm will distribute Telecoin products, including laundry equipment and coin-operated vendors of canned fruit and vegetable juices.

**Los Angeles:**

Sammy Donin, of Automatic Games, headed north last week to look over the territory. While he's gone Dannie Jackson and George Warner will handle the customers. . . . Jack Mallett was in from Claremont. Another recent visitor was William Shorey, who operates in San Bernardino. . . . Orville Kindig was up from Long Beach looking over some new equipment.

C. F. Wurdig and Elwood Lorman, of Bonanza, have arranged for Bank of America Timeplan credit for California operators who purchase their Nugget popcorn and Swifty-Shine shoeshine machines. As a result of expanded activity Wurdig left last week for a trip thru the Rocky Mountain area and the Midwest. He'll be gone several weeks. . . . J. F. Cooper, Riverside coinman, was in town for a looksee last week. Another operator, R. T. Frazier, of San Diego, was also seen on coin machine row.



Most self-confident man I've ever known since he decided to use only G-E lamps for his coin machines". With General Electric lamps you're confident of long life and dependable operation. Fewer burn-out worries and service calls—reduced operating expenses. See your nearest G-E lamp supplier.



**GENERAL ELECTRIC**

**FACTORY REBUILT**  
**CRISS CROSS**  
 AND  
**BONANZA**  
 SLOT MACHINES  
 LOOK AND WORK LIKE NEW!  
 SOLD ON A  
**MONEY BACK GUARANTEE**  
 Ready for Immediate Shipment.  
 5c Play - - - \$160.00  
 10c Play - - - 165.00  
 25c Play - - - 170.00  
 50c Play - - - 195.00  
 Criss Cross and Bonanza cabinet sets complete with all necessary parts to build your own CRISS CROSS and BONANZA slot from any Mills escalator type slot into the sharpest looking slot of them all—  
**\$59.50**  
 Also in stock, ready for delivery, CRISS CROSS and BONANZA slot kits for Mills Blue Bell, Jewel Bell, Black Cherry, Golden Falls, Blue or Brown Fronts.  
**Write — Wire — Phone**

**AMUSEMENT SALES CORP.**  
 164 E. GRAND AVE., CHICAGO 11, ILL.  
 Phone: Whitehall 4-4370

**NATIONAL SLOT MACHINE HEADQUARTERS**  
**REBUILDING BY EXPERTS**  
 We will COMPLETELY rebuild your old Mills escalator-type machines into **JEWEL BELLS** or other late model machines. And we do the job at the LOWEST PRICE ever quoted for HIGH QUALITY workmanship.  
**HERE IS WHAT YOU GET:**  
 • New Cabinet, complete with drill-proof plates.  
 • New set of castings of Almag aluminum #35, cast in our own foundry.  
 • New Jewel Bell club handles and bushings.  
 • New reel strips.  
 • Mechanism thoroughly checked.  
 • Back doors refinished.  
 • New glass throughout.  
 • New clock gear.  
 • New springs where necessary.  
**ONLY \$79.50**  
 (New parts extra)  
**CABINET DEAL ONLY:** New Jewel Bell cabinet complete with drill-proofing, new Jewel Bell handle and bushings—\$38.50. Write for price on other late models.  
 Gentlemen: You are now doing business with men who have spent a lifetime in the slot machine business. We know your problems. Let us hear from you.  
**NATIONAL AMUSEMENT SALES CORP.**  
 1139-43 S. Wabash Ave., Chicago 5, Ill.  
 Phone: Wabash 2-7385

**New First Lady**  
 CHICAGO, May 7.—A girl was born to Mr. and Mrs. Alvin Gottlieb at the Presbyterian Hospital here this week. Gottlieb is director of advertising for the D. Gottlieb Company. Named Laura Alice, the little lady weighed in at 7½ pounds. She is the first grandchild of Dave Gottlieb, firm president and former CMI president.

**FOR SALE**  
**MILLS-JENNINGS**  
**SLOT PARTS**  
 25c on the Dollar  
**ORDER NOW—SAVE MONEY**  
**General Novelty Company**  
 521 N. 16th Street  
 Milwaukee 3, Wisconsin

**EDELCO SHUFFLEBOARD SCORING UNIT**  
 Made to fit any Shuffleboard. Several Models, for 15-21 Pt., 15 Pt., 21 Pt. and Horse Collar. Also 15, 21 Pt. and Horse Collar interchangeable with or without frames. May be mounted in center of board or on wall. Special ABT Coin Mechanism with coin box that will hold \$200.00 in dimes.  
**IMMEDIATE DELIVERY**

**SEVEN-HI**  
 BELGIAN TYPE  
 POOL GAME

Ask Your Distributor or Write for Colorful Illustrated Circular and Distributor Prices.

Manufactured by  
**EDELCO MFG. & SALES CO.**  
 1438 FRANKLIN ST.  
 DETROIT 7, MICH.  
 Phone: Woodward 2-8547

**LAKE CITY SPECIALS**  
 60 WURLITZERS 1015  
 VERY CLEAN . . . \$339.50

SLOTS	
Black Gold, 25¢, H.L.	\$145.00
Bonus Post-War	140.00
Black Cherry, 5¢	100.00
Black Cherry, 10¢	105.00
Black Cherry, 25¢	110.00

**ATTENTION, ARCADE OPERATORS**  
 5-Ball Games, \$22.50 Each  
 Kilroy Surf Queen  
 Spellbound Superscore  
 Rockets Fast Ball

NEW GAMES	
Maryland Buttons & Bows	Citation Major
Spotbell Carnival	Aquacade Black Gold
Pistol Jr. Skee Ball	Dale Gun

MISCELLANEOUS	
25 Packard Wall Boxes	\$ 18.50
10 Wurlitzer 30 Wire 3031	27.50
10 Rock-Ola Std., 1939	99.50
1 Pitch-Em & Bat-Em	275.00
1 Bally Bowler	285.00

MISCELLANEOUS	
Wurlitzer 750	\$175.00
2 Beacon Coin Operated Pool Tables, Like New	285.00
9 Ft. Chicago Coin Rebound Shuffleboards	225.00
50 Silver King Vendors	7.50

USED ONE BALLS	
Jockey Special	\$235.00
Victory Special	69.50
Special Entry	165.00
Daily Races	89.50
Rock-Ola Shuffleboard	Write

ROLLDOWNS	
Total Rolls	\$ 60.00
Steel Ball/Roll Down	50.00
Advance Rolls	84.50
Champion	79.50

**WANTED**  
 Late Type Flipper Games, Bally Delux Drawbells.  
 Send List and Prices.

**LAKE CITY AMUSEMENT CO.**  
 1648 ST. CLAIR AVE. CLEVELAND 14, O.

**THIS AD IS ONLY FOR OPERATORS**  
 who are interested in a new counter machine that is so low in price that it can make its cost out of profits in 2 or 3 weeks of operation. This little "Gold Mine" is only \$21.50 and it is sold with a money-back guarantee. If you are not satisfied with the machine after one week you can return it for full refund. That's what we think of this little \$21.50 "Gold Mine." You can't lose by ordering a sample. We can't lose either by making this liberal offer because we have found thru actual experience that 99% of our customers repeat after they see the terrific play appeal and gross returns of \$30.00 to \$40.00 per week . . . with a machine that costs only \$21.50.  
 Order today. Don't delay. This is a real winner.  
**JACK NELSON & CO.**  
 2320 Milwaukee Ave. Chicago 47, Ill.

**BEST BUY IN TOWN!**  
**SEEBURG WALL-O-MATICS.**  
 W1-L56—\$37.50.  
**SEEBURG HIDEAWAY.**  
 METAL CABINET—\$350.00.  
 ½ Deposit, Balance C. O. D.  
**F. O. B. New York**  
**ATLANTIC NEW YORK CORP.**  
 Exclusive SEEBURG Distributors  
 583 10th Ave. New York 18, N. Y.  
 Phone: BRyant 9-5620

**ATTENTION**  
 1949 Model Mills Three Bells—Write. 5 BATTING PRACTICE Machines, equipped with hardware, cloth on the inside of the glasses, in good condition, \$50.00 Ea. 14 Prewar Seeburg Remote Control Wall Boxes, 5¢ play, \$10.00 Ea. 1 Williams All-Star Table, perfect condition, \$150.00. LEE NOVELTY COMPANY, 1004 Spring St., Shreveport, La. Phones: 2-4505 and 2-9625.



## Schneller Takes Over More Space For Production

PHILADELPHIA, May 7.—Nate Schneller, Inc., organized a year ago to design and produce pin game conversions, has acquired additional plant facilities totaling 8,000 square feet of floor space. The firm will retain its offices and showrooms at 1427 North Broad Street, but will transfer all its production work to the new plant, at 214 West Diamond, June 1, according to Lennie Schneller, treasurer.

The Schneller company, which has been forced to relocate twice since it was formed, due to an increasing volume of business, now services operators on a national scale, the company executive pointed out. During the early months of its existence, Schneller limited its scope to operators in this area alone. All conversions are location tested, it was said, and are engineered by Nate Schneller, president.

Other officers of the company are Sam Milgrim, vice-president, and Joe Belsky, secretary.

## Export Sales Drop Continues

(Continued from page 98)

\$1,017. Thru 1948, South African coinmen spent an average of \$25,000 per month, importing 200 or more units.

### Averages Off

Average prices on music machines and venders also felt the weight of the slow February market. Jukes dropped to \$323 per unit compared with the better than \$400 per unit maintained thru 1948. Automatic merchandisers were down to an average price of \$82, off \$17 from 1948 averages. Game prices continued slightly higher than a year ago, average \$152 in February.

Export trade analysts in Washington warned that too much emphasis should not be placed on the February declines, since February is traditionally a low month on coin machine exports and is usually followed by a sharp upswing in March and April. They also pointed out that most of the coin equipment sold on the export market was the used variety. With used equipment sales improving every week on the domestic market, they explained, it was reasonable to assume that much of the equipment sold to foreign operators as surplus was finding ready buyers in local areas.

## Pistol Games Okay in Detroit Without Extra Shots Feature

DETROIT, May 7.—The expanded use of Chicago Coin's Pistol and Exhibit Supply's Dale Shooting Gallery, temporarily halted last week when the Liquor Control Commission sought more information on both games, was moving ahead at a steady pace again this week with the commission's approval. Point under discussion was the free-play adjustment on the games which has since been removed.

While the local authorities investigated the games over the past 14 days, operators suspended play on their machines but left them on location. This action was commended by the commission and was looked upon as another step in the friendly and co-operative approach of local coinmen in dealing with public officials.

## Chicago Coin Intros 5-Ball Super Hockey

CHICAGO, May 7.—Chicago Coin Machine Company has started deliveries on its new five-ball game, Super Hockey, Sam Gensburg and Sam Wolberg, firm owners, announced this week.

Based on big league hockey, the new Chicago Coin product features a wide-open playfield and four ways to win replays. Playfield has two goals, one for visiting team and one for the home club. The goals are miniatures of the types used in professional play, and player scores goals by hitting each of the five balls at the goalie's nets. To win replays player must make either 14 goals on visiting or home team. He can also win replays by guiding balls thru side roll-overs which advance team one place in team standings. In all, player can advance team from 10th place to first in team standing. When the standing reaches third place player automatically wins a free play. For second place he wins two replays and for first three replays. He can also win multiple replays by getting more than 14 goals on either the home or visiting goalie.

Chicago Coin debuted its new back glass portion of the cabinet on the new game. Glass is installed in a picture frame setting and the wooden part is flush with other parts of the cabinet.

The commission disclosed that reports had been coming in that Pistol, distributed in Michigan by A. P. Suave, and the Dale gun, handled by Marston Distributing and Curtis Coin, were being used for other than amusement purposes. Investigation by the commission failed to turn up any specific information in support of these reports. Later discussion between the distributing firms' officials and the commission resulted in an understanding that the free-play idea on both games, which permits extra shots for players who hit all targets, was objectionable.

When the commission revealed its stand on the bonus shots, operators immediately converted their gun games so that the free-play feature was inoperative. While the operators felt that the extra shots were strictly an award for skill in shooting the regulation number of shots, they decided to conform with the commission's views that the free-play adjustment was hurting both games chances. The spontaneous co-operation given by coinmen once the commission had made known its stand was regarded as another step forward in sound handling of a situation which might have proved detrimental to local coinmen.

## Houston Firm Set To Handle Jennings Line

CHICAGO, May 7.—Williams Novelty Company, Houston, has been appointed a dealer of O. D. Jennings equipment in Harris County, Texas, John Neise, Jennings sales manager, announced Thursday (5).

Williams Novelty, owned by Tom Williams and T. J. (Joe) Gillespie, was formerly the Houston branch of General Distributing Company. Last summer Williams bought the entire holdings of the branch, including South Texas sales rights, and incorporated as Williams Novelty. In March Gillespie became a full partner in the firm.

BATON ROUGE, La., May 7.—Secretary of State Wade O. Martin has issued a charter to the States Distributing Company, Inc., Jefferson parish. The new firm, capitalized at \$10,000, will deal in coin-operated machines.

## NCMDA Board Meets in Chi; Sets New Plan

(Continued from page 98)

near future.

Basically, the platform calls for four main objectives:

1. That all games be location tested by manufacturers before being marketed.
2. That all manufacturers allocate definite territories to distributors which would not conflict with other distributors.
3. That all games be marked with serial numbers in a prominent place for easy identification.
4. That factory replacement parts be branded with the manufacturer's name and code.

### Membership

J. D. Lazar, association treasurer and official of B. D. Lazar, Pittsburgh, told the board that memberships of the 23 distributor firms belonging to NCMDA are fully paid and the treasury is "accumulating funds to carry out the association's entire program of objectives." Later in the meeting, Secretary Irv Blumenfeld and an executive of General Vending Sales Corporation, Baltimore, asserted that recent interest by non-member distributors indicated a complete membership in the near future.

Wolcher, head of Advance Automatic Sales Company, San Francisco, after reviewing the progress of the nine-months-old association, said with the appointment of Neiman and Bennett, both of whom have wide experience in their respective fields, the new program would be launched in a few weeks. Progress reports will be released regularly, he said.

## Maine Ops Sked May Meet; Add 4 Members

WATERVILLE, Me., May 7.—Next meeting of the recently formed Maine Coin Machine Operators Association will be held May 25 in a city to be specified later. Announcement of the mid-week meeting, a departure from the association's usual week-end gatherings, followed a recent dinner meeting held in Waterville's Elmwood Hotel.

The mid-week meeting was scheduled, association officials declared, since summer week-ends are busy and prevent most operators from attending.

Sixteen members and guests attended the Waterville meeting at which Vice-President Charles Stillman, of Augusta, presided. The association now has a membership of 28 operators with representation thruout the State.

Four new members have been added to the association roster since the Waterville meeting. They are Joseph A. Ferris, Madison; E. S. Laughton, York Beach; Estes Music Service, Rockland, and Durgin & Noyes, Inc., Presque Isle.

## Local Coin Taxes May Grow in Pennsy

HARRISBURG, Pa., May 7.—A new epidemic of local taxes on coin machines may spread over Pennsylvania if Gov. James H. Duff signs amendments to the 1947 local tax law.

At present local governments may tax anything not levied against by the State. The amendments passed by the 1949 Legislature take natural resources, farm products, manufactured products and public utilities from the list of taxables. With these sources of revenue cut off, the local solons may turn to coin machines to collect additional revenue.

Coin machines are already liberally taxed under the local tax measure, but some communities have not touched them.

## Coin Machine Exports

February, 1949

Country	Total		Phonographs		Av. Price	Venders		Av. Price	Amusement Games		Av. Price
	No.	Value	No.	Value		No.	Value		No.	Value	
Cuba	142	\$ 21,531	47	\$19,781	\$421	55	\$ 550	\$10	40	\$ 1,200	\$ 30
Mexico	90	14,821	52	12,716	244	—	—	—	38	2,105	55
Colombia	49	13,589	49	13,589	277	—	—	—	—	—	—
Venezuela	27	10,049	7	3,849	549	—	—	—	20	6,200	310
Philippine Rep.	33	8,887	8	4,280	535	—	—	—	25	4,607	184
Newfoundland	26	8,221	12	6,373	531	10	1,088	108	4	760	190
Guatemala	11	6,077	11	6,077	552	—	—	—	—	—	—
Japan	24	5,634	5	2,716	543	10	2,306	231	9	3,112	345
Salvador	5	2,825	5	2,825	565	—	—	—	—	—	—
Panama	20	2,520	—	—	—	—	—	—	—	—	—
Canal Zone	7	2,081	—	—	—	—	—	—	7	2,081	520
French Morocco	5	1,852	—	—	—	5	1,852	370	—	—	—
Haiti	4	1,700	4	1,700	425	—	—	—	—	—	—
Canada	9	1,464	—	—	—	6	909	151	3	555	185
Bermuda	5	1,454	—	—	—	—	—	—	5	1,454	291
Saudi Arabia	2	1,387	1	752	752	—	—	—	1	635	635
Curacao	6	1,312	1	625	625	5	687	137	—	—	—
Union of So. Africa	4	1,017	—	—	—	—	—	—	4	1,017	254
Lebanon	3	897	—	—	—	—	—	—	3	897	299
Other Countries	18	2,177	1	300	300	13	1,182	91	4	696	174
<b>TOTALS</b>	<b>490</b>	<b>\$111,995</b>	<b>203</b>	<b>\$75,583</b>	<b>\$323</b>	<b>104</b>	<b>\$8,574</b>	<b>\$82</b>	<b>163</b>	<b>\$27,838</b>	<b>\$152</b>



**RECORDS MOST PLAYED BY DISK JOCKEYS**

(Continued from page 25)

Weeks to date	Last Week	This Week		Lic. By
4	14	12	FOREVER AND EVER.....	D. Shore-H. Zimmerman Ork... Columbia 38410—ASCAP
8	23	13	"A" YOU'RE ADORABLE...	Jo Stafford-G. MacRae-P. Weston Ork... Capitol 15393—ASCAP
12	15	14	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol Ork... Capitol 15372—ASCAP
9	16	15	CRUISING DOWN THE RIVER	F. Carle Ork-M. Hughes... Columbia 38411—ASCAP
6	13	16	AGAIN	V. Damone-G. Osser Ork... Mercury 5261—ASCAP
2	20	16	AGAIN	G. Jenkins Ork-Joe Graydon... Decca 24602—ASCAP
2	12	18	"A" YOU'RE ADORABLE...	T. Pastor Ork... Columbia 38449—ASCAP
15	20	18	SO TIRED.....	K. Starr Ork... Capitol 15314—ASCAP
2	26	20	BABY, IT'S COLD OUTSIDE.	D. Shore-B. Clark... Columbia 38463—ASCAP
				(M. Whiting & J. Mercer-P. Weston Ork, Capitol 57-567; D. Cornell-S. Kaye Ork, Victor 20-3448; E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, Dir., MGM 30197)
4	29	21	RED ROSES FOR A BLUE LADY	J. Laurenz... Mercury 5201—ASCAP
3	30	22	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork... Victor 20-3402—ASCAP
5	18	23	NEED YOU.....	J. Stafford and G. MacRae-P. Weston Ork... Capitol 15393—ASCAP
				(J. Bradford-H. Rene Ork, Victor 20-3418; B. Crosby & Crew Chiefs, Columbia 38450; G. Lombardo & His Royal Canadians, Decca 24614; Patsy Montana & D. Denny-The Buckeroos, Victor 20-0040; Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H 3459; J. Cooper & M. Scott-The Paulette Sisters-B. Martin Ork, Spotlite 518)
1	—	24	I DON'T SEE ME IN YOUR EYES ANYMORE.....	G. Jenkins Ork-The Stardusters... Decca 24576—BMI
1	—	24	LOVE SICK BLUES.....	Hank Williams and His Drifting Cowboys... MGM 10352—BMI
				(R. Kirk, Mercury 6189; B. Christian & His Texas Cowboys, 4-Star 1297)
4	16	26	ONCE AND FOR ALWAYS...	J. Stafford-P. Weston Ork... Capitol 15424—ASCAP
				(A. Mooney Ork, MGM 10381; T. Martin-E. Hagen Ork, Victor 20-3383; B. Crosby-Ken Darby Choir, Decca 24524; A. Vincent-M. Miller Ork, Mercury 5273)
1	—	27	BABY, IT'S COLD OUTSIDE	J. Mercer-M. Whiting-P. Weston Ork... Capitol 57-567—ASCAP
4	—	28	CRUISING DOWN THE RIVER	Three Suns... Victor 20-3349—ASCAP
1	—	29	BALI HA'I.....	P. Lee-D. Barbour Ork... Capitol 57-543—ASCAP
				(P. Como-M. Ayres Ork, Victor 20-3402; A. Vincent-M. Miller Ork, Mercury 5273; H. Winterhalter Ork, MGM 10399; B. Crosby-J. S. Trotter Ork, Decca 24609; F. Sinatra, Columbia 38446)
2	—	30	AGAIN	M. Torme-P. Rugolo Ork... Capitol 15428—ASCAP
1	—	30	SOME ENCHANTED EVENING	J. Stafford-P. Weston Ork... Capitol 57-544—ASCAP

**SONGS WITH MOST VOCAL AND INSTRUMENTAL PLUGS IN KEY AREAS (RH SYSTEM)**

(Continued from page 25)

Songs	Pub.	Heard N.Y.										Heard Chi.										Heard Calif.										Sur. Tot
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	SI	SV	CI	CV	Pts.										
Cruising Down the River	Spitzer	4	7	1	4	2	3	1	3	1	3	1	3	1	3	1	3	1	3	1	82											
Don't Cry, Cry Baby	Santly-Joy	2	6	0	4	0	2	0	3	0	7	0	3	2	7	4	5	0	5	10	120											
Everywhere You Go	Lombardo	1	6	0	7	3	2	0	7	4	5	0	5	10	120																	
Forever and Ever	Robbins	5	3	0	4	4	6	4	5	2	5	0	3	99																		
Havin' a Wonderful Wish (Sorrowful Jones)	Paramount	4	9	1	2	1	3	1	2	0	2	1	1	10	72																	
I Don't See Me in Your Eyes Anymore	Laurel	2	7	0	2	0	4	0	2	1	7	0	3	67																		
If I Could Be With You (Flamingo Road)	Remick	2	6	1	1	3	2	3	2	5	3	1	1	10	73																	
It's a Big, Wide, Wonderful World	BMI	2	9	0	4	2	6	1	4	3	3	0	4	104																		
Kiss Me Sweet	Advanced	2	4	0	3	2	6	1	4	0	4	0	3	75																		
My One and Only Highland Fling (Barkleys of Broadway)	Harry Warren	3	5	0	2	3	6	1	3	5	2	0	2	68																		
Once and For Always (Connecticut Yankee)	Melrose	2	6	0	4	0	4	0	4	3	7	0	2	79																		
Powder Your Face With Sunshine	Lombardo	2	2	0	4	1	1	0	4	0	4	0	3	10	71																	
Red Roses for a Blue Lady	Mills	2	1	1	4	7	4	7	4	0	2	1	3	97																		
So in Love (Kiss Me, Kate)	T. B. Harms	2	4	0	5	5	4	1	3	4	4	0	4	86																		
So Tired	Glenmore	5	3	0	3	0	0	0	3	7	4	0	4	1	67																	
Some Enchanted Evening (South Pacific)	Williamson	0	5	1	4	2	5	2	5	4	1	0	3	86																		
Someone Like You (My Dream Is Yours)	Harms, Inc.	0	5	0	3	4	6	4	5	1	4	0	4	1	96																	
Someone To Love	Warren Publ.	8	6	0	1	3	4	0	1	14	10	0	1	2	79																	
Sunflower	Paramount	0	5	1	2	3	9	2	2	0	6	1	3	83																		
The Streets of Laredo (Streets of Laredo)	Famous	6	11	1	4	7	13	4	2	3	3	1	1	8	124																	
Underneath the Linden Tree	LaSalle	8	8	0	0	5	10	2	0	6	4	0	1	73																		

**Hartford, Conn.:**  
(Continued from page 118)

own public relations agency in Hartford. Rowell has for many years been featured on numerous Hartford area radio station programs and in addition to these activities he plans to develop new projects, some of them in industry. He started in radio as musical di-

rector of WLS, Chicago, when that station opened in 1924.

The Record Shops, owned by Ralph Colucci and Mrs. Colucci, have been redecorated, with Mrs. Colucci supervising the repainting. . . . The Hartford Empire Company, Hartford, has purchased Henry & Wright Manufacturing Company, of this city, for \$1,200,000.

**Name Rosenfeld Distributor for Chi Coin Games**

CHICAGO, May 7.—The J. Rosenfeld Company, St. Louis, has been appointed distributor of Chicago Coin five-ball games and arcade equipment, Sam Wolberg and Sam Gensburg, firm owners, announced this week.

The Rosenfeld firm, assigned territory which includes Central and Southern Illinois, Eastern Missouri and Western Kentucky, is headed by Jack Rosenfeld, 19 years in the coin machine business and a navy veteran of World War II. Ed Randolph is office manager.

In April the Rosenfeld firm opened new and enlarged quarters on Olive Street, St. Louis' coin row. The event was attended by 386 coinmen and guests, including representatives of manufacturing firms of Chicago.

**Chicago:**

(Continued from page 118)

label, the citrus cup venders operate on a nickel.

George Solar, Jimmy Martin's right hand man on the new Martin wax label, Sharp Records, aims to have a number of top juke operator tunes on tap for early release. Jimmy announces that his James H. Martin & Company five-State distribution coverage (Illinois, Indiana, Iowa, Minnesota, Wisconsin) now includes the new Horace Heidt diskery, Magnolia Records, bringing to 21 the number of labels carried.

S. D. Levings, Bastian Blessing Company, reports that manufacturer interest in firm's new low-priced two-flavor cup vender is very encouraging. Announced last week in The Billboard, the machine will be produced outside of the Blessing plant.



**\$150<sup>00</sup>**  
**BRAND NEW**  
**ROL-A-TOPS**

**5c-10c-25c PLAY**

**FACTORY REBUILTS**  
**\$100 EACH**

Above Price F. O. B. Chicago

**WATLING MFG. CO.**

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**MEET THE NEW PROFIT CHAMP**

**ELMER**

**SENSATIONAL REVAMP FROM YOUR KILROY**



"Where's Elmer?" . . . here he is in the hottest revamp of the year. Incorporating all top money-getting features that make players and operators ask "WHERE'S ELMER?"

- FLIPPERS • BANG BUMPER
- SUPER HIGH SCORE
- ROLLOVER BUTTONS
- KICKOUT POCKETS

**SWEET SUE FROM HAVANA STILL GOING STRONG!**  
**GET YOUR HAVANAS IN AT ONCE!**

**SEE YOUR DISTRIBUTOR OR WRITE TO US DIRECT**

**T & M SALES CO.**

2849 Fullerton Ave.  
Chicago 47, Illinois  
Dickens 2-2424

Canadian Distributor

ROXY SPECIALTY CORP., 703 NOTRE DAME ST., W., MONTREAL 3, QUEBEC



**RECONDITIONED 5 BALLS**

(Ready for Location)

Manhattan ..\$39.50 Tropicana ..\$39.50  
Nevada .... 39.50 Hawaii ..... 39.50  
Spinball .... 69.50 Screwball ...129.50

(All \$8.95 for flippers installed—  
\$6.95 for thumper bumpers)

Ramona ...\$149.50 Summertime \$119.50  
Monterrey . 89.50 1-2-3 ..... 144.50  
Merry ..... Triple  
Widow .. 109.50 Action .. 79.50  
Buccaneer . 139.50 Mardi Gras 99.50  
Wisconsin.....\$79.50

**ALKONO GUM & CANDY VENDERS**

4-Column (332 capacity) ....\$69.50  
3-Column (180 capacity) .... 59.50

**COLUMBUS VENDING MACHINES**

Model 46 Peanut.....\$12.50  
Model 46G Gum..... 12.50

**FLOOR SAMPLE**

**U. S. VENDING 400 CAPACITY REFRIGERATED CANDY**

Like New — \$399.50

**NEW PIN GAMES IMMEDIATE DELIVERY**

Genco Black Gold, C. C. Super Hockey,  
Gottlieb Buttons & Bows, United Aquacade

**WANTED!**

Gottlieb's Round-Up, Harvest Moon, Telectar, Gin Rummy, Bowling Champ and Bally Gold Cup. State price and quantity by wire, phone or letter.

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**NOW DELIVERING!**

Exhibit's **DALE GUN** Shooting Original Gallery

Chicago Coin's **PISTOL** ORDER TODAY!

**RUNYON SALES COMPANY**

Exclusive AMI Distributors in N.Y., N.J. & Conn.  
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**100%**

Return privilege within 10 days if not satisfied with our reconditioned equipment.

**WURLITZER 616**

Fully repainted. Perfect condition. Ready for location.

**\$79.50 (Cradled)**

1/2 With Order, Balance C. O. D. Send for Complete List.

**DAVID ROSEN, INC.**

Exclusive AMI Distributor  
855 N. Broad St. Philadelphia 23, Pa.  
Stevenson 2-2903



**Record Reviews**

(Continued from page 34)

**RATINGS (100 Point Maximum)**

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

ARTIST	RATINGS			ARTIST	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER		OPERATOR	OVER-ALL	DISK JOCKEY

**POPULAR**

**HERB JEFFRIES**  
(B. Baker Ork)  
(Exclusive 93X)

**These Foolish Things** 74--76--72--74  
Reissue. Jeffries was in magnificent voice when this was cut, and got a topnotch Buddy Baker ork backing.

**Basin Street Blues** 77--77--77--77  
Rerelease of one of the warbler's best, and one that sold big.

**ZIGGY LANE-DANTE & HIS MAGICAL MUSIC**  
(De Luxe 1191)

**After What You Said Last Night** 71--71--71--71

Warm and vibrant warbling to nostalgic organ backing. New ballad is pretty.

**Lament to Love** 73--76--72--70  
Lane sings the hauntingly attractive ballad with expression and a rich voice. A quality job that will not have broad appeal.

**GEORGE TOWNE ORK**  
(Regent 153)

**The Oomp Pah Pah Song** 80--80--78--82

Jolly pop tune based on the familiar "Oh, Du Lieber Augustine" gets a rousing production treatment; German-band style. Male, fem, and ensemble vocals are gay and rousing.

**There's a Bluebird on Your Windowsill** 84--84--84--84

Another gay, sprightly song, this one in bright shuffle tempo. Orking and chanting, plus whistling, do well by this catchy, commercial ditty.

**JOHNNY LONG ORK**  
(Signature 15280)

**Gossip** 79--81--75--75  
Perky novelty ditty, brightly done in Long's best collegiate style, should attract jockey interest.

**Without Your Love** 64--64--64--64  
Slow ballad performance lags.

**KENMORE KARAVAN ORK**  
(20th Century TC-20-94)

**Wildwood** 70--70--70--70

Rousing band and gal harmony work are effective on a "By the Sea" type waltz tune.

**Kenmore Kapers** 59--58--58--60  
Instrumental rhythm number offers nothing special.

**LEO GUARNIERI QUARTET (Joanne Dee)**  
(Villa VR 1001)

**Baby, Won't You Tell Me Why?** 51--52--50--50  
Pleasant tune, chirping, and orking. Muffled recording offers an insurmountable handicap however.

**Stockin' Full of Blues** 70--77--68--66  
Fine modern piano here (brother Johnnie?) and excellent group vocal.

**JIMMY DORSEY ORK**  
(Coral 60963)

**Cole Slaw** 74--73--73--76

Originally issued on Decca some years back as "Sorghum Switch," the side has been revived to ride the current flurry started by an Atlantic disk. JD's ork sounds fresh and modern, and the version should enjoy some activity.

**Parade of the Milk Bottle Caps** 67--69--67--66

Also a re-issue, this rhythm instrumental seems a bit pale by today's standards.

ARTIST	RATINGS			ARTIST	RATINGS		
	OVER-ALL	DISK JOCKEY	DEALER		OPERATOR	OVER-ALL	DISK JOCKEY

**POPULAR**

**DUKE ELLINGTON ORK**  
(Columbia 38464)

**Don't Get Around Much Anymore** 72--72--72--72  
Re-make of a popular Ellington number of some years back, with fine Hibler vocal.

**Singin' in the Rain** 63--63--61--65  
Swing arrangement with fair take-your-turn solos. Doesn't show the special Ellington quality, nor does it rock.

**RUSS CARLYLE ORK**  
(Coral 60064)

**You Broke My Heart With Be-Bop** 80--86--80--72

This is subtitled "Be-Bop Waltz," and it's a hilarious hunk of musical satire, with a bunch of hillbillies singing whiney bop phrases. Should get brisk jock play.

**Listen to the Mocking Bird** 80--82--79--79

Corn novelty, with yokel vocal and banjo, is good for some laughs, but could also pick up some honest-to-gosh change in country regions.

**BILL PANSELL (Gentlemen of Distinction)**  
(Panfare 101)

**Love Sat Down Beside Me** 56--58--58--50

Tune and treatment are strictly for the cocktail lounge.

**Who Has To?** 59--60--60--58  
Hard-trying novelty uses sound effects generously, but doesn't add up to much.

**TOMMY DORSEY ORK**  
(Victor 20-3427)

**The Huckle-Buck** 88--89--88--88

The TD treatment of the current rhythm rage shapes up as the strongest with-vocal version to date. Charlie Shavers' vocal and trumpet are features.

**Again** 79--78--79--80  
(Marcy Lutes)

Altho late, this typical relaxed Dorsey treatment of the clik should still pick up some coin.

**JANE PICKENS (Victor 20-3380)**

**Be Mine** 61--62--62--60

Henri Rene's flavorful backing stands out here, but Miss Pickens' piping of the "La Paloma" adaptation is weak.

**I Dreamed I Heard an Organ Play** 61--62--62--61  
Same situation here.

**AL GRANT with LEON MERIAN ORK**  
(King 15005)

**Lover's Gold** 87--87--87--87

Everything's right here: Grant's big, vibrant warbling, Merian's class orking, and the tune's hauntingly impressive quality. Platter has the makings.

**This Day Is Mine** 84--84--84--84  
Another outstanding rendition by singer and band of a fine ballad.

**THE UNITONES (London 432)**

**St. Bernard Waltz** 85--86--85--85

Lush, hand clapping waltz should have a big future. Full, warm-toned group singing, and tricky tap-dancing bit make up an especially catchy side.

**The Birthday Waltz** 73--78--70--72  
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**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**POPULAR**  
**DENNIS DAY**  
(Victor 20-3426)  
**Three Wishes** 73--73--73--73  
Retentive tune is warmly warbled by the radio tenor.  
**A Kiss in the Dark** 71--72--76--64  
This one's for the "family trade." Day handles the Victor Herbert standard in his widely accepted radio manner.

**THE FONTANE SISTERS**  
(Victor 20-3429)  
**Candy Kisses** 76--76--76--75  
Femme trio does well by tune. Version is different from any other.  
**Once-T Around the Park** 72--74--70--70  
Gimmicked title doesn't come off too well. Easy going vocal should call for some air plays.

**XAVIER CUGAT ORK**  
(Columbia 38477)  
**Muchachita** 79--79--79--79  
Typical Cugat orking of Latin-Americanized ballad will garner its usual share of plays, spins and sales.  
**Los Timbales** 76--78--76--77  
Waldorf samba crowd will go for this.

**JOY NICHOLS—NAT TEMPLE ORK**  
(London 431)  
**But Nobody** 79--79--79--79  
Nichols' personality comes through fine on this semi-calypto novelty. Johnston and Dean baritone duet support is fine, too. But total effort lacks that something special.  
**Great Guns** 75--75--75--75  
Imported version lacks spark and beat of Whiting version of this Mercer-Warren tune. Right package could make Nichols a name singer overnight.

**DICK JAMES**  
(London 430)  
**A Million Miles Away** 79--79--79--79  
Chorus, Hammond organ and rhythm make excellent backing for James vocal.  
**A Chapter in My Life Called Mary** 80--80--79--80  
Lack of name value will probably hold back a well-produced, well-recorded version of the new ballad that's showing promise.

**PRIMO SCALA ORK—THE KEYNOTES**  
(London 409)  
**All Over Italy** 86--86--85--87  
Could be that Scala will repeat his "Arches" hit, with this hummable, whistleable melody and easy-to-remember lyric.  
**There's Nothing To Do In Sleepyville** 80--80--80--80  
Nothing distinguishes this one from previous Scala releases. Makes a fine backing, tho, for a potential hit disk.

**THE WAYFARERS**  
(London 370)  
**In the Twi-Twi-Twilight** 64--62--65--65  
Treatment of a swiny waltz tune in the tradition of the early 1900's has some period flavor, but the total effort lacks strength for the present-day market.  
**When You Look in the Heart of a Shamrock** 71--68--70--74  
The Kenny Boys and Silver, from County Brill, penned this routine tribute to the land local Irishmen dream about but rarely return to. Gentle sob treatment should win some tavern play.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**POPULAR**  
**EDMUNDO ROS ORK**  
(London 439)  
**Similau** 72--77--72--68  
Attractively different voodoo inspired chant, has its poetry enhanced by fine Afro-Cuban rhythm. The maestro's sincere warbling also adds weight.  
**Run, Run, Run** 78--80--78--77  
Bright calypso by Cahn and Styne is mildly amusing, and great for rumba dancers. The Ros singing and orking rate with the best around on Latin-type material.

**VAUGHN MONROE ORK**  
(Victor 20-3425)  
**Dreamy Old New England Moon** 87--87--87--87  
Melodious old-fashioned waltz gets the typical Monroe-with-group treatment.

**Gigolette** 74--74--73--75  
Obviously trying for another "Ballerina," Vaughn simply proves that sequels never carry the impact of the original.

**JOHNNY BRADFORD**  
(Victor 20-3378)  
**I Get Up Every Morning** 52--50--52--54  
Tune has been around for some months now in superior renditions, and nothing has happened.  
**Jalousie** 68--60--70--73  
The standard concert tango has done well for years as an instrumental, and in Katherine Grayson's vocal version. Altho this is a pretty dull job, it should enjoy a fair retail and juke whirl.

**CLAUDE THORNHILL ORK**  
(Victor 20-3376)  
**If I Forget You** 74--78--74--70  
(Art Brown)  
Delicate, but full-bodied Thornhill treatment of the Irving Caesar oldie. It's pleasant for listening and dancing but hardly exciting.  
**Snowfall** 75--78--74--73  
The Thornhill piano stands out on the band's concerto-style theme, a slow, moody opus that's enjoyed a steady sale for some years in an earlier Columbia waxing.

**BILL LAWRENCE**  
(Victor 20-3428)  
**A Million Miles Away** 76--76--77--75  
Young Bill sounds smooth. Ork and tune are both fine, but disk lacks warmth and feeling.  
**If I Could Be With You** 82--84--82--80  
Lawrence's handling of oldie has the oomph this time. Intimacy makes this a fine disk.

**THE JOHNSTON BROTHERS**  
(London 429)  
**Deep As the River** 67--70--65--65  
Ork backing outclasses baritone duet on another fine, new Kramer-Whitney ballad.  
**Portrait of Jennie** 70--74--70--68  
Late entry and lack of name value will hurt good treatment of pic tune; echo chamber and all.

**OLIVE MASON**  
(Rondo R-181)  
**After You've Gone** 50--50--50--50  
Waller-style first chorus was done better by Fats. Hampton - style second chorus was done better by the Hamp.  
**Sunday** 50--55--45--50  
Poor production, plus so-so vocal equals "not much."

(Continued on page 124)

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**Record Reviews**

(Continued from page 123)

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

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISCO-JOCKEY	OPERATOR
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**POPULAR**

**MARGARET WHITING & JOHNNY MERCER**  
(Paul Weston Ork)  
(Capitol 57-587)

**Baby, It's Cold Outside** 89--90--88--90

The Whiting-Mercer-Weston treatment of the Loesser pic tune has all the ingredients that make hit records. It's the right combination for a smash.

**I Never Heard You Say** 80--82--80--78

The new Kramer-Whitney tune is cute and well done, but suffers from comparison with top side. Jocks should get lots of spins from this, tho.

**AL TRACE & HIS SHUFFLE RHYTHM ORK**  
(Columbia 38465)

**Your Tears Came Too** 76--77--77--76

Late Shuffle rhythm ballad with unison vocal and Bob Vincent warbling neatly done.

**It Took a Dream To** 85--87--84--85

Wake Me Up Tinkling piano paired with fine lyric idea bids fair to move out into the hit class. Could happen, too.

**REGGIE GOFF-CYRIL STAPLETON ORK**  
(London 427)

**My Mistake** 65--60--60--65

Goff sounds more Monroe-like with each release. Vocal group and ork backing smoother than Goff's unsteadiness.

**The Light in My** 64--64--64--64

Window Reggie is better on this side, but tune isn't.

**JOHNNY HILL-OLIVE MASON**  
(Rondo R-182)

**Who Do You Think You** 48--50--44--49

Are? Melody surpasses lyric and vocal but entire combination lacks too much to rate at all.

**No, No Nora** 70--72--68--70

Poor vocal-group passages mar disk that could break through with some attention from jocks.

**BILL PANNELL AND HIS GENTLEMEN OF DISTINCTION**  
(Fanfare 102)

**If I Only Had One** 68--70--62--70

Day To Love Adequate handling of Ted Mossman-Bill Anson ballad of string band quality. Replete with unison vocal etc.

**You-AH** 60--60--60--60

Ork plays cleanly, but forced cuteness of lyric detracts from all-round effort by new label.

**PINKY TOMLIN**  
(Paul Martin Ork)  
(Exclusive 92X)

**Song of the Birds** 57--62--56--60

Not enough to the tune to make the disk count. Orking and vocal support from Four Hits and a Miss good.

**The Wheels on His** 58--58--58--58

Wagon Were Square Shuffle rhythm, dance tempo, hand-clapping and Tomlin vocal all add up to a mish-mash.

ARTIST	TUNES	LABEL AND NO.	COMMENT	OVER-ALL	DISCO-JOCKEY	OPERATOR
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**FOLK**

**SHELTON BROTHERS**  
(King 780)

**Match Box Blues** 61--62--60--60

An ordinary country blues gets lackluster treatment from the warbler.

**When They Baptized** 72--73--70--72

Sister Lucy Lee Considerably more spirit here on a mild novelty bit from the hill country.

**DAVE DENNEY**  
(Victor 21-0052)

**A Million Miles Away** 80--81--79--78

Smooth folk treatment of the retentive plug tune is ideally suited. Side should get around.

**Are You Kissin' Someone** 67--67--66--68

Else? Patsy Montana helps Denny on this one, but neither helps the amusing novelty jingle too much.

**EDDY ARNOLD**  
(Victor 21-0051)

**The Echo of Your** 86--86--86--86

Footsteps Imaginative ballad is another likely link in the endless chain of Arnold smashes.

**One Kiss Too Many** 85--85--85--85

Another clever idea set to a simple contagious melody, is tossed off with Eddy's usual flair.

**JOHNNY TYLER (The**

**Riders of the Rio** 76--76--76--76

Grande) (Victor 21-0053) Jazzy Western novelty offers a fair share of comedy, warbled with gusto.

**It Ain't Far to the Bar** 75--75--74--75

Gravy Train Western dance ditty spots strong instrumental solos by steel guitar and piano. Lyric idea is light but sharp-pointed.

**MEL & STAN**  
(Capitol 57-40158)

**Whispering, Now** 62--63--64--60

The Kentucky Twins sing sacred duet with authenticity and feeling. Guitars supply fitting background.

**I Have Dusted Off the** 62--63--64--60

Bible Equally effective sacred ballad.

**JOHNNY DENIS & HIS RANCHERS**  
(London 428)

**Old Pardner** 64--66--62--64

Too lush for Western fans and too Western for pop fans. Denis's version of the oldie is hampered by female voices.

**Careless Hands** 60--60--60--60

Cleanly done English version is too late to make a dent on market.

**CURLEY WILLIAMS & THE GEORGIA PEACH PICKERS**  
(Columbia 20575)

**Georgiana Moon** 59--60--60--58

Routine moon tune is weakly projected.

**You Can't Brush Me Off** 57--57--58--56

Cut of same cloth as the flip.

**SLIM STUART & THE PLAINSMEN**  
(20th Century TC-20-91)

**Do You Know?** 63--60--63--67

Fair warbling and ork backing on a jaunty Western.

**My Lucky Lariat** 57--54--57--60

Neither tune nor performance as effective as flip.

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**ARTIST TUNES LABEL AND NO. COMMENT**

**RATINGS**  
OVER-ALL DISK SOCKET OPERATOR

**FOLK**  
**JOHNNY DENIS & HIS RANCHERS**  
(London 433)  
**Four Lovely Letters** 65--68--65--63  
British conception of a "Western" ain't. Polished orking and warbling are more for the pop trade, as is the tune itself.  
**More Fish From the Sea** 61--62--60--60  
Plenty of ideas went into this production, but the whole thing ends up wide of its mark.

**HUGH AND SHUG'S RADIO PALS**  
(Coral 64009)  
**Five Foot Two, Eyes of Blue** 60--60--60--60  
Label's coverage of the resurging novelty is only mediocre. Warbling is uninspired, small group backing adequate, but unimpressive.  
**Are You From Dixie?** 55--55--55--55  
Pseudo-country treatment of a likely enough little corn tune is also of so-what stature.

**FLOYD TILLMAN**  
(Columbia 20581)  
**You Made Me Live, Love and Die** 62--62--62--62  
For Floyd, this is a slow-paced, not impressive effort.  
**Slipping Around** 80--80--80--80  
Tune has a meaty lyric in the "One Has My Name" vein, and Floyd gets it across touchingly.

**DUDE MARTIN & THE ROUNDUP GANG**  
(Victor 21-0047)  
**Deepfreeze Dinah** 76--76--75--77  
Lively Western swing with Martin and the ork cutting comic capers and getoffs. Strong gag material.  
**Oh How I Hate You** 50--50--50--50  
Attempt to be smart fiz-zies. Lyrics are embarrassing rather than funny.

**JONES SISTERS**  
(Victor 21-0046)  
**Each Flower That Blooms Must Die** 62--62--60--65  
Gals do a typical didactic hill ditty in so close and so nasal harmony. Doesn't hold the attention, somehow.  
**Wind of the Sea** 60--60--58--62  
Slow, mood piece drags.

**BILL BOYD & HIS COWBOY RAMBLERS**  
(Victor 21-0045)  
**Lone Star Rag** 79--76--80--82  
Instrumental rag has plenty of git-up and go, with lively fiddling, guitar-taring, and a toe-tapping dance beat.  
**Without a Woman's Love** 60--60--60--60  
Slow ballad, harmonized by Bill and Jim Boyd, never does take hold.

**REDD STEWART & HIS KENTUCKY COLONELS**  
(King 778)  
**Blow Out All the Candles** 73--80--70--70  
Sprightly dedication number should be useful to spinners with country shows.  
**When I'm in My Indiana Home** 71--74--70--70  
The former Pee Wee King warbler is in fine form with this lightweight waltz tune.

**RACE**  
**EDDIE VINSON ORK**  
(Mercury 8138)  
**I Took the Front Door In** 70--70--70--70  
Vinson's shouting of the blues lyric is full of flavor, but the shy backing doesn't push very hard.  
**Ever-Ready Blues** 56--52--57--58  
Material and treatment lack guts.

**ARTIST TUNES LABEL AND NO. COMMENT**

**RATINGS**  
OVER-ALL DISK SOCKET OPERATOR

**RACE**  
**DELORES BELL**  
(Coral 65008)  
**I've Got the Sweetest Man** 68--72--68--64  
Thrush has a fine note-bending technique with big, but controlled, vibrato. Song, with its sophisticated, slightly acid lyric, is a bit esoteric. Coral may have the makings of a Sarah Vaughan here.  
**There Should Be Tears in My Eyes** 74--74--73--75  
Personal quality in this ballad makes it a stronger vehicle, commercially, for Miss Bell's considerable talents. Label might give her the benefit of a better orking and class arrangement next time around.

**CWENN BELL (Teddy Napoleon Trio)**  
(Manor 1178)  
**I'll Never Cry** 62--62--61--63  
No sparkle or projection in thrush's rendition of a formula ballad.  
**Black Coffee** 72--72--70--75  
Miss Bell does handily with this unique blues, popularized by a Sarah Vaughan disk. Figures to pick up some of the biz.

**WASHBOARD SAM**  
(Victor 22-0017)  
**No. 1 Drunkard** 73--73--72--74  
Robust Southern blues shout, backed by piano, bass and washboard in a live boogie beat. A surprise tenor solo at the end wraps it up effectively.  
**Nothing in Rambling** 62--62--60--64  
Slow blues, rather routine in conception and rendition.

**ARBEE STIDHAM**  
(Victor 22-0018)  
**I've Got So Many Worries** 68--68--67--70  
Stidham warbles a fair jump blues backed by okay orking, but side's not a standout in any way.  
**A Heart Full of Misery** 74--74--73--75  
This blues has a rougher, more honest ring than flip, and Arbee gets a lot more heart into it.

**SMOKEY HOGG**  
(Exclusive 95X)  
**Restless Bed Blues** 60--58--60--62  
Deep South blues chant, accompanied by guitar. Not especially forceful, tho Hogg is skillful in the idiom.  
**My Last Blues** 60--58--60--62  
About like flip.

**GLADYS PALMER**  
(Miracle M-507)  
**Song Man** 70--72--70--68  
Quality mood ballad by Dorothy Sewell and Hal Blake is a class vehicle of the type Billie Holiday used to do. Miss Palmer gives it a sensitive, understanding treatment. Kicks, but not commercial.  
**Later On** 67--66--67--68  
Tune is more in the popular mode, and thrush sings it strong, but not with the feeling and appreciation she lavishes on the flip.

**BIG JAY McNEELY**  
(Exclusive 98X)  
**Road House Boogie** 80--80--80--80  
Side whips up an exciting atmosphere, with alternating vocal recitation and jump instrumental choruses. Story is told of a leaping uptown gin mill, with music right in the rowdy spirit.  
**Willie the Cool Cat** 68--68--68--68  
Riffer dedicated to jock Willie Bryant is enthusiastic and noisy, but little else.



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**JACK NELSON & CO.**  
2920 Milwaukee Ave. CHICAGO 47, ILL.

(Continued on page 126)



# Sicking Observes Golden Jubilee at Three-Day Party

(Continued from page 98)

By noon the first day, Goldberg and Marmer and their constituents had received over 100 floral tributes from friends in and out of the industry. All greatly enhanced the general atmosphere and added to the decorative theme laid out by Goldberg and Marmer for the occasion. Early bouquets included those from Sidney Brant, Exhibit Supply Company, Friedman Flower Shop, Genco Manufacturing & Sales Company; Ann and Ely Steinberg; Mel Binks, Universal Industries, ABT Manufacturing Company; Mr. and Mrs. Charles Kanter, Ace Sales Company; Phonograph Operators' Association, George Sax; *The Billboard*; Morton Heldman, Peoples Bank & Savings Company; Sicking, Inc., employees; Cincinnati Glazing Company, Johnny Benson, Haskel Goldberg, R. C. Hood; Lynn Durant, United Manufacturing Company; Sicking gang, Los Angeles; Rudolph Wurlitzer Company, Ben Coven, Ray Moloney, Bally Manufacturing Company, Dave Gottlieb, Len Goldstein, Ralph, Herb

and Hayden Mills, R. N. Strange, Williams Manufacturing Company and Globe Distributing Company.

Attracting considerable attention were two plaques, both bearing congratulatory messages on the firm's 50 years in the coin machine industry, from Chicago Coin Machine Company and Bell-o-Matic Corporation and many of their distributors.

By early Friday more than 50 congratulatory telegrams had been received by Goldberg and Marmer. Among the wires were those from G. B. Mills, Mills Sales Company; Dick Hood, Mills Industries, Inc.; P. O. Brandt, Brandt Distributing Company; Mr. and Mrs. Arthur P. Marcus, O. D. Jennnigs & Company; R. C. Haimbaugh, Rudolph Wurlitzer Company; Ed Worgler and gang, Wurlitzer Company; Jack Walsh, Chicago Metal Manufacturing Company; Paul G. Bowman, H. F. Dennison, Morry Goret, Lieberman Music Company, Mr. and Mrs. Jack Marmer, Atlantic Music Company, Eddie and Morry Ginsburg.

### Registration List

The registration list, incomplete at press time, included the following: William Gersh, *Cash Box*; Joe Theis, Bally Manufacturing Co.; Bob Binnes, Lynn Industries; Aaron S. Ginsberg, Chicago Coin; Mark Walters and R. Bruns, Brookville, Ind., American Legion; Maurice Levitch, Stern Cigarette Vending Machine Co.; Boots Strange, Danville, Va.; C. M. Johnson, Globe Distributing; Sam E. Chester; Charles J. Kanter, Ace Sales; R. Shawhan; Bill Sachs, Bob Doepker and C. J. Latscha, *The Billboard*; Paul Himgurg, Southern Automatic Music; B. H. Siegel; Jake Klavner and Art LeJeune, Federal Truck Line; Laurence Shankman; Herman Rosenberg; Ray Bazelon, National Shuffleboard; Sol Gottlieb, Gottlieb Co.; John A. Patterson and W. N. Corbin; Tom Callaghan, Dan Moloney and Bill O'Donnell, Bally Manufacturing; Jim Frere, Railway Express; C. B. DeSelm, United Manufacturing; Jess Kettner; Mr. and Mrs. Perry Sonnenschein, Mr. and Mrs. Sam Praeger, Mr. and Mrs. Abe Goldberg, Mr. and Mrs. Sam Milner, L. Berman; Grant Shay, John P. Ryan and Mr. and Mrs. George Jock, Bell-o-Matic; Gil Kitt, Mr. and Mrs. Lon Simon, William Bese, Mr. and Mrs. David Tanel, Mr. and Mrs. Leonard Kanter, Mr. and Mrs. Lee Heidingsfeld, Mrs. Earl Silvernell, Jim David, Marian Silvernell, Mrs. R. N. Strange, H. M. Branson, Mr. and Mrs. Joe Shaffer, Mr. and Mrs. Charles C. Bayle, Bill Blankenship and V. C. Shay, Bell-o-Matic.

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# Record Reviews

(Continued from page 125)

**RATINGS (100 Point Maximum)**

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

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**RACE**  
**PRINCE COOPER TRIO**  
(Exclusive 94X)  
**It's Just a Riff** 52--52--50--54  
Tune is one of those things that tells you what bop is. Sung and played okay, technically, but dull and spiritless.  
**That's All** 55--55--55--55  
Tune suggests promise, but the group does nothing for it in a slow, lackluster performance.

**DAVID BARTHOLOMEW ORK**  
(DeLuxe 3217)  
**Girt Town** 38--38--38--38  
Warbling is quavering, orking weak and disjointed on this boogie-woogie blues attempt.  
**High Society Blues** 25--25--25--25  
Group probably meant their rendition of the Dixie standard to be satirical, but after a few bars you won't be interested in their intentions.

**ST. LOUIS JIMMY (Muddy Waters & His Blues Combo—Sunnyland Slim)**  
(Aristocrat 7001)  
**Florida Hurricane** 68--68--66--70  
Southern blues shouter warbles an appealing topical blues, well backed by small combo.  
**So Nice and Kind** 65--63--65--67  
Blues here doesn't have freshness and natural appeal of flip, tho it's well performed.

**TINY BRADSHAW ORK (Jack Fine)**  
(Manor 1181)  
**Bride and Groom Boogie** 65--65--65--65  
Neat orking and clean warbling by Jack Fine try to make something of weak material.  
**Six Shooter Junction** 45--45--45--45  
Shuffle-boogie rhythm can't do a thing with material of this ilk.

**SAVANNAH CHURCHILL (Ralph Hermann's Ork)**  
(Manor 1180)  
**Don't Try To Explain** 78--78--78--78  
Rich ballad is well-suited to Miss Churchill's styling, altho the subtle backing aims it at the pop field.  
**Savannah Sings the Blues** 61--62--62--60  
Synthetic blues offering kids itself out of the running.

**ERSKINE HAWKINS ORK (Victor 20-3379)**  
**Cold Hearted Woman** 74--75--73--74  
Routine blues neatly handled by band and vocalist Jimmy Mitchell.  
**Brooklyn Bounce** 73--73--73--73  
Steady beat makes for fine dance disk for those who haven't picked up on bop.

**LUCKY MILLINDER ORK (Victor 20-3430)**  
**Moanin' the Blues** 62--60--62--65  
Jump blues doesn't come over. Thrush Annistene Allen, who shouts fine, is hampered by a repetitious lyric, while ork plays loudly but doesn't get anywhere.

**How Would You Know?** 67--67--66--68  
One Jimmy Carnes displays a lyrical, easy warbling style on this slow ballad, but the final effect is slightly weak, owing to the fact that the recording doesn't have him far enough in front of the ork.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**RACE**  
**CHUBBY "HIP SHAKIN'" NEWSOM & HER HIP SHAKERS**  
(DeLuxe 3213)  
**New Orleans Lover Man** 81--82--82--80  
Chirp has her own special flavor, and it's highly provocative here. Blues number goes at an easy jump pace.  
**Close to Train Time** 71--70--72--72  
She's less convincing with this slower blues.

**KING PERRY & HIS SEXTET (DeLuxe 3216)**  
**Going to California Blues** 69--68--68--70  
Jump boogie offers meat for dancers, tho the lyric lacks distinction.  
**Sarah! Sarah!** 78--78--75--79  
Amusing pseudo-rumba is full of tongue-twister phrases that could be highly embarrassing if they turned out wrong. Should get box play.

**LOLLY-POP JONES & ETHEL MORRIS (DeLuxe 3218)**  
**Aviator Papa** 76--ns--75--77  
Double-entendre comedy piece takes a long time getting to the sock lines, but they're strong stuff.  
**What's on Your Mind** 61--60--62--60  
The duo looks like a fine comedy team, but lacks the material on this side.

**ERLINE "ROCK AND ROLL" HARRIS (DeLuxe 3220)**  
**Rock and Roll Blues** 83--80--83--84  
Jump boogie is shouted with plenty of heart by the gal. Suggestive lyrics combined with the fine beat shape up a coin puller.  
**Box Car Boogie Baby** 79--78--80--78  
More rich material and full-flavored chirping in this slower blues side.

**PANAMA FRANCIS & HIS ORK (Gotham G-178)**  
**Darling, Make Up Your Mind** 71--73--70--70  
Good little band, and vocalist Mary Louise show considerable promise, altho this particular tune isn't too commercial.  
**Stompin' With Panama** 66--65--66--68  
The drummer - maestro leads his lads thru a simple riff opus that doesn't shape up as anything special. The drummer, incidentally, supplies the only evidences of bop.

**AL KING ORK (Uptown 126)**  
**Chicken a la King** 77--75--78--78  
Gravel-toned tenor sax growls and honks thru a simple riff tune with a strong beat.  
**Sanding Room** 55--54--55--56  
Tenor is even rougher on this shuffle blues, but it just sounds like lack of tutoring in this case.

**THE FOUR TUNES (Manor 1173)**  
**Mister Sun** 63--64--62--64  
Tenor-lead quartet sings well on poor choice of material.  
**The Sheik of Araby** 63--64--62--64  
Again poor choice of material hinders good group. Same effort on tune not done so often could have meant lots more.



**ADVANCE RECORD RELEASES**

**POPULAR**

(Continued from page 36)

- Whispering Wind**  
The Whispering Three (In a) Regent 149
- You're Heartless**  
G. Carroll-P. Sands' Ork (Rain or) Dance-Tone 1133
- You're Heartless**  
P. Reed (If You) Dance-Tone 321
- You're Mine**  
P. Reed (What You) Dance-Tone 325
- You're So Understanding**  
E. Knight-4 Hits and a Miss (It's Too) Decca 24636

**INTERNATIONAL**

- Accordion Polka**  
S. Mroczek Ork (Polka to) Regent 152
- Al Telefono Con Te**  
G. Bechl-M. D. Olivieri Ork (Incantesimo) V 25-7111
- Csardas Egyveleg, Pts. I & II**  
Bertis Pall & Gypsy Ork . . . V 25-6082
- Double Eagle Polka**  
V. Horton & His Polka Debs (Swiss Lullaby) Columbia 12406-F
- Feudin' and Fussin' Mit Mine Cousin**  
M. Katz & His Kosher-Jammers (Take Me) V 25-5094
- I Apisti**  
I. Georgakopoulou & Stellakis (Pall Dikio) V 26-8213
- Incantesimo**  
G. Bechl-M. D. Olivieri Ork (Al Telefono) V 25-7111
- Mister Kinsey Why Don't You Question Me?**  
The Jamaica King & His Calypso Pirates (Thank You) Banner B-567
- Pall Dikio Sou Kane Me**  
G. Mitakis & I. Georgakopoulou Ork (I Apisti) V 26-8213
- Polka to the Left**  
S. Mroczek Ork (Accordion Polka) Regent 152
- Swiss Lullaby**  
V. Horton & His Polka Debs (Double Eagle) Columbia 12406-F
- Take Me Back Tu Die Prairie**  
M. Katz & His Kosher-Jammers (Feudin' and) V 25-5094
- Ta-Ta I Mama**  
W. Dombkowski Ork (Zielone Swiatekko) V 25-9199
- Thank You, Mister Kinsey**  
The Jamaica King & His Calypso Pirates (Mr. Kinsey) Banner B-567
- The Wedding Sher**  
D. Atarras-A. Ellstein Ork (Tzivele's Bulgar) Banner B-556
- Tzivele's Bulgar**  
D. Atarras-A. Ellstein Ork (The Wedding) Banner B-556
- Zielone Swiatekko**  
W. Dombkowski Ork (Ta-Ta I Mama) V 25-9199

**RELIGIOUS**

- A Soldier's Plea**  
Golden Crown Quartet (Run for) Score 5008
- End of My Journey**  
The Silveraires (I've Got) Gotham G-608
- Get Away Jordan**  
The Trumpeteers (I Want) Score 5006
- Glory-Glory**  
The Soul-Stirrers (Lord Jesus) Aladdin 2027
- He Knows How Much I Can Bear**  
E. Beck & His Religion in Rhythm (You Got) Gotham G-606
- I Ain't Got Time**  
J. & M. Carson (When God) Cap 57-40158
- I Want To Die Easy**  
The Trumpeteers (Get Away) Score 5006
- I've Got a Home in That Rock**  
The Silveraires (End of) Gotham G-608
- Lord Jesus**  
The Soul-Stirrers (Glory-Glory) Aladdin 2027
- Precious Lord**  
Spiritual Five (Saviour Don't) Score 5007
- Run for a Long Time**  
Golden Crown Quartet (A Soldier's) Score 5008
- Saviour Don't Pass Me By**  
Spiritual Five (Precious Lord) Score 5007
- When God Dips His Pen of Love in My Heart**  
J. & M. Carson (I Ain't) Cap 57-40158
- You Got To Move**  
E. Beck & His Religion in Rhythm (He Knows) Gotham G-606

**CLASSICAL**

- My Encores Album—B. Sayao-M. Charnley (4-10")**  
Columbia MM-833
- Cancion Gitana: El Mercao De Las Escalvas** . . . Col 17587-D
- Carry Me Back to Old Virginny** . . . Col 17586-D
- C'est Mon Ami** . . . Col 17586-D
- Dos Cantares Populares** . . . Col 17587-D
- Polo** . . . Col 17588-D
- 1. Si Tu Le Veux; W. Le Nelumbo** . . . Col 17585-D
- The Bird** . . . Col 17588-D
- Think of Me** . . . Col 17585-D
- Strauss Waltzes Album—The Philadelphia Ork-E. Ormandy, Dir (2-12")**  
Col MX-315  
MX (12965-D—12966-D)

**HOT JAZZ**

- Andino's Peachy-Kato**  
J. Andino's Ork (Drummer Boy) Coda 5100
- Drummer Boy**  
R. Hernandez Ork (Andino's Peachy-Kato) Coda 5100

- Killer Joe**  
R. Hernandez Ork (Palladium Stomp) Coda 5099
- Palladium Stomp**  
J. Andino's Ork (Killer Joe) Coda 5099

**LATIN-AMERICAN**

- Alma Mia**  
N. Chayres (Rayito De) Victor 23-1232
- Asopao**  
M. Valdes (Yambao) SMC 1230
- Aventurera**  
Trio Vegabajeno (Tierra De) Victor 23-1212
- Bigote De Gato**  
Carta Y Cabiati (Callate) Victor 23-1219
- Callate**  
Carta Y Cabiati (Bigote De) Victor 23-1219
- Cuando El Amor Llegue**  
P. Vargas (La Culpa) V 23-1225
- Deja Que to Mire**  
O. Guerra-Casino De La Playa Ork (Kandela) V 23-1211
- Diamante Negro**  
S. Tarin (Manforte) V 23-1229
- El Adolorido**  
H. Rosas (La Mancornadora) V 23-1231
- El China Camarero**  
D. Santos Conjunto (Puerto De) V 23-1215
- El Grillo Y La Rana**  
V. Aviles Ork (Ja! Ja) Seeco 690
- El Novio De Maruja**  
H. Del Carril (Fue En) Seeco 7027
- El Que De Mas Se Muere**  
M. Silva (Mi Equivocacion) Victor 23-1210
- Fue Realidad**  
D. Santos Conjunto (Mira Que) Victor 23-1192
- Fue En Buenos Aires**  
H. Del Carril (El Novio) Seeco 7027
- Hipocrita**  
F. Fernandez-M. Ruiz Armengol (Yo Oreo) V 23-1209
- Huri**  
Duo "Garson Y Collazos (Tupinamba) V 23-1214
- Ja! Ja Que Vacilon**  
V. Aviles Ork (El Grillo) Seeco 690
- Jose**  
P. Prado Ork (Acome) Victor 23-1220
- Kandela**  
Casino De La Playa Ork (Deja Que) V 23-1211
- La Culpa De Todo**  
P. Vargas (Cuando El) V 23-1225
- La Mancornadora**  
H. Rosas (El Adolorido) V 23-1231
- Lindo Llambo**  
R. Alvarez Y Su Conjunto (Me Dejaste) V 23-1228
- Los Vergelitos**  
A. Pineda (Mi Yeguita) V 23-1224
- Macome**  
P. Prado Ork (Jose) V 23-1220
- Madre De La Caridad**  
Conjunto Afro-Cubano (San Lazaro) V 23-1222
- Manforte**  
S. Tarin (Diamante Negro) V 23-1229
- Me Dejaste Esperando**  
R. Alvarez Y Su Conjunto (Lindo Llambo) V 23-1228
- Mi Equivocacion**  
M. Silva (El Que) V 23-1210
- Mi Yeguita**  
A. Pineda (Los Vergelitos) V 23-1224
- Milagros Del Cielo**  
P. Acevedo (Ritmo Y) V 23-1230
- Mira Que Viva Es**  
D. Santos Conjunto (Fue Realidad) V 23-1192
- Paloma Herida**  
Los Carreteros (Zenaido) V 23-1215
- Pero No Me Abandone**  
M. Gonzalo (Rumbalero) V 23-1221
- Por Que Has Cambiado**  
A. Landin (Quiereme, Pero) V 23-1226
- Puerto De Santa Maria**  
D. Santos Conjunto (El China) V 23-1218
- Que Pasa Mulaton**  
Grupo Tropical (Tengo Que) V 23-1227
- Quiereme Mucho**  
Facundo & His Cubaniches (Rumba Melodica) V 23-1223
- Quiereme, Pero Quiereme**  
A. Landin (Por Que) V 23-1226
- Rayito De Luna**  
N. Chayres (Alma Mia) V 23-1232
- Ritmo Y Contenido**  
P. Acevedo (Milagros Del) V 23-1230
- Ruego De Amor**  
M. T. Maristany (Tu Me) V 23-1213
- Rumba Melodica**  
Facundo & His Cubaniches (Quiereme Mucho) V 23-1223
- Rumbalero**  
M. Gonzalo (Pero No) V 23-1221
- San Lazaro**  
Conjunto Afro-Cubano (Madre De) V 23-1222
- Tangos Album—Georges Tzipine Ork (3-10")**  
Cap CC-147
- A Media Luz** . . . Cap 57-565
- Derecho Viejo** . . . Cap 57-564
- El Choclo** . . . Cap 57-563
- Por Que?** . . . Cap 57-563
- Tango of Roses** . . . Cap 57-564
- The Moon Was Yellow (and the Night Was Young)** . . . Cap 57-565
- Tengo Que Recordarte**  
Grupo Tropical (Que Pasa) V 23-1227
- Tierra De Puerto Rico**  
Trio Vegabajeno (Aventurera) V 23-1212
- Tu Me Ensenaste**  
M. T. Maristany (Ruego De) V 23-1213
- Tupinamba**  
Duo "Garson Y Collazos" (Huri) V 23-1214
- Yambao**  
M. Valdes (Asopao) SMC 1230
- Yo Creo En Ti**  
F. Fernandez-M. Ruiz Armengol Ork (Hipocrita) V 23-1209
- Zenaido**  
Los Carreteros (Paloma Herida) V 23-1215

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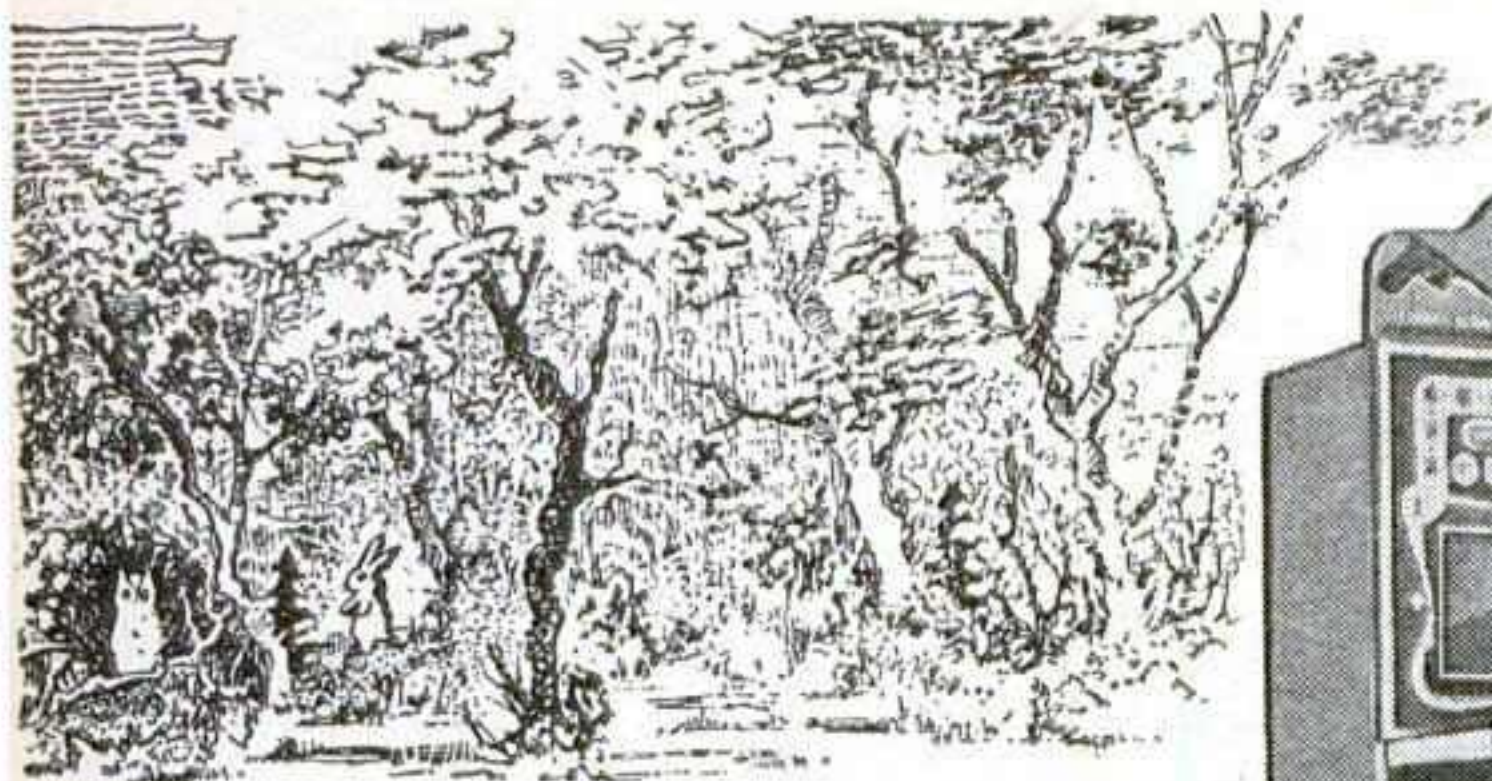
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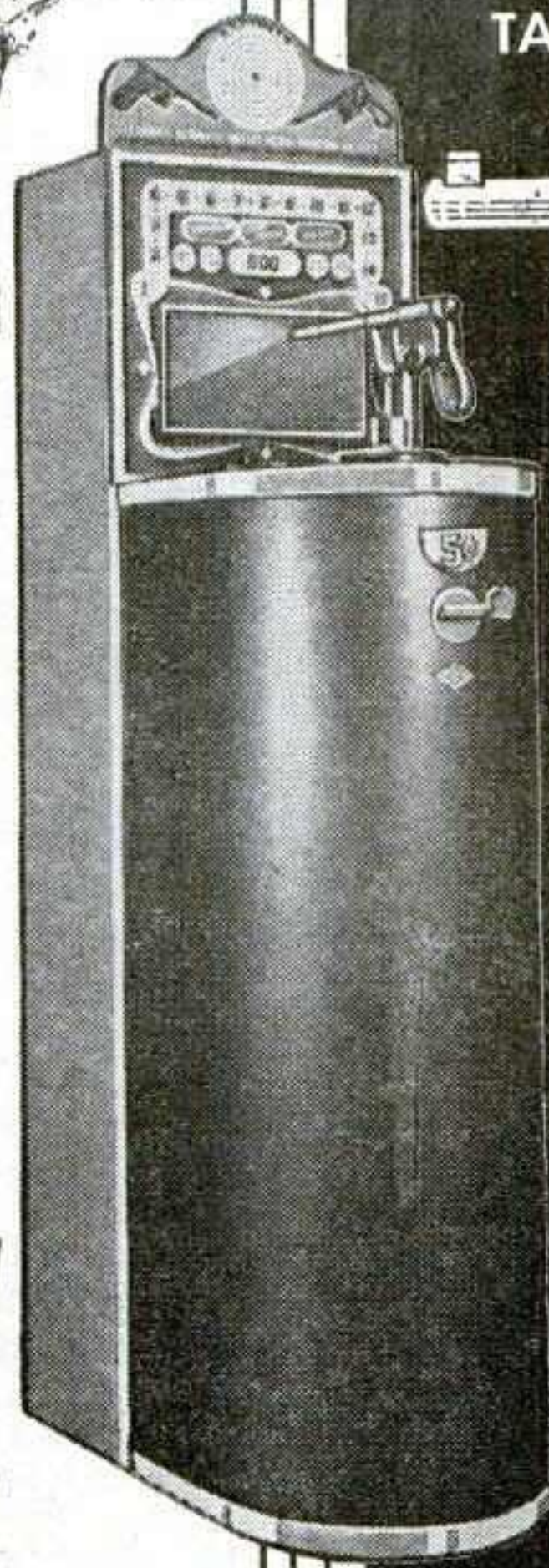




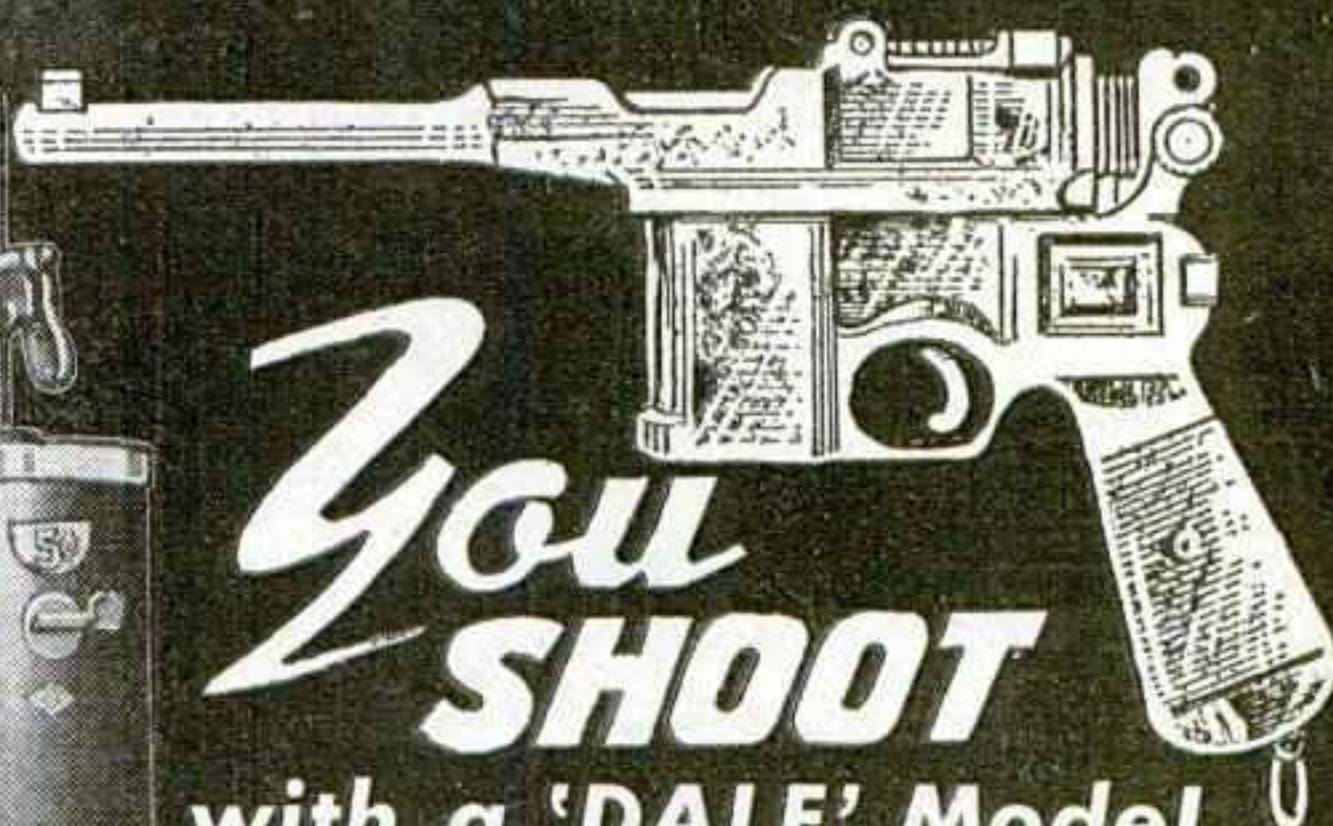
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Complete with 1 Red and 6 White 1 3/8" Balls, 4 Cue Sticks, Lamp Holder and Lamp Shade, Blackboard, Chalk and Eraser, Mushroom, Glue for Tips, Set of Rules. Crated ready for shipment and location.



10c PLAY

PRICE—\$325.00

QUANTITY PRICES ON REQUEST

TRY ONE—AND YOU'LL WANT MORE!

**QUALITY FEATURES**

1. Playing surface made of special non-warping masonite material.
2. 100% mechanical unit ball release—No service calls.
3. Demountable Top.
4. Time Adjuster.
5. Live Rubber Banking Rails.
6. 100% Wool Green Billiard Cloth.
7. Adjustable Leg Levelers.
8. Soundproof Rubber Mat for Ball Drop.
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*Empire Coin*

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*Williams*

**CONTINUOUS**

**PARADE**

of

**WINNERS**



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CHICAGO 10, ILL.





# BLACK GOLD

by  
**GENCO**

PLAY 1, 2 or 3  
Nickels Per Game

Same Playing Time as Any  
Other 5-Ball Game!

The answer to  
your "cash-box"  
worries.

NEW  
5-BALL  
SENSATION

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Order From  
Your Nearest  
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## CONSISTENTLY THE BEST IN QUALITY IN PRICE

FIVE BALLS		CONSOLES	
SCREWBALL .....	\$139.50	EVANS RACES .....	\$395.00
HUMPTY DUMPTY .....	79.50	BALLY TRIPLE BELL .....	395.00
MAJOR LEAGUE .....	89.50	KEENEY 5c BONUS SUPER BELL ..	165.00
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BERMUDA .....	79.00		
SOUTH SEAS .....	24.50	SLOTS	
STEP UP .....	21.50	5c BLUE FRONT .....	\$ 65.00
NEVADA .....	47.00	10c BLUE FRONT .....	80.00
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LADY ROBINHOOD .....	58.00	5c JENNINGS STD. CHIEF .....	135.00
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MARDI GRAS .....	109.50	25c JENNINGS STD. CHIEF .....	155.00
RAINBOW .....	149.50	5c BRONZE CHIEF .....	115.00
HAVANA .....	40.00	10c BRONZE CHIEF .....	125.00
TORNADO .....	23.00	25c BRONZE CHIEF .....	135.00
TROPICANA .....	54.50		
STAR LITE .....	37.00	MISCELLANEOUS	
SINGAPORE .....	60.00	A.B.T. SKILL GUN (new) .....	\$67.50
		ROCK-OLA LO-BOY SCALES (new) ..	95.00
		30 WIRE CABLE .....	17 1/2c FT.
		PHONOGRAPHS	
		PACKARD MANHATTAN .....	\$325.00
		ROCK-OLA MAGIC GLO .....	WRITE
		ROCK-OLA 1424 .....	WRITE
		ROCK-OLA SPEAKERS (all types) ..	WRITE

1/3 DEPOSIT—BALANCE C. O. D.

### ROYAL DISTRIBUTING, INC.

3800 GLENMORE AVENUE  
MO 6418 - - - HU 4240  
CINCINNATI 11, OHIO

## Arcade Headquarters Since 1912

### PREPARE FOR A BIG MONEY-MAKING SEASON

# ORDER NOW!

NEW EQUIPMENT		COUNTER GAMES—NEW	
Mutoscope Photomatic .....	Write	Ideal Card Vendor .....	\$ 19.50
Mutoscope Voice-o-Graph .....	Write	Shipman Art Show .....	49.50
Mutoscope Cross Country Race .....	Write	Kicker & Catcher .....	34.50
Mutoscope Silver Gloves .....	Write	Bally Heavy Hitter .....	85.00
Mutoscope Radar Rocket .....	Write	Acme Shocker .....	19.50
Mutoscope Twin-Bowl .....	Write	Skill Thrill .....	24.50
Mutoscope Drop Kick .....	Write	Camera Chief .....	19.50
Mutoscope Movies (Complete With Reel and Display) .....	\$150.00	Bat-a-Ball With Stand .....	24.50
		Whirl-a-Ball .....	18.50
		Gottlieb Gripper .....	25.00
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### EXHIBIT

Complete Line in Stock, Including:

Sensational Dale Gun .....	\$289.50
Jiffers .....	184.50
Sea-a-View .....	129.50
Card Vendors (Floor Size) .....	40.00
Meter Fortune Machines, Complete Line, New Low Price. Ea. .....	245.00
3 Small Meter Fortune Machines on Base, Per Set .....	195.00
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Grip Developer .....	185.00
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### MUNVES FACTORY REBUILT MACHINES LOOK AND WORK LIKE NEW

Williams All-Star Baseball .....	\$195.00
Super Bomber .....	125.00
Ace Bomber .....	125.00
Night Bomber .....	125.00
Chicken Sam .....	100.00
Rapid Fire .....	100.00
Air Raider .....	100.00
Submarine .....	100.00
Goalee .....	115.00
Chicago Coin Hockey .....	65.00
Sky Fighter .....	100.00
Liberator or Periscope .....	75.00
Batting Practice .....	85.00
Ski Jump .....	50.00
Rover Name Plate .....	110.00
Kirk Astrology Scale .....	95.00
Exhibit Vitalizer .....	95.00

NEW or Factory Rebuilt Amusement Machines—Any Make or Model. Parts, Supplies—Munves Has Them All.

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CARDS FOR ALL MAKES OF CARD VENDORS ALWAYS IN STOCK!

FREE! 8 Page, 52 Illustrations, Catalog.

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### with De Luxe and Universal Cabinets and Stands



Just the thing to protect and display your equipment in remote areas. They harmonize with any interior and are equipped with Revolv-A-Round (except Universal Stand) that cuts servicing time. Single, Double and Triple Units.

Protected by  
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Double Unit



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### IMMEDIATE DELIVERY

Write for Name of  
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### ORDER YOURS TODAY!

## CHICAGO METAL MFG. COMPANY

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20 5c Keeneey Single Bonus Bells .....	\$175.00 Ea.
10 5c White Button Draw Bells .....	130.00 Ea.

1/2 Deposit With Order.

### COIN MACHINE SERVICE, INC.

418 THIRD STREET  
Phones: Santa Rosa 3713—1498  
SANTA ROSA, CALIF.





CUSTOM BUILT BY MASTER CRAFTSMAN



10c COIN OPERATED  
BELGIAN TYPE  
POOL GAME

DISTRIBUTOR TERRITORIES AVAILABLE

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**MICHIGAN GAMES MFG. CO.**

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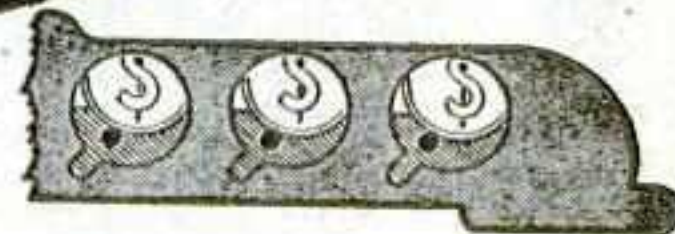
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Operators everywhere report...  
**"GREATEST BELL IMPROVEMENT  
IN YEARS!"**



**NEW 1949  
DOLLAR BELLS**

with revolutionary new  
**ESCALATOR!**



5 LATEST MODELS  
AVAILABLE

- BLACK GOLD
- BONUS BELL
- BLACK BEAUTY
- BLUE BELL
- JEWEL BELL

Here's an amazing new type escalator that's actually been proven far more efficient than any other and yet has only 14 parts in place of the average 45! Simple lever device lifts coins simultaneously into advanced positions. Practically fool-proof... no clogging, no jamming, no need to kick coins out with an icepick.

This beautiful 1949 Dollar Bell is completely new... no used parts. Boasts play-stimulating hand load jackpot that can be set to dump jackpot or be cut off to pay guaranteed amount. Fast action... surveys show average of 789 plays per hour. New enlarged payout tube holds 95 coins.

\*Escalator patent applied for.

These brand-new machines originally built by Mills Industries, Inc., Chicago 39, Ill., were converted by Mills Sales Co., Ltd., to dollar play.

**Wire! Write! Phone!** FOR PRICES AND ILLUSTRATED CIRCULARS

Exclusive Bell-O-Matic distributor for California, Oregon, Nevada, Arizona

**MILLS SALES CO., LTD.**

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**MILLS SLOTS—100% Perfect!**

Rebuilt and Refinished—  
All With Club Handles

5¢ Blue Fronts	\$ 85.00
10¢ Blue Fronts	90.00
25¢ Blue Fronts	95.00
5¢ Brown Fronts	95.00
10¢ Brown Fronts	100.00
25¢ Brown Fronts	105.00
In Brand-New Cabinets:	
5¢ Extra Bell	\$135.00
10¢ Extra Bell	140.00
25¢ Extra Bell	145.00

**NEW GAMES**

BLACK GOLD AQUACADE  
MAJORS '49 BUTTONS & BOWS  
CARNIVAL SWANEE  
CITATION (1-Ball Free Play)

**GET READY NOW FOR  
SUMMER RESORTS!**

Brand New  
Slot Safes, Stands, Etc.  
Chicago Metal DeLuxe  
REVOLV-A-ROUND SAFES:

SINGLE	\$135.00
DOUBLE	192.00
TRIPLE	288.00
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Guaranteed To Operate and  
Look Like New!

WURL. 1015	\$379.50
Seeburg 146	\$350.00
Seeburg 147	450.00
Seeburg 147 ('48 Door & Dome)	495.00
Rock-Ola 1422	295.00
Gabel Kuro, 24 Record, 1940 Model	100.00

**AUTOMATIC HOSTESS**

Central Studio Equipment, Complete  
With 30 Units. Excellent Condition,  
Ready To Operate!

**Will Accept Any  
Reasonable Offer!**

**IMMEDIATE DELIVERY  
GUARANTEED!**

Exhibit  
**DALE GUN**

Mauser-type pistol — animal targets.  
Presents illusion of 50-ft. range but  
needs only 5 sq. ft. floor space. Sen-  
sational player response! Order now  
for top earnings this season!

**CHICAGO COIN REBOUND**

Reconditioned LIKE NEW, Guaranteed 100% Perfect!

**\$179.50**

Terms: 1/3 Deposit, Balance C. O. D.

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ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

**RECONDITIONED 5-BALL  
FLIPPER TYPE GAMES**

Buccaneer	\$150.00
Barnacle Bill	150.00
Ali Baba	145.00
Screwball	145.00
Sally	140.00
Jack & Jill	130.00
Carnival	125.00
Cinderella	124.00
Triple Action	119.00
Monterrey	119.00
Wisconsin	119.00
Shanghai	119.00
Trade Winds	115.00
Robin Hood	110.00
Banio	110.00
Catalina	110.00
Humpty Dumpty	99.50
Yanks	99.50

**NEW 5-BALLS—IMMEDIATE DELIVERY**

Gottlieb GOTTIEB BUTTONS & BOWS  
United AQUACADE Bally CARNIVAL  
Genco BLACK GOLD Chicoin MAJORS '49

**EXHIBIT DALE GUN**

Mauser-type pistol—animal targets. Presents illu-  
sion of 50 ft. range but requires only 5 sq. ft.  
floor space.

**ONE BALLS**

Jock. Special	\$249.00
Special Entry	149.00
Victory Special	79.50
Daily Races	79.50

**PHONOGRAPHS**

Wurl. 1015	\$350.00
Wurl. 750-E	175.00
Wurl. 600	100.00
Wurl. 500	100.00
Rock. 1947	375.00
Rock. 1946	265.00
Rock. Super	125.00

75 DuGrenier 9 Col. Cig.  
Machines, Model W—  
\$89.50 Ea.

Chicago Coin Rebound, Floor Sample	\$200.00
Elec. Score Board	250.00

**SHUFFLEBOARDS:** National Coin Machine's 18-20-  
22 Ft. Masonite or  
Maple Top **\$465.00**

**NATIONAL COIN MACHINE EXCHANGE**

1411-13 DIVERSEY BLVD. Phone: BUckingham 1-6466 CHICAGO 14

The National Foundation for Infantile Paralysis Encourages  
Others. Encourage It by Your Contributions



# SICKING'S GUARANTEED RECONDITIONED MACHINES

## CONSOLES

Keeney Gold Nugget (Comb.), 5¢-25¢	\$424.50	Mills Four Bells, 5¢ Play	\$ 89.50
Keeney Bonus Super Bell (Cash Model), 5¢-10¢-25¢	499.50	Mills Jumbo (Cash)	69.50
Keeney Bonus Super Bell (Comb.), 5¢-25¢	424.50	Late Model Evans Racers (Cash Only), 5¢	425.00
Bally Reserve Bell (Comb.), 5¢	399.50	Late Model Evans Racers (Comb.), 5¢	449.50
Bally Wild Lemon (Comb.), 5¢	325.00	Late Model Evans Racers (NEW) (Comb.), 5¢	599.50
Bally Draw Bell, R.B. (Comb.), 5¢	229.50	Buckley Track Odds, 5¢	299.50
Bally Deluxe Draw Bell (Comb.), 5¢	279.50	Late Model Baker's Pacers (Like New)	349.50
Bally Deluxe Draw Bell (Comb.), 25¢	299.50		
Late Mills Three Bells (Cash), 5¢-10¢-25¢	299.50		

## LATE 5-BALL F.P. GAMES

Crazy Ball	\$104.50
Tropicana	49.50
Ramona	179.50
Summertime	132.50
Major League B. B.	89.50
Robinhood	109.50
Cinderella	129.50
Thrill	129.50
Yanks (Williams)	89.50
Contact (Exhibit)	149.50
Cover Girl	69.50
Sally	129.50
Caribbean	124.50
Treasure Chest	49.50
Singapore	64.50
Bonanza	44.50

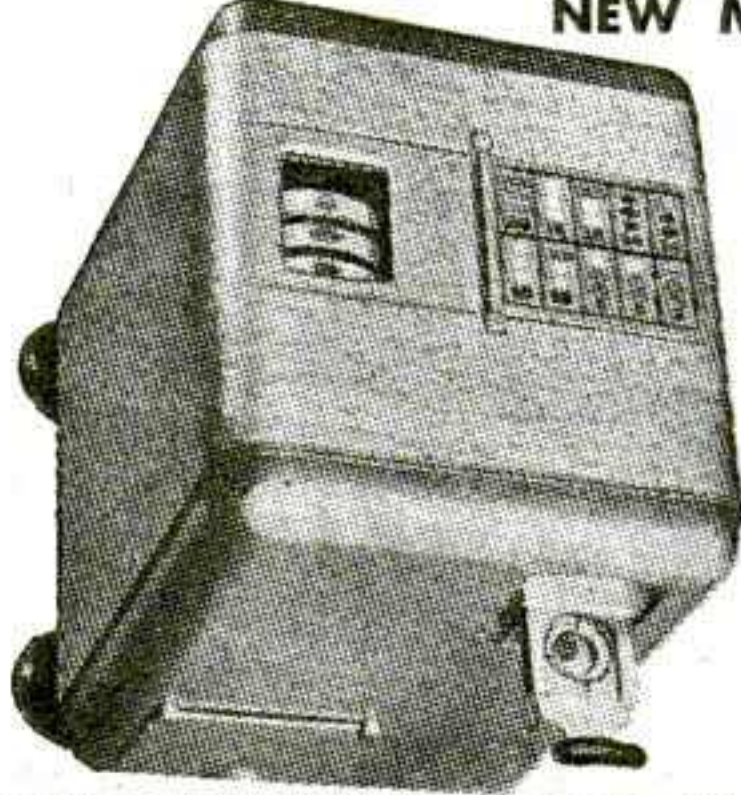
## ONE BALL FREE PLAY GAMES

Jockey Special	\$249.50
Special Entry	149.50
Victory Special	74.50
Daily Races	79.50
Big Parlay	74.50
Longacres	32.50
Thoroughbreds	32.50

## ARCADE EQUIPMENT

Evans Bat-A-Score (new)	\$249.50
Bally Hi-Roll (new)	249.50
Bally Undersea Raider	74.50
Chicago Coin Basket Ball Champ	249.50

## NEW MILLS BELLS



**MILLS' NEW VEST POCKET BELL**  
Operates on 3-5 Mystery Payout System  
5¢ Play .....\$65.00



**MILLS' NEW Q T**  
A "Pony-Size" Bell. Weighs only 25 lbs. 5¢ Play. \$115.00  
25¢ Play ..... Write

## MILLS' LATEST BELLS

BLACK BEAUTY	BLUE BELL	TOKEN BELL
5¢ - 10¢ - 25¢ - 50¢ Play		

WRITE FOR PRICES

Guaranteed Reconditioned Mills Bells  
New Box Stands, Single, Double and Triple Safes for All Bells  
Jewel Bells, Black Cherry Bells, Bonus Bells, Blue Fronts, Brown Fronts, Q. T. Bells, Vest Pocket Bells... WRITE FOR PRICES

We Have in Stock at All Times  
EVERY NEW COIN MACHINE MANUFACTURED  
Write for Circular and Price List. 1/3 Deposit With All Orders.

**SICKING, Inc.**

America's Oldest Distributor  
Established 1895  
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Associated with SICKING DIST. CO., 2833 W Pico Blvd., Los Angeles, Calif.  
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BALLY HIGH HAND	\$ 49.50
BALLY DRAW BELL (M.B.)	169.50
BALLY DRAW BELL (R.M.)	189.50
BALLY DRAW BELL, DE LUXE	229.50
BALLY DOUBLE UP	275.00
BALLY WILD LEMON	260.00
KEENEY SUPER BONUS BELLS, 5c	185.00
KEENEY SUPER BONUS BELLS, 5-25	365.00
BALLY RESERVE BELLS	Write
BALLY SPOT BELLS	Write
BALLY MULTIPLE BELLS	Write

# HERMITAGE MUSIC CO.

423 BROAD STREET

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## MORE GOOD BUYS in PREMIER REBUILTS

Every game in perfect mechanical condition—ready for location.

SPECIAL ENTRY \$135	Victory Special Reg. With Chrome Rail \$59.50	Motor Driven With Chrome Rail \$74.50	DRAW BELLS \$165
			Deluxe DRAW BELLS. 215

## PREMIER VALUES IN FLIPPER GAMES

Barnacle Bill	\$145	Cinderella	\$100
Blue Skies	115	Mardi Gras	90
Build Up	85	Rancho	105
Caribbean	80	Sally	120
Catalina	65	Yank	70

1/3 Deposit With Order—Balance C. O. D.

**PREMIER Coin Machine Distributors, Inc.**

Write—Phone—Wire

214-20 SOUTH HOWARD ST., BALTIMORE 1, MD. MUIberry 1420

## Columbia Wire Goes To Larger Quarters

CHICAGO, May 7. — Columbia Wire & Supply Company moved into new and larger quarters here this week. Firm supplies the coin machine, electrical, hardware and other industries with a varied line of products, including wiring harnesses, cord sets and various types of wire and wire products.

Columbia's new plant occupies almost an entire city block, providing greater production and inventory space.

## PFANSTIEHL NEEDLES

IN QUANTITY LOTS AT LOWEST PRICES  
ADVISE QUANTITY YOU WANT

SEACOAST DISTRIBUTORS, INC.  
415 Frelinghuysen Ave., Newark 5, N. J.  
Phone: Bigelow 8-3524

## QUIZZERS, '48 MODEL FOR SALE

5 Quizzers. Used approximately 3 months. Look like new. \$225.00 each. 1/3 deposit.

WISCONSIN NOVELTY CO.  
3733 N. 7th St. Milwaukee, Wisc.

## AUTOMATIC COIN



Warning! Don't Be Misled! All New Mills Machines Sold by Us Are New Throughout—Guaranteed Original Factory Built!

We Are Exclusive Authorized Distributors for Mills Bell Products

## 7-BRAND NEW MILLS MODELS—7

BLUE BELL • BLACK BEAUTY • TOKEN BELL  
JEWEL BELL • MELON BELL • BONUS BELL • BACK COLD, H. L.

GUARANTEED RECONDITIONED SLOTS REPAINTED AT BARGAIN PRICES!

5¢, 10¢ WATLING ROLATOP } \$49.50  
5¢, 10¢, 25¢ PACE COMET }  
5¢, 10¢ JENNINGS CHIEF } EACH  
5¢, 10¢ JENNINGS CHIEF }  
CONSOLE (Floor Model)  
10¢ JENNINGS VICT. CHIEF }

5¢, 10¢ JENNINGS SILVER MOON \$59.50  
5¢ JENNINGS SILVER CHIEF... EA.

10¢ JENNINGS POST WAR \$89.50  
BRONZE CHIEF .....

MILLS 5c, 10c or 25c BLACK \$129.50  
CHERRY BELL, 2/5 .....

MILLS 5c 10c or 25c GOLDEN \$119.50  
FALLS, HANDLOAD, 2/5..

NOW AVAILABLE! NEW OVER AND UNDER BAR FEATURE ON NEW MILLS

BLUE BELL — BLACK BEAUTY  
BONUS BELL — MELON BELL  
JEWEL BELL

Write for Prices!

Better Than Any Other Special Award Feature!

BRAND NEW MILLS  
5c Q.T. including stand \$125.00  
25c Q.T. including stand 149.50

NOW DELIVERING—Exhibit DALE GUN—Sensational Money Maker!

ALSO DELIVERING: ★ SHUFFLEBOARDS ★ KEENEY ELECTRIC CIGARET VENDORS ★

COMPLETE STOCK NEW AND USED CONSOLES, SLOTS, PHONOGRAPHS, PARTS  
WRITE FOR PRICES ON YOUR REQUIREMENTS!

Terms: 1/3 Dep., Bal. C. O. D.

Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots



4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

## LONDON TOP QUALITY at ROCK BOTTOM PRICES!

### YOUR CHOICE

\$19.50 EA. — 6 FOR \$100.00

Cleaned and Checked

KILROY MIDGET RACER  
SPELLBOUND SURF UP  
BIG LEAGUE SURF QUEEN  
BALLYHOO SUPER SCORE  
SUSPENSE

### YOUR CHOICE

\$39.50 EA. — 3 FOR \$100.00

Cleaned and Checked

LIGHTNING BRONCHO  
HONEY GINGER  
CROSSFIRE MEXICO  
MYSTERY FLAMINGO  
GOLD BALL VANITIES  
TORCHY SEA ISLE

### PHONOGRAPHS—Cleaned and Checked!

8800, 9800, 800 Wurlitzers \$125.00  
8200, RC. Ea. \$150.00 Colonial (780)  
Colonel or Envoy, Wurl. .... 125.00  
RC. .... 150.00 950 Wurlitzer . 125.00  
3 AMI Automatic Hostess Units, complete (30 turntables, 1947 model), like new. MAKE AN OFFER!

### ROLL DOWNS

\$49.50 EA.

BUBBLES  
MIMI  
TRI SCORE  
COVER GIRL  
TALLY ROLL  
SUPERTRIANGLE  
TROPICANA

ADVANCE ROLLS  
BING-A-ROLLS  
WRITE

### ARCADE

Lite League .....\$49.50  
Ten Strike (High Dials) ..... 49.50  
Tumbler ..... 49.50  
Boomerang ..... 34.50  
Total Rolls ..... 49.50  
Telequiz Machines, Like New .....\$349.50

Box Score .....\$ 79.50  
Goalees ..... 99.50  
All Stars (Late Serial Numbers). 224.50  
Bang-a-Deer (Comp. With Rifle) ..... 99.50

TERMS: 1/3 Deposit, Balance C. O. D.

Exclusive Distributor for SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

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KENWOOD 6612

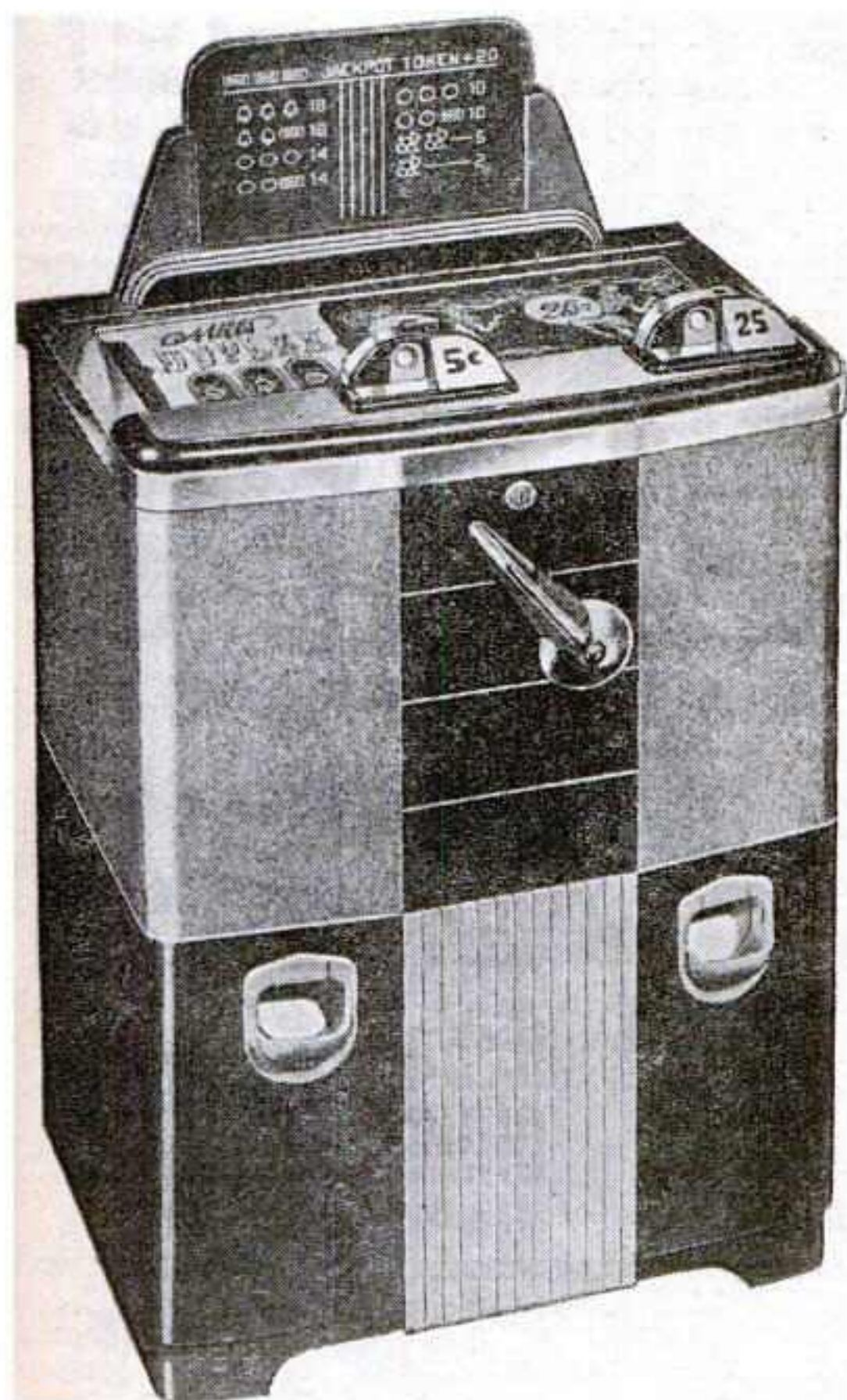


The Lowest Priced Bell Console in the Whole World! Made by Mills, the World's Outstanding Manufacturer of Coin Operated Products!

# MILLS DUPLEX

Equipped with a standard, all mechanical Mills Bell unit.

*the price* **\$445.00**



It's so low because, in simple arithmetic, the operating mechanism, the most costly part of a console, is the world famous, tried and proven Mills Bell, eliminating the heavy tool or die costs that would be involved.

No extra charge for larger denomination coin chutes; \$445.00 is the straight price.

Your choice of the following coin chutes

5c, 5c	5c, 10c	5c, 25c
10c, 10c	10c, 25c	25c, 25c

Description: Mills Duplex is a handsome machine with cabinet of gold, green and black, and a beautifully illuminated playing field in an array of gay colors. Large and very modernly treated reward card (10" x 16") in black plastic with symbols in contrasting cream color. Size of Duplex 30" wide, 23" deep, 46" high.

Send in your order now to insure an early delivery!

## BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS • 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS



# Chicago Coin

**IS FIRST AGAIN**  
WITH A 5-BALL GAME THAT HAS ALL  
THE THRILLS AND ACTION OF REAL HOCKEY!



# Super Hockey

**ON ALL LOCATIONS**  
**IT'S BEST BY TEST!**

**PISTOL** NOW IN ITS **11<sup>TH</sup> WEEK**

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

## BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

LOS ANGELES see  
Bill Hoppel  
MILWAUKEE see  
Carl Hoppel

### GUARANTEED RECONDITIONED CONSOLES

KEENEY BONUS 3-WAY, 5-5-5	\$350.00	KEENEY BONUS 1-WAY, 5-5	\$225.00
KEENEY BONUS 3-WAY, 5-10-25	595.00	KEENEY BONUS 2-WAY, 5-25	395.00
BALLY TRIPLE BELLS, 5-10-25	395.00	KEENEY BONUS 2-WAY, 5-5	395.00
BALLY TRIPLE BELLS, 5-5-25	395.00	KEENEY GOLD NUGGET	375.00
JENNINGS CHALLENGERS, 5-25	295.00	BALLY DRAW BELLS (R. B.)	189.50
KEENEY TWINS, 5-25, F.P., P.O.	89.50	BALLY DRAW BELLS (M. B.)	179.50
KEENEY SINGLE SUPER, F.P., P.O.	49.50	MILLS JUMBO, LATE F.P., P.O.	49.50
BALLY DOUBLE UP	295.00	MILLS JUMBO, P.O.	39.50
BALLY DELUXE DRAW BELLS	225.00	BUCKLEY TRACK ODDS	245.00
1948 EVANS JANGTAILS	195.00	BALLY HI HANDS	49.50
1948 EVANS WINTER BOOK	295.00	BALLY CLUB BELL, F.P., P.O.	49.50
NEW BALLY HI BOY	Write	NEW UNIVERSAL ARROW BELL	Write
NEW BALLY RESERVE BELL	Write	NEW EVANS JANGTAILS	Write
NEW BALLY MULTI-BELL	Write	NEW DOMINOES	Write
NEW BALLY SPOT-BELL	Write	NEW BALLY TRIPLE BELLS	Write
BALLY VICTORY SPECIAL	69.50	GOTTLIEB DAILY RACES	69.50

### GUARANTEED RECONDITIONED PHONOGRAPHS

NEW WURLITZER MODEL 1100	Write	SEEBURG MODEL 1-48	Write
NEW WURLITZER MODEL 1015	Write	SEEBURG MODEL 1-47	\$395.00
NEW WURLITZER MODEL 1080	Write	SEEBURG MODEL 1-46	345.00
WURLITZER MODEL 1015	\$359.50	ROCK-OLA MODEL 1428 (1948)	Write
A.M.I. MODEL B	Write	ROCK-OLA MODEL 1456 (1947)	295.00
A.M.I. MODEL A	550.00	ROCK-OLA MODEL 1422 (1946)	249.50
WURLITZER MODEL 1100	595.00	ROCK-OLA 1947 PLAYMASTER	249.50
SEEBURG HIDE-A-WAY 246	295.00	ROCK-OLA 1940 PLAYMASTER	149.50
PACKARD PLA-MOR BOXES	22.50	SEEBURG 1946 WIRELESS BOXES	29.50
NEW PACKARD BOXES	29.50	SEEBURG 1946 3-WIRE BOXES	34.50

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BALLY BOWLERS, LIKE NEW	\$249.50	GENCO BING-A-ROLLS	\$169.50
CHICAGO COIN BASKET BALL	179.50	BALLY HI ROLLS	99.50
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QUIZZER	299.50	CHICAGO COIN GOALEE	79.50
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WESTERN POKERINO	59.50	BALLY HEAVY HITTER	69.50
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	A.M.I. MODEL A	\$500.00
Also WURLITZER, SEEBURG and PACKARD WALL BOXES		
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WRITE

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- Bally Draw Bell ..... 195
- Bally Triple Bell, 5-5-5 ..... 395
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- Jennings Challenger, 5-25, Wood Trim ..... 250
- Pace Saratoga, 10¢ ..... 50
- Pace Saratoga, 25¢ ..... 50
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Requires less than 5 sq. ft. of floor space. Looks like 50 ft. shooting gallery. Terrific earnings!

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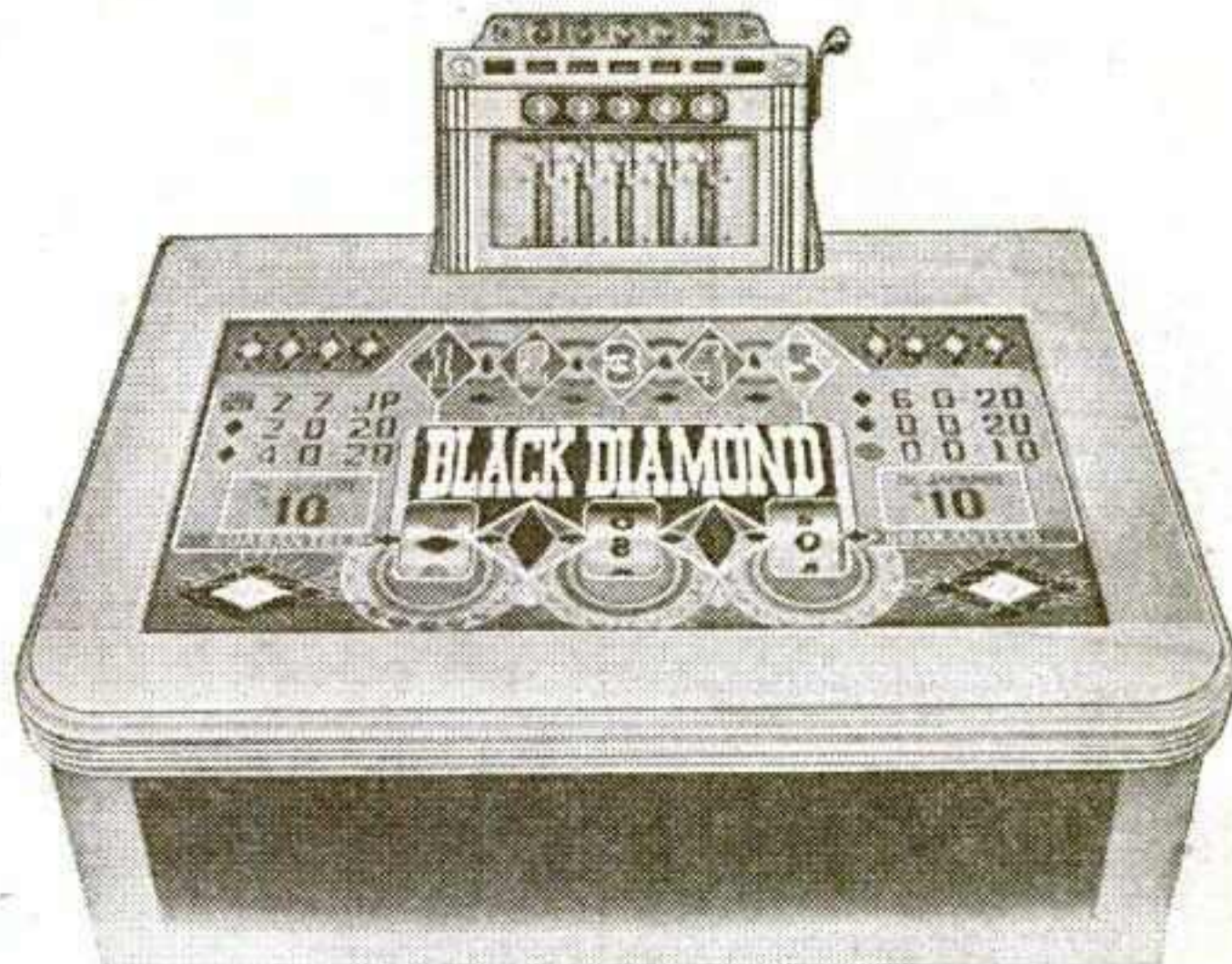
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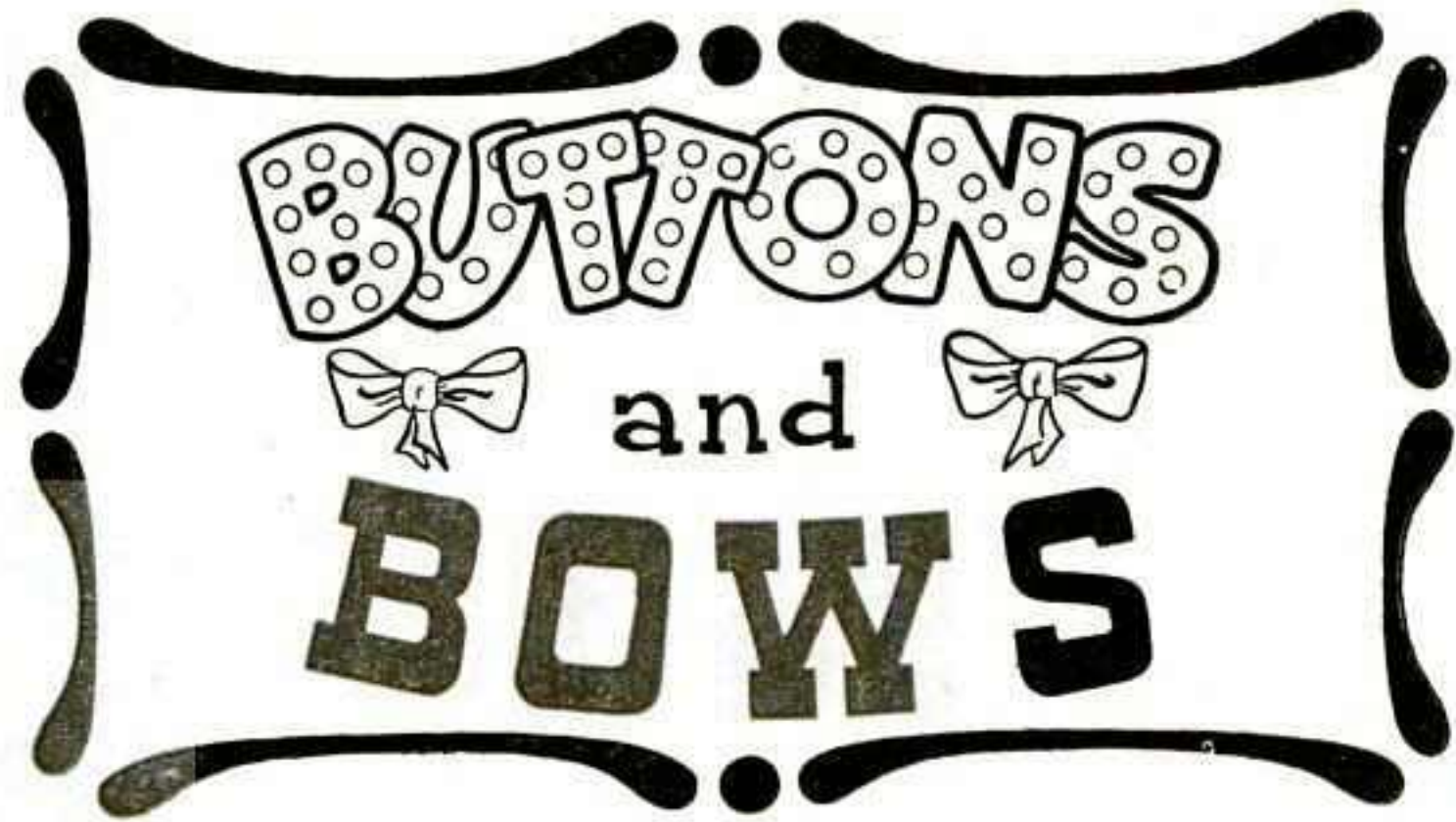
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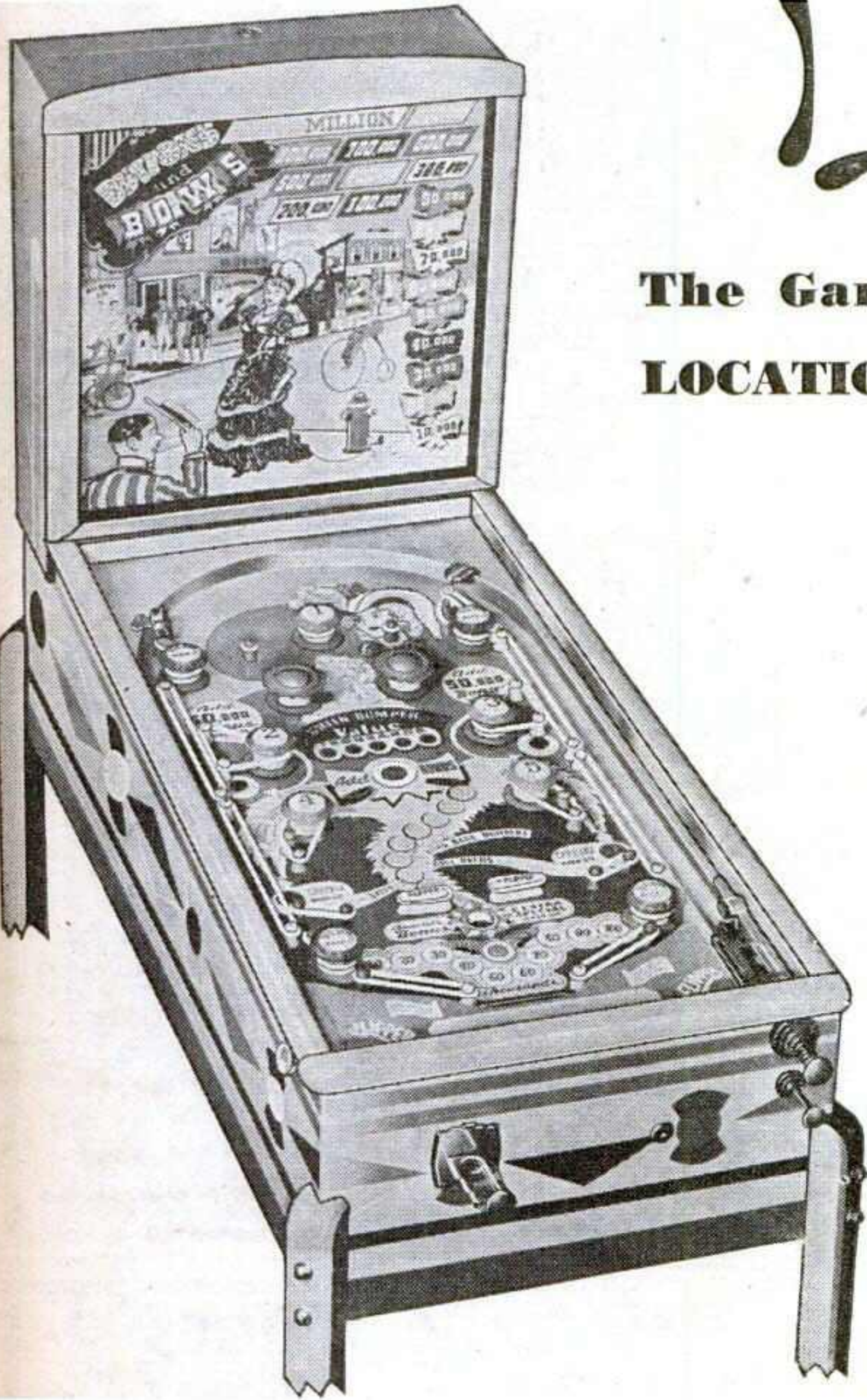
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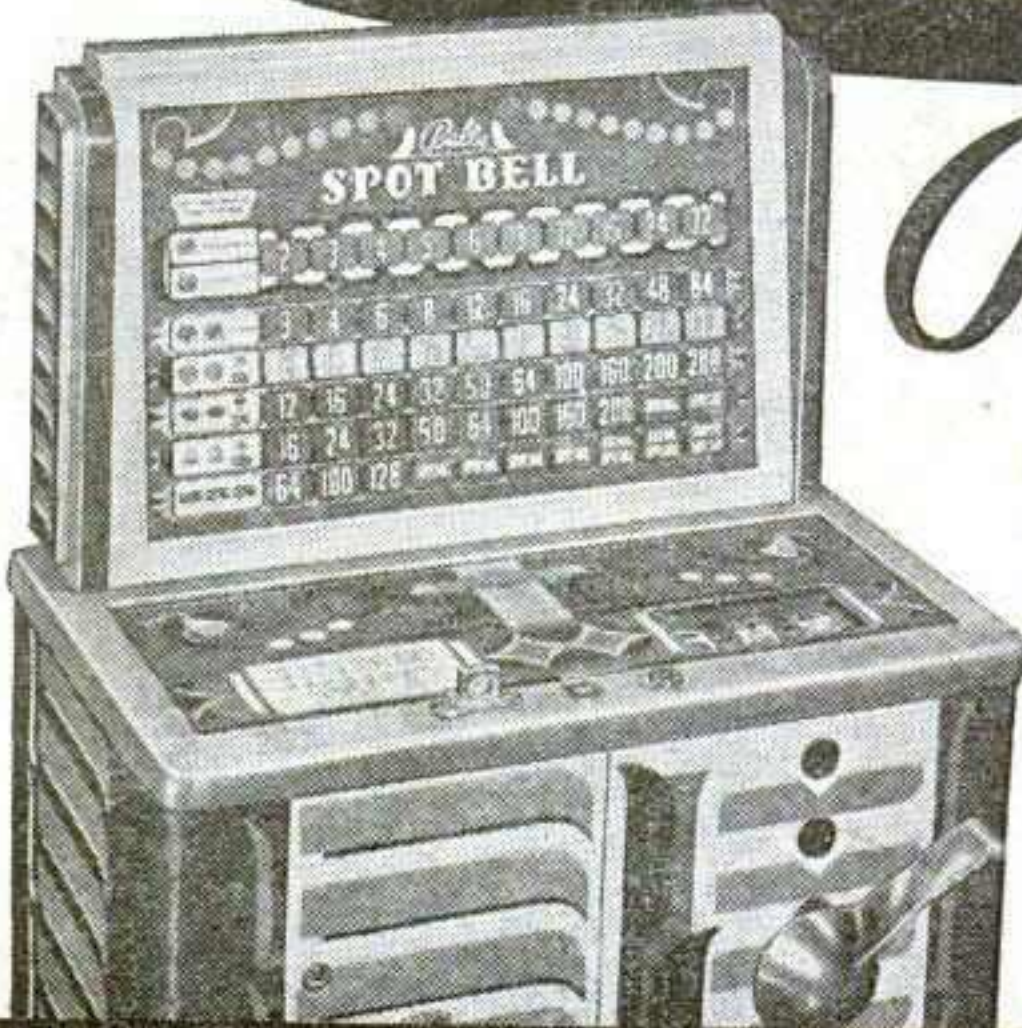
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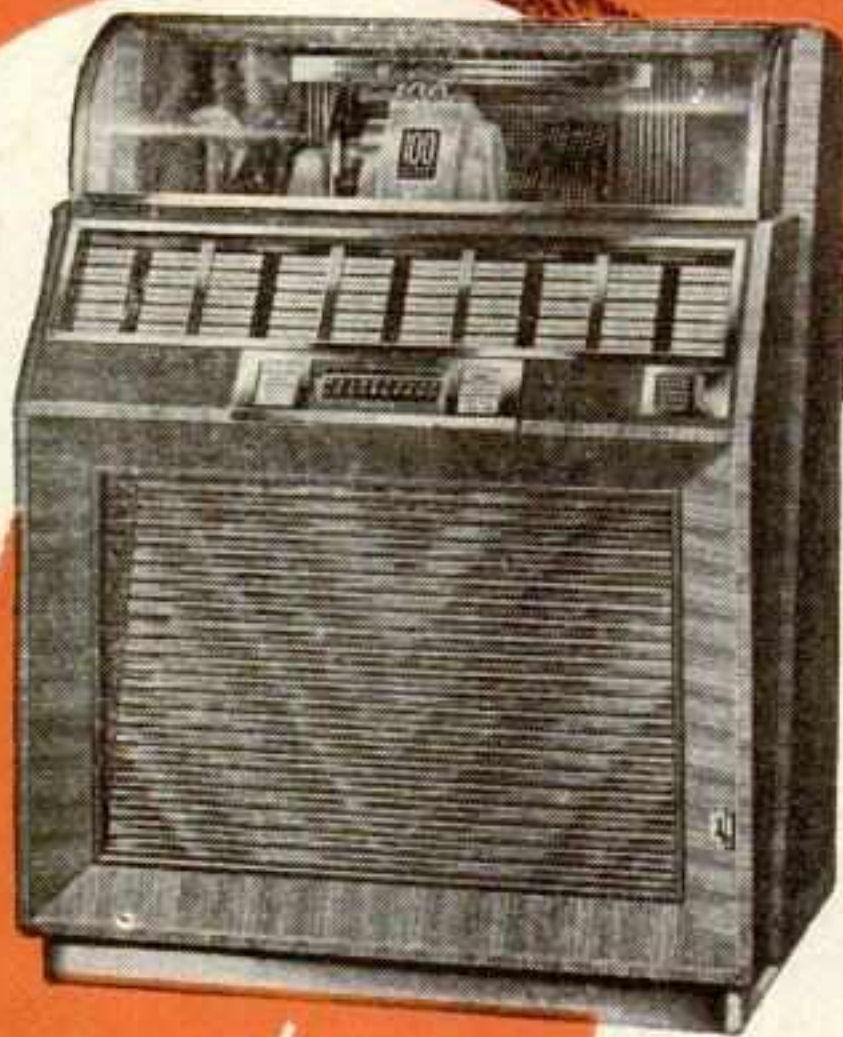


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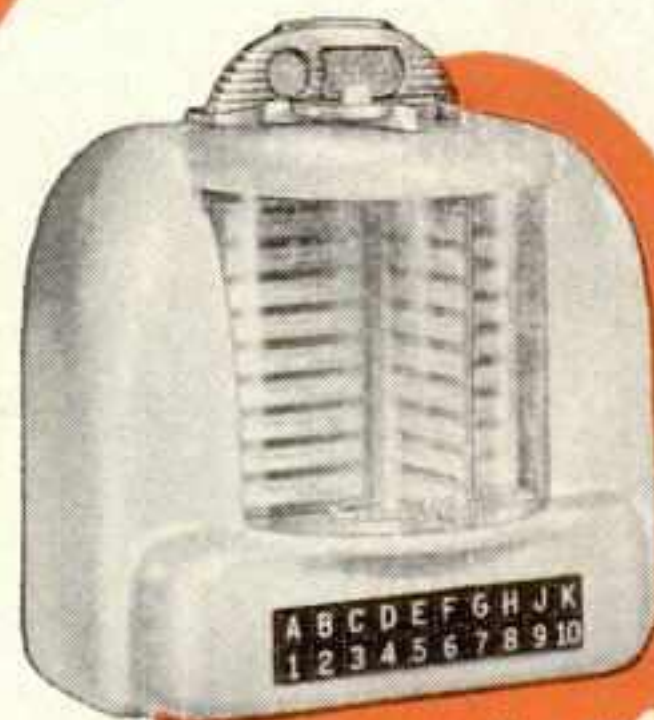
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in the  
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