

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MAY 7, 1949



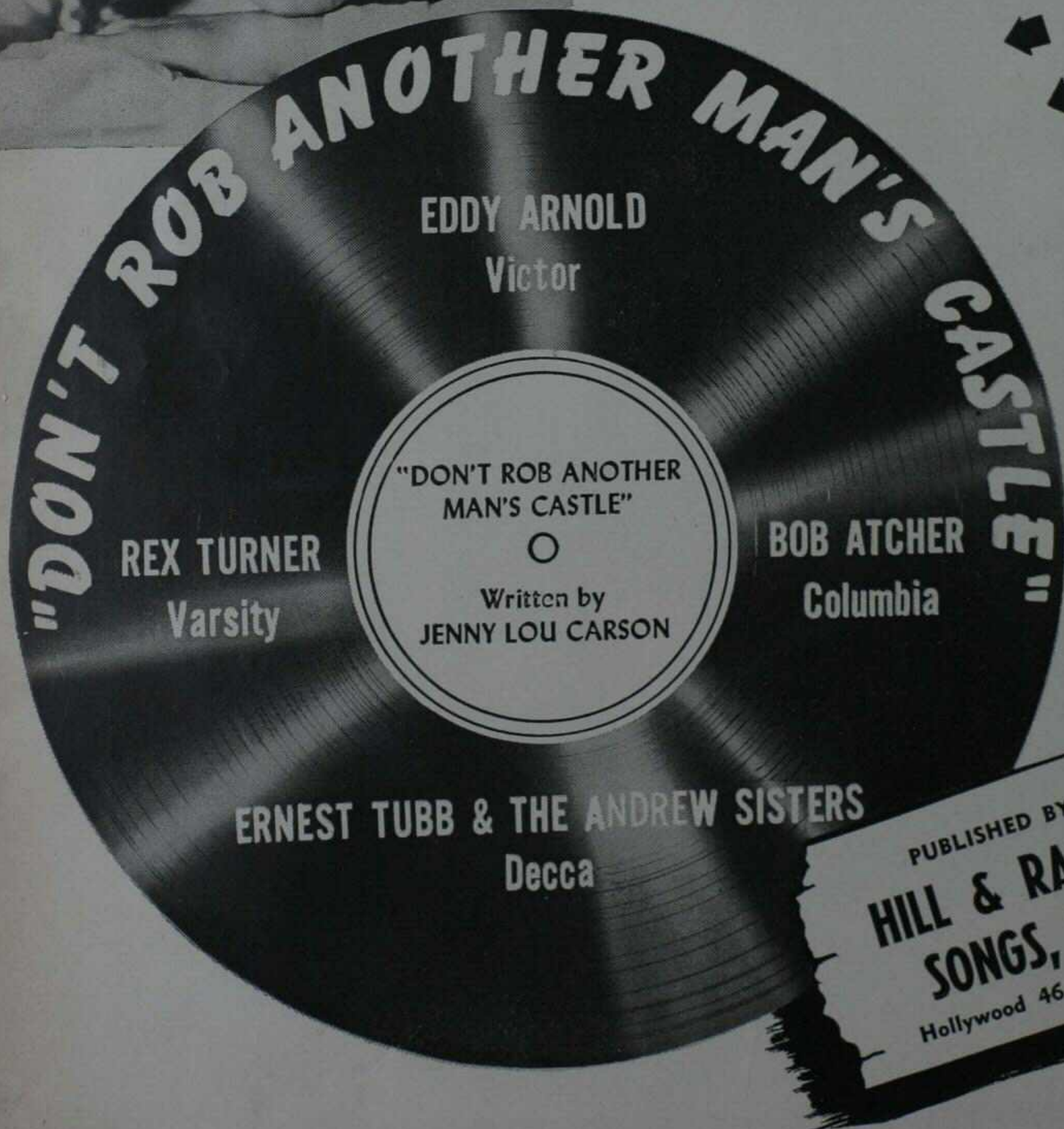
The Genial Irish Gentleman's "Four Leaf Clover" of a couple of years back has had him on a continuous Merry-Go-Round of hit MGM platter clicks and top p.a. dates ever since. Here Art Mooney, on a bouncing mechanical mare at Palisades (N. J.) Park (site of his entry into showbiz as an orkster), points up his latest MGM disk, "Merry-Go-Round Waltz," with which he expects to collect another basketful of brass rings. Tune, a Shapiro-Bernstein plug, is backed by "The Heart of Loch Lomond." Art, who's currently hot "Again" and "Five Foot Two" is now making the rounds of the deejays, retailers and ops, has just completed a healthy stanza at Broadway's Capitol Theater and is headed for another series of top theater, club and one-nighter appearances. Band is handled by Joe Glaser's Associated Booking Corporation.



# Jenny Lou **CARSON**

The Nation's No. 1  
**FOLK SONG WRITER**

SCORES AGAIN  
WITH



# TUNESMITHS' RENEWAL PACT

## Video Creates Sharp Drop In Movie Attendance; Legit Holds Up; Sports Boosted

Jay & Graham Survey Reveals Reading Cut

By Cy Wagner

CHICAGO, April 30.—Movie attendance has been drastically affected by television, while newspaper reading, magazine and book buying are on the decrease to a lesser extent. These and other factors showing TV's

effect on entertainment and information media competing for public attention were revealed in the survey of over 500 Chicago television homes conducted for *The Billboard* by Jay & Graham, video research organization. This is the third of a series of articles on the results of the survey.

Sixty-eight per cent of those responding to the mailed questionnaire said their movie attendance was less frequent since they purchased television sets. Thirty-one per cent said their movie attendance was the same, while 1 per cent said they attended more cinemas.

### Movies Hit

Of the 68 per cent who reported a drop in their movie theater attendance, 41 per cent said they attended movies "very much less"; 26 per cent said "quite a bit less"; 21 per cent said "little bit less" and only 12 per cent said "not very much less."

Further analysis of the survey revealed that 15 per cent said they attended 100 per cent less; 12 per cent, 90 per cent less; 18 per cent, 80 per cent less; 13 per cent, 75 per cent less. (See *Tele Boofing Film* on page 11)

## Tax Cut Test Due in Senate; Hope Is Slim

WASHINGTON, April 30.—After a narrow defeat in committee this week, Sen. Edwin C. Johnson (D., Colo.) plans a senate floor test of his rider to the oleomargarine bill cutting most excises back to prewar levels.

Even should Johnson manage to get the rider tacked to the oleo tax repealer, its chances of enactment would be dubious. Supporters of the oleo bill point out that a general excise slash contained in the measure (See *TAX CUT TEST* on page 4)

# World-Wide Copyright Pact?

## State Dept. Plots Global Treaty Plan

KO of Hemisphere Idea

WASHINGTON, April 30.—The Inter-American Copyright Convention, which is now slumbering in the Senate, is giving way to the establishing of a global copyright treaty. State Department officials disclosed to *The Billboard* this week. Guiding the creation of a world-wide pact is the United Nations Educational, Scientific and Cultural Organization (UNESCO).

The State Department revealed that a meeting of copyright experts is scheduled to be held in Paris beginning July 5. Out of this confab is expected to come a tentative draft of a treaty, which it is hoped, will be ratified by all the countries in the world. Among the U. S. experts invited to attend the Paris meeting is John Schulman, counsel for the Songwriters' Protective Association (SPA) as well as for an authors' group.

Altho UNESCO is involved in a number of projects, a State Department (See *Global Copyright* on page 16)

## Mills Music, Pitt Nitery Set Contest For Song Writing

PITTSBURGH, April 30.—Sidney Mills, general manager of Mills Music, Inc., closed a deal here Wednesday (27) with Lenny Litman, of the Copa, for the sponsorship of a song-writing contest. If it's a click at the Copa, he intends to put the same thing on in every major city in the country.

The dailies here gave the contest plenty of free space, and songwriters have been urged to send in their songs to the Copa, which will screen, arrange and present them every Monday night at the club. At the end of six weeks, when six songs have been selected by the town's disk jockeys who will act as judges, one song will be selected by a Mills rep and the tune will be given full treatment by the publishing house. By this method Mills has the whole city of Pittsburgh acting as his manuscript screening department with participation by every disk jockey in the city. The Copa gets in on the gravy train by getting a sure-fire added attraction without going for a dime. The only cost in the whole stunt will be the ads which the clubs pay for and the publishing costs of the song.

## By the Ears!

NEW YORK, April 30.—With the advent of warm weather at least one record shop on Broadway has set its rate for "open-air song plugging." When a certain prominent publisher asked to have his current plug played over the shop's outdoor speaker, the proprietor indicated he would be glad to oblige, 10 hours a day, for \$75 a week.

Bids are open for the ear-plug concession on the block.

## New Pubbery First To Let Investors In

ASCAP Firm in Novel Set-Up

NEW YORK, April 30.—Trans-America Music Corporation, a holding company which will be the first music publishing venture in which the general public can participate thru the purchase of stock, has been formed by a group of music men and Wall Streeters. Authorization of the stock offering already has been obtained from the Securities and Exchange Commission (SEC), and the (See *New Trans-America* on page 16)

## SPA, Pubbers Wrestle Over Repub Rights

Standard Contract Sought

By Jerry Wexler

NEW YORK, April 30.—Informal conversations have begun between publishers and representatives of the Songwriters' Protective Association (SPA) as the first preliminaries in the negotiation of a standard contract for renewal of publication rights.

No standard contract for renewal of publication rights after the 28-year copyright period has ever been used, and SPA feels that a standard (See *SPA Seeks Renewal* on page 17)

## Martin-Lewis To Quit Clubs And Prep TV

NEW YORK, April 30.—Dean Martin and Jerry Lewis decided this week to drop all nitery engagements after their current 12 weeks at the Copacabana. The comedy team intends to concentrate on building a 60-minute video show for the fall and believes that any additional bookings would interfere. Lever Bros. reportedly has indicated interest in the video opus and there is understood to be a good chance the soap firm will bankroll both the Martin-Lewis AM and TV shows in the fall.

Under terms of a new contract with the National Broadcasting Company (NBC) Lewis, the zany half of the duo, will be the top man in deciding on and shaping the material and structure to be used. Abner Greshler, veteran theatrical manager, will serve as adviser. NBC meanwhile is lining up a series of guest shots on current TV shows to enable the pair to get a firmer feel of the medium. Dates are being set for the Admiral show, the Arrow show and at least two others.

## Equity Members Reconvene on Video Question

NEW YORK, April 30.—Actors' Equity reconvened its quarterly membership meeting at the Hotel Astor Friday (29), which was recessed March 25 in order to allow opportunity for membership discussion of unfinished business curtailed by the meeting's time limit. Yesterday's continuation was occupied principally by a debate of the television situation, as reported on to the membership body a month ago by Sidney Blackmer, who represents Equity in negotiations of Television Authority.

The final upshot of the discussion was the adoption of a resolution recommending that Equity Council endorse the plan for television organi- (See *EQUITY MEMBERS*, page 44)

## Cap Records Enters Tele Film Market

Talent Pre-Sold on Disks

HOLLYWOOD, April 30.—Capitol Records becomes the first diskery to invade the television film field and will produce and distribute canned video fare thru its existing branch offices. Coast major named Elmo Williams, former RKO production exec, to head its tele division following almost a year's planning and negotiations between Cap Prexy Glenn E. Wallichs and the film chief. Deal goes into effect immediately, with Williams and staff to headquarter at Cap's recently acquired Melrose Avenue buildings.

Film productions will utilize such Cap properties as Bozo the Clown, Sparky, and others to be developed later, in addition to its roster of talent. Cap's Bozo has been airing live via KTTV, *The Times-CBS* station here, which serves to provide diskery with a taste of video production problems. Wallichs, long an enthusiast of the tele medium, has taken an active role in the Academy (See *Cap Records Enters* on page 16)

# Lopez's 25-Yr. Bingo: Thank TV!

## Vince Smacks Jackpot — and Sans Waxings

25% Ahead of '48's 123G

By Bill Simon

NEW YORK, April 30. — Pianist-maestro Vincent Lopez, having personally netted \$123,000 in 1948, is running about 25 per cent ahead of that figure this year, partly as the result of his DuMont television shows. Lopez, like Guy Lombardo and Russ Morgan, has been in the band biz for more than 25 years, and like these two is currently riding on the biggest success wave of his career. But while the others have best-selling disks riding, Lopez is doing it without records.

Altho Lopez has cut over 2,000 record sides in his career, and believes records are essential to a band that travels and plays ballrooms, he claims that when he was a national household name, his personal take was between 10 and 15G weekly, from which he drew little actual profit. This was between 1923 and 1928. Today he has eliminated traveling expenses, layoffs, managers, road reps and—to a great extent—bookers, but plays what are generally considered the choicest bookings in town.

Now in his eighth year at the Taft, Lopez plays luncheon and dinner sessions there seven days, finishing each night at 9:30. His personal deal there is distinct from the men in the band, who are paid by the hotel directly. The Taft's tab for the musicians alone runs to \$104,000 annually. Early closing hour there enables him to take on at least two outside club dates weekly, usually private affairs or college dates. On busy weeks Lopez has as many as three different units clubbing, and makes personal appearances with each. He books most of them personally, altho he occasionally parts with the usual 10 per cent when one of the name agencies gets the booking. The asking price for the band varies according to location and function. (See LOPEZ, 25 YEARS on page 37)

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## "Make Believe Ballroom" Pic Shoots Works With Wax Stars

HOLLYWOOD, April 30.—At a time when film grosses are in a slump, Columbia Pictures shoots for a ready-made box office in its feature, *Make Believe Ballroom*, by drafting the drawing powers of recording artists. Combined disk sales of the music biz personalities appearing in this flicker assures healthy returns for all exhibitors. Jives and pop music fans will be attracted to the b. o. by the marquee that boasts the King Cole Trio, Frankie Laine, Charlie Barnet, Gene Krupa, Toni Harper, Jack Smith, Kay Starr, Jimmy Dorsey, Ray McKinley, Pee Wee Hunt, Jan Garber and the Sportsmen. Story, based on the Al Jarvis-Martin Block disk jockey air shows, will also attract the patrons since it cashes in on the current popularity of platter spinner programs.

Participating artists, in turn, also benefit, since they have the opportunity to plug themselves and their disks. However, not all the recording personalities take advantage of the chance to push their waxings via the screen plug. Kay Starr, who, incidentally, proves to be photogenic, selects *Lonesome Gal in Town*, her first big Capitol seller, and should revive interest in this waxing thru the pic rendition. Frankie Laine delivers *On the Sunny Side of the Street* in a manner that should sell more of his Mercury platters, while little Toni Harper all but steals the screen with her *Candy Store Blues* and *Little Miss in Between Blues*, both items available on the Columbia label. Gene Krupa's *Disk Jockey Jump*, Columbia release, will help push the tubber's platters, as well as give his p.-a. draw renewed strength.

Ray McKinley's org dishes out a sharp performance of *Comin' Out* (not waxed). Jack Smith and the

Sportsmen blend vocal talents for *Hamburger Heaven*, an unimpressive ditty also not disked. Smith is seen and heard to better advantage in *The Way the Twig's Bent the Tree Will Grow*, again among the non-recorded Smith tunes, and the King Cole Trio foregoes a disk plug to blend beautifully on *The Trouble With Me Is You*. Flicker winds up on a jam session that'll keep toes tapping, featuring the combined talents of Barnet, Dorsey, Garber, Hunt and McKinley. Lee Zitto.

## "Ice Classics" in Honolulu For 9 Days Under Auspices

HONOLULU, April 30.—Ice Classics, ice and vaude combo brought here by E. K. Fernandez, opened for a nine-day run Saturday (23), under auspices of the St. Louis College Alumni Association.

Skaters are Buddy Schroff, Kathy O'Dowd, Marion Travers, Iris Gordon, Maxine Doviak, Douglas Duffy and Diola. Members of the vaude show are Earl Nichols, Tiny Dollita and Ann Leal, Wilfred duBois, Louella Scilly, Neva Aimes and Dorothy Murray. Prices are pegged at 50 cents and \$1.

Al Jensen operates a Monkey Show in conjunction with the unit.

## Iceer Gets Atlantic City Hall

ATLANTIC CITY, April 30. — A lease was authorized by the city commission this week between the city and Ice-Capades, Inc., giving use of the city-owned Convention Hall by the ice show for another summer run from July 22 to September 24. Mayor Joseph Altman was em-

# Big Spurt in Sale of Disks Leads March Tax Bite Gain

WASHINGTON, April 30. — The tax on phonograph records led a general upswing in amusement excise collections for March over the same month last year, the Internal Revenue Bureau reported this week. Collections from the disk tax were up a whopping \$307,222, about 70 per cent over March, 1948. The liquor tax collections were up \$24,486,835. The tax on admissions to theaters and concerts showed an increase of \$4,304,680, while the cabaret tax col-

lections were up a minute \$12,784. Coin machine receipts increased \$23,216.

The only laggards were radios, phonos, TV sets and parts. Receipts from this tax sagged \$1,708,916.

	March, 1949	March, 1948
Liquors	\$188,624,117	\$164,147,281
Theater Admissions	34,877,929	30,573,239
Cabarets, Roof Gardens	3,863,760	3,852,816
Radio-Phono-TV	3,502,434	5,211,350
Disks	767,887	468,665
Coin Machines	229,893	206,676

## NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits  
**CRUISING DOWN THE RIVER**
- 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  
**CRUISING DOWN THE RIVER**, R. Morgan Ork. Decca 24568
- No. 1 Disk in the Nation's Juke Boxes  
**CRUISING DOWN THE RIVER**, R. Morgan Ork. Decca 24568
- 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  
**LOVE SICK BLUES**, H. Williams and His Drifting Cowboys. MGM 10352
- 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.

# Tax Cut Test Due in Senate; Hope Is Slim

(Continued from page 1)

would have the effect of killing the oleo legislation entirely. Dairy State legislators are expected to vote for the Johnson rider and then vote against the bill. Those supporting the elimination of the oleo tax will vote against any floor amendments.

### 7-6 Defeat

Johnson's rider was defeated in the Senate Finance Committee by a vote of 7-6. A surprise supporter of the general excise rider was Sen. J. Howard McGrath (D., R. I.), chairman of the Democratic National Committee. McGrath and Johnson were joined by four Republicans, while two GOP-ers and five Democrats voted against the rider.

Taken at its face value, the vote of McGrath for excise cuts would mean a split with the administration policy of opposing excise reductions. However, McGrath's aids say his vote did not necessarily mean that he favors excise reductions, but may mean that he does not favor the oleo tax repeal.

### Sentiment Unrecorded

The vote to report the oleo bill to the Senate was by voice, and the sentiment of the individual senators was not recorded.

Johnson's rider would cut excises generally to the levels existing before the war. The admissions levy would be reduced to 10 per cent and the transportation tax and the cabaret tax to 5 per cent. The disk tax would be unaffected, while the levy on radios, phonos, TV receivers and parts would be abolished.

## Auto TV's Restricted

HARTFORD, Conn., April 30.—The State Legislature has enacted a bill prohibiting automobile television screens visible to the driver.

powered to execute the lease. Under its terms, the city gets as rent 10 per cent of the gross admissions, after taxes, up to \$300,000, and 15 per cent after that figure.

## The Billboard

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



# NBC OGGLES OWN MIRROR

## Colo. House Lauds University Pubserv

BOULDER, Colo., April 30.—The Colorado House of Representatives this week took time, during a heated session in which the clock was stopped to permit passage of essential bills, to commend the University of Colorado Department of Radio Production for its transcribed public affairs series, *State Problems*. This is the second time the series has been so honored. It aired over a State-wide web of 13 stations, each of which was also lauded.

The department, headed by Ellsworth Stepp, had a particularly delicate job in turning out the current series for the lower house was controlled by Democrats and the upper house by Republicans, and each house acted on measures nearly exclusively along party lines. The series, therefore, had to tread lightly in expressing itself on proposed legislation.

## Weintraub Hunts Names To Sub For Winchell

NEW YORK, April 30.—The William Weintraub agency is trying to line up a flock of stars to pinch-hit for Walter Winchell when the commentator takes his vacation this summer. The sponsor involved is Kaiser-Frazer.

Among those at whom Weintraub is tossing offers are Bing Crosby, Al Jolson, Burns and Allen, Milton Berle, Tony Martin, Jack Benny, Frank Sinatra and Bob Hope. Each will do an act in his own line, with commentary to be out until Winchell returns.

Winchell will take seven weeks off, starting in mid-July.

## Colgate Angling For 2 Segs on CBS

NEW YORK, April 30.—Colgate Palmolive-Peet is dickering for two quarter-hour strips between the hours of 3:30 and 4:30 on the Columbia Broadcasting System (CBS). The sponsor expects to put two soap operas into the time segments.

Colgate is now heavy in nighttime billings and is paying the freight for six shows during the evening hours. If the buy is made, it will mean Robert Q. Lewis will be cut back to a half hour. The comic goes to an hour May 16 if the time isn't sold before. Lewis is expected to act as Arthur Godfrey's replacement on his early morning show. When Lewis moves into that slot, he will be shifted out of the afternoon programming picture and a new program substituted.

## AFRA Wins KMYR, Denver, Jurisdiction

DENVER, April 30.—The American Federation of Radio Artists (AFRA) this week won a National Labor Relations Board (NLRB) election at KMYR, local 250-watt station here. The station's seven announcers voted five to two to have union representation.

Negotiations are expected to begin shortly between the union and the management of the station for an agreement covering employees under AFRA's jurisdiction.

## O'Hanlon Inked As Young's Sub Thru Summer

NEW YORK, April 30.—The George O'Hanlon show, aired recently over the Mutual Broadcasting System (MBS) as a sustainer, was signed this week as a summer replacement for Alan Young. The sponsor is Tums, and the agency is Dancer, Fitzgerald & Sample.

O'Hanlon, who will air from Hollywood where he is best known for his comedy short subjects, will start July 12. The time spot is 8:30 on the National Broadcasting Company (NBC). The show, the cast of which includes Lorene Tuttle, Willard Waterman and Sheldon Leonard, is a situation comedy and a Bernard Schubert package. The price is said to be around \$3,500, with Tums having the option to buy it for the regular season.

There is no assurance, as yet, that Young will return to the air in the fall. Tums has until June 5 to pick up his option.

## Trammell & Levers Talking Fall Plans?

NEW YORK, April 30.—Niles Trammell, president of the National Broadcasting Company (NBC) and Charles Luckman, who heads up Levers Bros., spent most of Thursday (28) in a closed conference in Cambridge, Mass. Altho no announcement was forthcoming concerning the nature of the meeting, traders believe that Trammell was wooing the soap baron with NBC's latest fall plans. Levers Bros. is said to be interested in the possibility of airing at least one new AM show next fall, and possibly also make its long awaited video bow at that time.

Believed a prominent part of the Trammell-Luckman confab was the Dean Martin-Jerry Lewis radio show and the comics' forthcoming full-hour tele stanza, which will tee-off come autumn. The two prexies are tentatively skedded to huddle again next week.

## Groucho Due for TV Series; New Wed. Night Battle Seen

CHICAGO, April 30.—Groucho Marx will do a TV show for the Elgin-American Company when he moves to the Columbia Broadcasting System (CBS) in the fall, Marvin Mann, radio director of Weiss & Geller, the agency handling the account, said this week. Present plans are for Marx to do a kinescope of his AM program which is now aired via tape. Mann also indicated that the CBS-TV web would be the logical outlet for the TV transcription.

Marx will shift from the American Broadcasting Company (ABC) to 147 CBS stations for his sponsor September 28 at which date Bing Crosby will begin his CBS Wednesday night show. The new CBS Wednesday evening line-up, beginning at 9 will be Groucho Marx, followed by Crosby at 9:30 and by Burns and Allen at 10. Burns and Allen are currently without a sponsor, altho hopes are high at the web for a bankroller. However, if none can be found, the net has found a sponsor for *Life With Luigi*, which will be placed after Crosby to get itself the bonus audi-

## To the End

NEW YORK, April 30.—Edgar Kobak, whose term as president of Mutual Broadcasting System ended Friday (29), in characteristic fashion worked until the last minute. He made sales calls thruout the week, his last being Thursday night (28), turning in the report Friday afternoon, just before the web staff parted him and gave him a farewell gift. Kobak will headquarter at the Ambassador Hotel until he locates office space for his new consultant firm.

## NBC Pegs New Giveaway for Full Hour Slot

NEW YORK, April 30.—The new Lou Cowan giveaway which the National Broadcasting Company (NBC) is buying for Sunday nights will be an hour-long affair, the network has decided. The decision was made after a poll of the NBC affiliates, who apparently felt that the strongest way to compete with Jack Benny and the rest of the Columbia Broadcasting System (CBS) Sunday night line-up was to start offering the loot at 6:30, a half hour before Benny time. The NBC show will lure listeners via a total of \$30,000 or so in swag.

The choice of talent for the show will probably be set within the next week or two, with the berths of emcee and conductor the main spots to be filled. In addition, the program will use film names, with an identification gimmick for contestants. The title of the show is *Hollywood Calling*, and it is due to start in a month or so.

NBC originally intended to withhold its giveaway show from sale, pegging it on an institutional slant, but has since abandoned this idea. *Hollywood* is currently being offered for sale, in either quarter or half hour chunks, in the same fashion as Cowan's earlier giveaway click, *Stop the Music*, was sold.

ence. The web is mum on Luigi's prospective money bags, but speculation is that the Goodrich Rubber Company may be the prospect.

### NBC Competish

The new Wednesday line-up at CBS will furnish the toughest competish pitched at the National Broadcasting Company's (NBC) *Duffy's Tavern*, the Marx competitor, and to NBC's *Mr. District Attorney*, the Crosby competition.

Otherwise, except for Saturday and Sunday evenings, CBS intends to keep its present nighttime program schedule intact. *Lum 'n' Abner* are slated for the 8:30 Saturday evening spot opposite *Truth and Consequences*, with the natural hope the folksey show will snag itself a good portion of the latter's audience.

The Sunday evening line-up at present has the 6:30 time segment open but under option to *International Silver* until June 26. Since *International Silver* let *Ozzie and Harriet* go and is mulling a plunge into TV, it is not expected the company will retain the time in the fall.

## Need Changes? Survey Seeks Right Answers

### Veepee Line-Up Scrutinized

NEW YORK, April 30.—The National Broadcasting Company (NBC) is undertaking a complete examination and evaluation of itself, with a view to formulating new policies. Two of the principal aspects under survey are the NBC personnel set-up, with special reference to the executive line-up, and the question of NBC's present policy of AM-TV integration. Booz, Allen & Hamilton, who handled a similar survey for NBC several years ago, are also making this one.

In the face of persistent rumors of an "impending NBC personnel shake-up"—all of which have been and are being denied—it now appears that any shifts NBC might make certainly will not take place until the end of the summer or even later. It is a safe bet that no changes, if any, will be made until after the survey is completed, which in turn won't be before the end of the summer, and until after top-level execs at NBC and Radio Corporation of America (RCA) have given it a complete going over.

### Veepee Line-Up Studied

On the existing NBC exec line-up, one of the questions to be answered is whether the present alignment of veepees is the most efficient possible. This involves the problem of increasing or decreasing the number of vice-presidents and the question of certain inconsistencies on departmental levels. Thus, it is believed that certain department heads now at NBC carry the responsibilities of veepees, yet are not company officers—three examples being Jim Gaines (owned - and - operated stations); George Frey (sales) and Carleton Smith (television).

The AM-TV integration problem is another knotty one. It has panned out well in some departments and poorly in others. More urgent is the inevitable fact that some NBC departments just will not be able, at some future date, to operate on an integrated basis—the sales department being the classic example.

## McDermott Assists Craig at B&B Agency

NEW YORK, April 30.—Tom McDermott has been upped to assistant to Walter Craig, Benton & Bowles radio-TV vice-president. The move followed the departure of Les Harris who has joined the National Broadcasting Company (NBC) program department. McDermott will direct all radio production.

In addition, Ralph S. Butler joins the agency, Monday (2), as a director, his first assignment being *Perry Mason*.

## Warnow To Return As 'Parade' Baton

NEW YORK, April 30.—Mark Warnow will return as conductor of the *Lucky Strike Hit Parade* June 4. He has fully recovered from a recent illness.

Warnow batoned *Parade* for about 10 straight years, but left a couple of years ago when Frank Sinatra, then the show's vocalist, brought in Alex Strodahl.

## BMB Waiver Total at 320; NAB Directors Pitching In

NEW YORK, April 30.—Conflicting opinions were being expressed this week as to the progress being made by the Broadcast Measurement Bureau (BMB) in its campaign for waivers from subscribers. The waivers, when signed, end the stations' right to cancel their BMB memberships. As of yesterday (Friday), BMB had collected 320 waivers, representing about 60 per cent of its present subscription total of 540.

The need for the waivers developed at the recent convention of the National Association of Broadcasters (NAB), which is advancing the BMB \$75,000 to continue operations. The NAB is inclined to believe that the 320 waivers get the BMB "over the hump," but that the situation will remain critical until at least another 100 waivers are obtained. In terms of money, it is said that with network participation included, the 320 waivers (plus the webs) come to about 70 per cent of the NAB guarantee to the BMB.

### NAB Loan Critic

On the other hand, those antipathetic to the NAB loan to the BMB claim that, in the time elapsed since the NAB convention, the BMB has had the opportunity to get far more than its present waiver total, and that the so-called "small total" indicates trouble ahead. They also point out that NAB directors have been asked to contact stations in their districts, urging them to get on the waiver

bandwagon, and offer this as another indication that the BMB and NAB are afraid of the outcome.

There is also some conflict as to just what would happen in the event the BMB fell short in getting waivers. One theory is that all of the money invested in the BMB, including the loan, would be jeopardized. Another is that the BMB would then be forced to issue a report geared to the total amount of money available.

## WBKB Repeats Pic To Test Response

CHICAGO, April 30.—To determine how television viewers will react to repeat programming, WBKB, local Balaban & Katz video station, is running two performances of its Sunday night all-film program. The idea, put into practice Sunday (17), is a money saver and an attempt to compete with topnotch Sunday night network shows.

Surveys have shown that the best competitive fare for top network programs is feature films. That's part of the thinking behind the WBKB move.

Also a factor is WBKB's disapproval of putting on expensive live shows which still do not win audiences from network stations.

Program plan of the station for



KLZ's Farm Reporter

### LOWELL WATTS

Wherever better farming or livestock raising is being talked or demonstrated, KLZ's Farm Reporter is part of the scene. Watts traveled more than 30,000 miles last year to broadcast farm news.

KLZ, DENVER

Sunday night now is exemplified by the following schedule: At 7 p.m. news is presented, followed by a feature film, cartoon, and finally an oddity film. Immediately thereafter the station repeats its feature film and closes with the 15-minute weekly news round-up movie.

Station believes that while the first combination is being run, some viewers will watch network programs. When the net shows are finished, the station believes, viewers will tune to WBKB to see the films they missed.

## NBC & Victor Sked Co-Operation Huddle

NEW YORK, April 30.—Top executives of the National Broadcasting Company (NBC) and RCA Victor, sister subsidiaries of the Radio Corporation of America (RCA), will hold a joint week-end meeting at the Seaview Country Club, Absecon, N. J., for two days, beginning May 13. The principal items up for discussion will be the general aspects of closer co-operation between the two and the mutual discovery and development of talent. One of the reasons behind the meeting is said to be the feeling that in the talent field RCA Victor and NBC can do a great deal to aid and supplement one another.

The network contingent will include Niles Trammell, Charles Denny, Charlie Hammond, John Royal, Norman Blackburn, Syd Eiges and Jim Nelson. The RCA Victor group will include Frank Folsom, J. G. Wilson, John West, Joe Elliott and Joe Csida.

The only performer scheduled to attend is Burr Tillstrom, creator of Kukla, Fran and Ollie, the puppet show around which a great part of the RCA Victor TV receiver sales campaign is woven.

The two RCA subsids haven't had a joint meeting of this nature since before the war.

## DuMont Preps New Gigantic Giveaway

NEW YORK, April 30.—A new giant video giveaway show, based on the famed Frank Stockton story, *The Lady and the Tiger*, was reported in the works at the DuMont network this week. Titled *Lady Luck and the Tiger*, the show is believed to be prepping a fabulous jackpot and merchandise prize boodle. Dennis James will be the emcee on the David Hill package, for which no starting date or time period have been set.

The 30-minute ailer will pit studio audience against viewers, with participants offered a choice of two doors: if the winning door is selected, a beautiful model emerges bearing loot, while the selection of the wrong door confronts the participant with a "consequence."

## Ohio State Program

COLUMBUS, O., April 30.—The following are the highlights of the 19th Institute for Education by Radio, to be held here, starting Thursday (5).

### GENERAL SESSIONS

- Thursday Evening, May 5: *The Future of Broadcasting, AM, FM, TV and Fax*. Speakers, Wayne Coy; William E. Ware, KFMX, Council Bluffs, Ia.; Mortimer Loewi, DuMont Television.
- Friday Evening, May 6: *What Will Television Do to American Life?* Speakers, Oscar Katz, Columbia Broadcasting System; Julian Bryant, International Film Foundation; Martin Gosch, Independent Television, Producers' Association; James Lawrence Fly, presiding.
- Saturday Morning, May 7: *Radio and International Peace*; Norman Luker, British Broadcasting Corporation; Pierre Crenesse, French Broadcasting System; Forney Rankin, National Association of Broadcasters, presiding.
- Saturday Evening, May 7: *Effective Use of Radio by Educators*. Erik Barnouw, Columbia University; Edward L. Bernays; Robert Saudek, American Broadcasting Company; Morris Novik, consultant; Charles Church, KMBC, Kansas City; Woodrow Strickler, University of Louisville; Richard Hull, National Association of Educational Broadcasters; James F. Macandrew, New York City Board of Education.

### WORK-STUDY GROUPS

- Friday Morning, May 6, 9:30 a.m.-12 Noon:  
Agricultural Broadcasts  
School Broadcasts  
Radio News  
Religious Broadcasts  
National Organizations and Radio
- Sunday Morning, May 8, 10 a.m.-12:30 Noon:  
Agricultural Broadcasts  
Special Events  
Broadcasts by Government Agencies  
Radio Training in Colleges and Universities  
Community Organizations and Radio  
Adult Education by Radio  
Health Education of the Public

### SPECIAL-INTEREST GROUPS

- Friday Afternoon, May 6, 2-3:30 p.m.:  
Television and Education  
Organized Radio Listeners  
Clinic for Schools and Colleges Using Commercial Station Facilities  
Programming for Better Understanding
- Friday Afternoon, May 6, 3:45-5:15 p.m.:  
Television Writing  
The High School Radio and Television Workshop  
Children's Programs  
Community Radio Production Councils
- Saturday Afternoon, May 7, 2-3:30 p.m.:  
Clinic for Educational Stations  
Clinic for Programming the Independent Station and Regional Network  
The Junior Town Meeting  
Clinic on Programming the Network Affiliate
- Saturday Afternoon, May 7, 3:45-5:15 p.m.:  
Clinic for Campus Radio Stations  
New Equipment for Educational Uses  
Television Production  
Selling Public Interest Programs  
Teen-Agers' Programs

## Engineers, Nets Still at Odds, But Strike Unlikely

NEW YORK, April 30.—Altho no agreement has been reached in 28 days of negotiations between the National Association of Broadcast Engineers and Technicians (NABET) on the one hand and the National Broadcasting Company (NBC), American Broadcasting Company (ABC) and WOR on the other (and the contract expires today), there is little likelihood of a strike. NABET has again asked the broadcasters to meet and another session with NBC and ABC will take place this afternoon. WOR representatives, too, may meet with NABET, altho those negotiations are separate from those of the webs. The three contracts cover some 1,000 technical employees.

The major point at issue now is wages of the engineers. Currently the minimum is \$250 per month, with the average wage running about \$85 weekly. NABET officials are asking a 15 per cent hike.

Adjustments already have been made on the union's demands for shorter working hours and increased vacations. NABET also is moving to avoid future jurisdictional squabbles with the International Alliance of Theatrical Stage Employees (IATSE), while simultaneously insuring recognition for itself. The nature of its moves in this direction were undisclosed by NABET leaders, however.

A federal mediator has been participating in the negotiations since the beginning of this month. The current meetings have come about in part thru the efforts of the mediation service. As in previous comparable situations, the networks had made arrangements to carry on with their own executives filling in for striking employees, had a stoppage occurred.

## WENR-TV Segs Sold To Purity, Beltone

CHICAGO, April 30.—WENR-TV, local American Broadcasting Company (ABC) station, this week continued its march toward a break-even point by selling two more programs. Purity Baking Company, thru Young & Rubicam (Y&R), Chicago, will sponsor a show featuring the Honey Dreamers Thursdays from 10 to 10:15 p. m., starting May 19. The second, sponsored by Beltone Company, makers of hearing aids, started April 21 and will be seen Thursdays from 8 to 8:15 p. m.

Both sponsors, according to trade reports, are considered potential network buyers, using a local series to test the TV medium. Purity has distribution in New York, Chicago, Cleveland, Pittsburgh, Detroit and other major markets and is known to be considering hyping national sales thru use of TV.

Purity deal also has significance in that it marks the first TV show to be handled by the local office of Y&R, which has never been active in radio.

## DuMont To Test New Negro Variety Show

NEW YORK, April 30.—A closed circuit audition within the next two weeks is being planned by the DuMont video web for a new all-Negro variety show, *Harlem House*. The ailer each week would present top-name Negro acts, as well as notables from the sports world and other phases of Negro life. The ailer is a Ted Warner package, with Dan Burley, managing editor of *The New York Age*, Negro newspaper, serving as associate producer and procurer of talent.

Among personalities likely to be used are Tammie Rogers, Mary Lou Williams, Sarah Vaughan, Lena Horne, Bill Robinson, Jackie Robinson, Sugar Ray Robinson and Joe Louis.

# STANTON'S NEW CBS DEAL?

## Carson Shaky With GE; Ditto 'Party' With GE

NEW YORK, April 30.—The probabilities are that two Young & Rubicam clients will give their radio shows the gate shortly. General Foods secured a 10-day extension of its option to renew Jack Carson which expired today (30), and General Electric is doing some heavy thinking before renewing its sponsorship of House Party.

Thinking in the agency and by the client is thought to be that Carson's radio rating does not justify the expenditure of dough necessary to keep him on the air. At present, the program costs about \$9,000 weekly for talent. It airs on Friday from 8 to 8:30 p.m. over the Columbia Broadcasting System (CBS).

The factor which is giving the sponsor pause for thought is Carson's value as a TV property. The comic claims he is one of the few picture names who retains his video rights, and with his experience as a visual act should go well on video. On the other hand, Sanka Coffee, the product paying the bills, is shelling out heavy dough for its very successful video program, *The Goldbergs*, and hasn't the budget to pay for an expensive radio show. If Carson were ready now to go into TV, the chances are he would be renewed, but with the comic in California and only a kinescoping possible between picture commitments, his value as a TV property is in the future.

The prospects for General Electric keeping *House Party* are not good, even tho the agency is making a fight for the program. The show is across the board from 3:30 to 4 p.m., and is fairly costly to produce. Again the product has its eye on that TV ball.

## Radio-TV Directory For Wash.-Baltimore

WASHINGTON, April 30.—An ad-packed radio-TV directory of Washington and Baltimore is being distributed by the American Federation of Radio Artists (AFRA) local for the two cities. Along with the ads and scores of photos of radio and TV personalities, the directory contains articles by Sen. Hubert Humphrey (D., Minn.), and Maurice Mitchell, director of broadcast advertising for National Association of Broadcasters (NAB).

The directory was edited by Stuart Finley.

## Hooper Doopers

NEW YORK, April 30.—Following are the current leaders in the Hooper ratings, based on the April 30 Hooper report:

1. Radio Theater (Lux).....21.9
  2. Walter Winchell (Kaiser-Fraser).....19.3
  3. Fibber McGee & Molly (Johnson's Wax).....19.8
  4. My Friend Irma (Lever Bros.).....19.4
  5. Arthur Godfrey's Talent Scouts (Lever Bros.).....18.5
  6. Jack Benny (Am. Tobacco).....18.0
  7. Crime Photographer (Toni).....15.6
  8. Bob Hope (Lever Bros.).....15.2
  9. People Are Funny (Raleighs).....14.9
  10. Suspense (Auto Lite).....14.9
  11. Stop the Music (Various).....13.9
  12. Mystery Theater (Sterling).....13.8
  13. Inner Sanctum (Bromo Seltzer).....13.7
  14. Truth or Consequences (Dux).....13.7
  15. Duffy's Tavern (Bristol Myers).....13.7
  16. Mr. District Attorney (Bristol Myers).....13.7
- FIRST FIVE—SUNDAY AFTERNOON
1. The Shadow (D. L. & W.).....5.5
  2. True Detective (O-Henry).....5.3
  3. Quick as a Flash (Helbros).....5.4
  4. House of Mystery (Gen. Foods).....4.7
  5. Quiz Kids (Miles).....4.3

## Radio's Top Raters, '48-'49

NEW YORK, April 30.—The annual "Hooperade of Stars" compiled by C. E. Hooper shows that Walter Winchell, of all the shows on the air, has averaged the highest rating. His figure is 25.7. This is the average of the ratings for six months, November of last year to April of this. The top three in each nighttime program category follow:

Category	Program	Sponsor	1948-'49	1947-'48
COMMENTATORS	Walter Winchell	Kaiser-Fraser	25.7	23.2
	Louella Parsons	Andrew Jergens	13.9	12.2
	Drew Pearson	Frank H. Lee Co.	10.8	10.8
PLAYS	Radio Theater	Lever Bros.	25.1	25.2
	First Nighter	Campana Sales	11.6	*
	Curtain Time	Mars, Inc.	11.5	*
VARIETY	Jack Benny	American Tobacco	24.4	26.1
	Fibber McGee & Molly	S. C. Johnson	23.1	27.0
	Bob Hope	Lever Bros.	20.4	24.5
SKIT	My Friend, Irma	Pepsodent	19.9	19.1
	Amos 'n' Andy	Lever Bros.	15.9	23.0
	Dennis Day	Colgate-Palmolive-Peet Co.	14.7	*
AUDIENCE PARTICIPATION	Stop the Music	Eversharp, Inc.	17.9	*
	People Are Funny	F. Lorillard Co. Speidel Co.	16.5	*
	Bob Hawk	B. & W. Tobacco	15.8	14.6
MYSTERY	Mr. District Attorney	Bristol-Myers	16.8	19.3
	Crime Photographer	The Toni Co.	15.2	*
	Suspense	Div. Gillette Safety Razor Co.	15.2	*
MALE SINGER	Bing Crosby	Auto-Lite	15.2	*
	Music Hall (Al Jolson)	Philco	14.3	16.9
	Jack Smith	Kraft	13.8	10.0
EVENING POPULAR MUSIC	Your Hit Parade	Procter & Gamble	10.0	*
	Vaughn Monroe	American Tobacco	13.4	15.9
	American Album Club 15 (Margaret Whiting Tues, Thurs.)	R. J. Reynolds	9.9	*
FEMALE SINGER	Supper Club (Jo Stafford)	Sterling Drug	9.3	12.1
	Club 15 (Andrews Sisters)	Campbell Soup	10.1	*
	Edward K. Murrow Monday Morning Headlines	Liggett & Myers	9.0	9.7
NEWS REPORTER	Lowell Thomas	Campbell	9.3	*
	Telephone Hour	Campbell	8.5	*
	Voice of Firestone Harvest of Stars	Seeman Bros.	8.2	8.1
CONCERT MUSIC	International Harvester	Procter & Gamble	8.0	7.7
	Lone Ranger	Bell Telephone	7.2	8.6
	Roy Rogers Show	Firestone	6.8	8.6
CHILDREN'S PROGRAM	Let's Pretend	International Harvester	5.1	4.0
	General Mills	General Mills	10.8	10.7
	Quaker Oats	Quaker Oats	7.6	*
	Cream of Wheat	Cream of Wheat	5.5	6.0

## Chicagoland FMA Organized To Hypo Programing, Sales

CHICAGO, April 30.—In an effort to improve programs and hypo FM set and time sales, independent FM stations here are forming an organization tentatively named The Chicagoland FM Association. Ralph Wood, president of WMOR, conceived the idea and presided at the initial meeting of the group Wednesday (27).

Present were executives of WEAW, WOAK, WEFM, WFME, WMOR, WGNB, WXRT, WMBI and WRGK—all Chicago or suburban stations. Altho network affiliated stations were invited to attend the organizational meeting, only WGNB, FM arm of WGN, local Mutual Broadcasting System (MBS), sent a representative. Independent station managers claim brushoff by network executives again indicated anti-FM policies of the webs.

To get the organizational machinery moving, a five man steering committee was appointed. It includes Wood, Edward Wheeler, WEAW, Evanston; Bernard Jacobs, WOAK, Oak Park; Ted Leitzell, WEFM, and Walter Meyers, WFME, FM adjunct of WJJD, local Marshall Field AM station. The steering committee will hold its first meeting Monday (2) and will work out details concerning by-laws, objectives and membership requirements. A report of the steering committee will be submitted to potential membership for approval before formal incorporation of the association.

According to Wood, the association eventually will include stations within a 100 mile radius as well as prominent dealers and manufacturers. Latter groups undoubtedly will be classified as associate members in view of the association's paramount

goal of building audiences and time sales for FM stations.

First project of the association will be a research project to determine the size of FM audience in this area. When this information is available it will be used as the basis for a strong pitch to advertising agencies who up to now have been reluctant to buy FM time without knowing how many potential listeners their clients could reach. Later the association plans to conduct co-operative advertising and promotion campaigns to impress on the public the advantages of FM and the unique programing provided by the medium.

Leaders in the formation of the association stressed that its organization in no way represented dissatisfaction with the activities of the Frequency Modulation Association (FMA). It was felt, however, that FMA's national activities should be supplemented by regional promotion done by groups such as the new Chicagoland association.

## GJ&M AM-TV Post To Wayne Williams

CHICAGO, April 30.—Wayne Williams, former vice-president of the K. E. Shepard Advertising Agency, will become radio-television director of the Goodkind, Joice and Morgan Agency, effective May 1, it was announced this week. Williams's affiliation with the agency is expected to result in increased radio-television activity for the organization.

Williams had his own agency a few years ago and at one time was director of sales and radio production for the Universal Recording Corporation.

## Paley Said To Have Set New Contract

### Pay Hike Reported Likely

NEW YORK, April 30.—Frank Stanton, president of the Columbia Broadcasting System (CBS), who sailed for Europe on a vacation last week, came to terms with William S. Paley, CBS board chairman, on a new agreement, it was reported this week. While the story could not be confirmed officially, sources close to the CBS president declared that he and Paley came to terms quickly and shook hands on it. Subsequently it was decided that there be neither publicity nor any official statement.

Despite repeated denials that Stanton had contemplated quitting CBS, rumors to this effect kept going the rounds. Now, however, even some CBS employees who had regarded the denials with some skepticism are convinced that Stanton is set for another four or five years.

It is believed that some change has been or will be made in Stanton's financial arrangement with CBS. His 1948 remuneration was \$120,000 in salary and bonus.

## Bankrollers Vie For AM Version Of "Goldbergs"

NEW YORK, April 30.—Gertrude Berg has been approached by several sponsors, of whom one is her current TV bankroller, Sanka coffee (General Foods), to do a radio version of her show, *The Goldbergs*. The scripter-actress is considering the offers, there being a strong possibility that she will write a half-hour nighttime show to be performed over the Columbia Broadcasting System (CBS) next fall.

For years, the program was an across-the-board strip over both CBS and the National Broadcasting Company (NBC), but the recent success of the program on TV has made Mrs. Berg's situation comedy one of the hottest properties around. She feels that two half-hour programs, one for AM and one for TV, will be less taxing than the TV show plus a soaper.

## WNYC Will Ask FCC For Unlimited Hours

WASHINGTON, April 30.—New York City's municipal station, WNYC, is going to ask the Federal Communications Commission (FCC) for authority to operate full time on the 1-A clear channel of WCCO, Minneapolis. The request will be submitted by the station's Washington counsel, Leonard Marks and Marcus Cohn.

By means of a series of special service authorizations from the FCC, WNYC has been able to operate until 10 p.m., altho a secondary station on a clear frequency usually has to go off the air at sunset. WNYC wants the privilege of operating as late as it desires.

The station is expecting more favorable treatment from the FCC than it got in November, when its request to operate past its usual 10 o'clock sign-off in order to carry election returns was nixed by the commission.



## Radio and Television Program Reviews

Designates Radio Review

Designates Television Review

### Ladies, Be Seated

Reviewed Friday (22), 7:30-8 p.m. Presented sustaining by American Broadcasting Company (ABC). Originated by WENR-TV, Chicago. Emcee, Tom Moore. Produced and written by Phil Patton, for Tom Moore Productions, Inc. Director, Greg Garrison; stage manager, John Kerr; technical director, F. A. Koerner; announcer, Wayne Griffin; organist, Porter Heaps; cameramen, R. P. Davis, C. E. Kiser, E. A. Tester.

With the lovers of daytime female audience participation shows, this new ABC-TV program will be fairly popular. But for those who are bored with insipid stunts, forced humor and human ridicule, it will be a consummate flop.

Based on the format of the network's radio package of the same name, this show contains little to give it a definite television flavor. Except for the addition of a few supposedly visual stunts, the program is nothing but a televised version of its AM counterpart. Practically the same results could have been obtained thru the simple expedient of training a couple of TV cameras on the cast and public participants on any one of the many *Ladies'* radio programs Tom Moore has emceed in the past.

If this show is ever to earn a long-range success record in television, it will have to be scheduled in a daytime period. In such a slot, it might be one of the few TV programs forcing the average housewife to drop her work for a half hour. But we doubt that it will have great success at night. We just cannot visualize the average male watching his brethren trying to dress in women's clothes or three grandmothers singing and dancing to win prizes in a granny bebop contest.

Moore did a better-than-average job of trying to keep the show moving at a fast pace and a few times got off some comical ad libs. Camera work and direction was more than adequate, and except for some confusion which occurred when prizes were handed out, the show, in general, had no technical production fluffs.

Following the general pattern of today's network audience participation programs, the prizes offered were of great value. Undoubtedly the show's planners think the value of the prizes constitute a tune-in motive for those who get a vicarious pleasure out of seeing someone else rewarded.

Above all, this show proves that most AM audience participation programs will not have a bright future in TV unless they are completely revamped for the visual medium. And the TV version of *Ladies, Be Seated* could use some revamping.

Cy Wagner.

### Duzit Does It Big in Video

HOLLYWOOD, April 20.—E. L. Bruce Company, manufacturer of Duzit floor polish, will employ the sales powers of video on a national scale, following a "very gratifying" eight-week test in this area. Duzit, heretofore advertised only in national publications, got its tele feet wet with *The Meakins*, KTTV Mr. and Mrs. Seg, to test the TV medium. Resulting upsurge in product's local sales is responsible for the firm's adoption of tele as part of its regular ad campaigns. Plans now under consideration call for kinescoping of *The Meakins* for national release.

### The Fireside Theater

Reviewed Tuesday (April 26), 9-9:30 p.m. Style—Drama. Sponsored by Procter & Gamble Company, thru Compton Agency, Inc.; via NBC-TV, New York. Producer, Ted Corday; director, Larry Schwab Jr.; show, "New in the News"; script, Leslie A. Cramer; original music, Vic Bradley (lyrics by Cramer, Corbett and Winter). Cast: Happy Felton, Joan Diener, Phil Davis and his band, the Song Spinners.

After witnessing this week's edition of its new video show, *Fireside Theater*, execs of Procter & Gamble no doubt would like to see *I'd Like To See* back on the air. *Fireside Theater*, which replaced *I'd Like To See* in the slot following Milton Berle, each week offers a different type of show with different casts. Carrying the soap firm's banner in the edition caught was *What's New in the News*, a so-called satirical revue on current events. It proved to be a satire on what makes for acceptable television, and by all odds was the most atrocious production in many a moon.

Happy Felton and the Song Spinners Quartet perpetrated the material on a stunned audience. Black-out-type sketches of prehistoric vintage had punch lines which left the viewer hanging, and the songs had poor music and only fairish lyrics. Even technically the program was abysmal, with bad camera work and indifferent direction, poor framing of shots and shifts from long to close shots with little reason and no smoothness. Perhaps the lowest ebb, and it's difficult to single out any one feature worse than the others, was reached by the "acting" in the sketches, some of which purported to be fairly serious until the punch line. This emoting was, to be charitable, grotesque.

#### Bad Taste

As if all this were not bad enough, the show stooped to a low in taste in its final sketch, which was set in a police station and dealt with wringing a confession out of a criminal by replaying a particularly obnoxious record, certainly one of showbiz's oldest gags. The desk sergeant, stepping down to congratulate the brilliance of the examining officer, played by Felton, proved to be a squat, distorted-looking midget. The taste exhibited was not questionable; it was putrid.

One decent musical number about Alaska was interposed in this mess. Not that the number was good, but the surrounding material made it glitter. The sponsor's three commercials each plugged a different product: Duz, Crisco and Ivory Suds. Altho a commonplace blending of film and cartoon, they were the entertainment highlight of the program.

Sam Chase.

### Today's Races at Jamaica

Reviewed April 6  
THE DAILY RACING FORM  
Via WMGM  
Mondays-Saturdays, 6:30-7 p.m.  
Producer, Raymond Katz; Sportscaster, Fred Capossela

Racing has taken a leaf out of baseball's book and is now re-creating the races at the track, one by one. This should be good news for those who follow the bangtails and want to find out exactly how their beetles did.

Fred Capossela, who gives the call over the New York tracks' loud-speakers during the races, does more than a fair job of shipping up excitement on the replay. He might go

## FCC Pitches .889 in 10 Years Of Contest in the Courts

WASHINGTON, April 30 — The Federal Communications Commission (FCC) has a pitching record of .889 in the court league over the past decade, according to information on court decisions submitted to the House Appropriations Committee. Since July, 1940, the FCC has had 99 court decisions on its rulings and has won 88 of them.

### It's Your Life

Reviewed April 17

Sponsored by Johnson & Johnson  
Via WMAQ, Chicago

Sundays, 3:30 to 4 p.m.

Produced and narrated by Ben Park; interviewer, Don Herbert; announcer, Tony Parrish; agency, Young & Rubicam. CURRENT HOOPERATING OF SHOWS ON OPPOSITION NETWORKS

WENE ("Opera Album").....	2.3
WBBM ("Skyway to the Stars").....	3.5
WGN ("True Detective Mysteries").....	14.3

(No Hooper available for "It's Your Life" since it started at new time with program reviewed.)

Shift in time for this program, formerly aired on a 15 minute, five-a-week basis, apparently has done nothing but give the sponsor additional time for commercial announcements. Since this show is pegged as a rare example of a public service airtel presented under sponsorship, the additional commercial time detracts from its prime purpose and lowers over-all dignity and tone.

Johnson & Johnson used four commercials during the half-hour—one at the beginning and end and two elsewhere at points of high interest. None of these could be said to be institutional; they were straight out and out sales pitches for cotton, bandages and adhesive tape. On any other show they would have been okay, but on a program, backed by all of the top medical and health associations in the city, documenting, via tape recording, birth of a baby, the commercials were out of place and in bad taste.

Altho *It's Your Life* has already won a couple of awards for its public service content, Producer Ben Park (an award winner from way back when) still hasn't realized the full potentialities of his subject—documentation of all matters pertaining to physical, mental and social health.

For example, the reporting of circumstances surrounding a birth in a home serviced by Chicago's Maternity Center was at times confused, too matter-of-fact and far from complete. Most of the fault could be attributed to interviewer Don Herbert, who just didn't have the proper insight to bring out the inherent drama of such a situation. He made a great point of conducting a pool as to exactly when the child would arrive. This was not in keeping with the seriousness of the situation. And when the actual birth was taking place, he too often interrupted doctor's instructions and the mother's reactions to ask unnecessary questions and to deliver useless descriptive commentary. The situation spoke for itself.

Potentially, Park and his co-producer, the Chicago Industrial Health Association, still have one of the greatest shows in local radio. But greater attention will have to be paid to production details, and efforts to present highly dramatic content at all times.

Cy Wagner.

in for more color and sidelights. The commercials for *The Daily Racing Form* were like many others of their kind. No ingenuity.

Leon Morse.

More Radio and Television  
Reviews on Page 16

The commission piled up its best record in the fiscal years of 1940 and 1941, when it was involved in 42 decisions and won all of them. In 1942 the record was six wins and a loss. In 1943 it was seven and two. Another clean slate was achieved in 1944, with four wins. In '45 the score was 10-1.

The commission had its poorest year in 1946, when it won only three out of five. But the old pitching arm snapped back again in 1947, with six out of six. The 1948 record was four and one. For the current fiscal year to date, the record is six wins and four losses.

According to its statistical tables, the FCC has compiled an excellent record in the Supreme Court. Over the 10-year period it has won 15 cases and seen its rulings reversed only twice. In district courts, the record shows six victories for the commission without a loss. In the Court of Appeals, the record is 53 wins and only eight losses. Three-judge courts have handed the nod to the FCC on 14 occasions and to broadcasters only once.

### 'Teen Canteen' Hits With Pitt's Soxers

PITTSBURGH, April 30.—A teenage after-school show, inaugurated here April 4 by WPGH on a trial basis, has caught on with the local high school set and is to be aired on a regular schedule. Titled *Teen Canteen*, the program is slotted in the 4 to 4:30 period daily, originating from the auditorium of the local YMCA, and conducted by Bettelou Purvis. The students are provided with music for dancing from 3:30 to 5 p.m., with Ed Bartell, WPGH staff announcer-vocalist, handling the lyrics.

The local Board of Education helped promote the show in its early airings to build student interest. The sponsor, the Zeuger Milk Company, operates a milk and soft drink bar in the auditorium.

### 'Actors' Studio' Near Inking of Sponsor?

NEW YORK, April 30.—Actors' Studio, the World Video dramatic video stanza, which has aired sustaining on American Broadcasting Company (ABC) for many months without being able to snag a sponsor, this week seemed close to hitting the jackpot. On the heels of gaining a Peabody award, the program has developed considerable sponsor interest, and the web, which has invested heavily in airing the show sustaining, has hopes of inking a deal shortly.

Reported to have the inside track this week is International Silver, which has just dropped Ozzie and Harriet, its radio show, and is not expected to return to AM next fall. The agency is Young & Rubicam.

### Newhouser Inked For WJBK-TV'er

DETROIT, April 30.—Hal Newhouser, star pitcher of the Detroit Tigers, was signed this week for a weekly show on WJBK-TV for the Vernor Ginger Ale Company.

Newhouser's show, aired at 8 p.m. Wednesdays, will include demonstrations of pitching technique for the sandlotters, plus a round-up of the week's baseball highlights from Dave Abodaher, sportscaster, and guest appearances by other major league players.

The show is being produced by A & N Associates.



## TALK OF THE TRADE

### New York:

Hugh B. Terry, veepee and general manager of KLZ, Denver, has been chosen by the U. S. State Department to represent this country at an international conclave of radio representatives, starting next week at Unesco House, Paris. Terry is the sole American representative, with others attending from Belgium, Brazil, France, India, Poland, Switzerland and the United Kingdom.

Radio columnist Paul Denis became the father of a son, Christopher Paul, April 10. . . . Charles Stark, former sales manager at WMCA, New York, has joined ABC as account exec in the web's sales department. . . . John A. Gambling, son of veteran broadcaster John B. Gambling, of WOR, New York, is production manager at WDBS, station run by Dartmouth College. . . . KGVO, Missoula, Mont., has named Bill Sinor head of its sales department, with Clarence Touw heading engineering.

Dick Beyer, news editor at KDKA, Pittsburgh, is recuperating in Presbyterian Hospital in that city from a flu attack. . . . Mary Lou Daschbach, of KDKA's music library, is due back on the job next week after recuperating from a skull fracture sustained in a fall in her home. . . . KTBS, Shreveport, La., has shifted from 1,000 watts at 1480 kilocycles, to 10,000 watts days and 5,000 watts nights on 710 kilocycles. . . . WMGM, New York, has a contract with songsters Lanny and Ginger Grey which provides for the Greys rendering a special commercial jingle on their early-morning show for the various sponsors on the station at no additional cost. The first bankroller to take advantage of the deal was Buddy Lee Clothes.

Jack Segal has taken over the operation of the Columbia Radio & Theatrical Bureau, formerly operated by Mark Jarett. Segal will continue to head Planned Entertainment Productions. . . . Charles Lee Kelly has been named program director for WMAL, WMAL-FM and WMAL-TV, Washington. He replaces Fred Shawn, who recently went to NBC.

John Meston, CBS Western Division editor, has been upped to editor of web programs from Hollywood. He replaces John Dunkel, who left to finish work on a new novel and play. . . . R. Main Morris is the new assistant manager of KLZ, Denver. He will continue as commercial manager. . . . Albert F. Schneider, head instructor of the Cambridge School of Broadcasting, has joined WOR, New York, as summer relief announcer. . . . Ron Dunn, former free-lancer, has become a regular member of the WOR announcing staff. . . . Radio vet Hal Chambers, formerly with KOMO, Seattle, now program director of KBYR, Anchorage, Alaska, and would like to hear from his old side-kicks.

### Hollywood:

Jack Van Nostrand, Coast head of Sullivan, Stauffer, Colwell & Bayles, to New York for conferences. . . . Bob Hope awarded Torch of Hope for work in connection with Duarte's Medical Center. . . . Margaret Whiting cut audition platter for new show, "Meet Me in St. Louis," based on Sally Benson stories. . . . Art Linkletter and a flock of John Guedel Productions execs will take to the road with "People Are Funny" and "G. E. Houseparty," originating in Eastern cities. . . . Ted Steele, Benton & Bowles

## Chi Banks on Promotional Kick Thru Medium of Tele

CHICAGO, April 30.—Many banks here are planning TV time purchases, it became known this week. The first bank to resort to television as an advertising medium is the Exchange National Bank of Chicago, which this week started a spot campaign on WENR-TV. The Exchange bank is using a series of films written and produced by the Lawrence advertising agency under the supervision of Herb Lyon and Clayton Bergman.

With the Exchange bank's TV purchase it also became known that the First National Bank is looking for a television series, as are the Northern Trust Company and the Oak Park Federal Savings and Loan Association. The Exchange Bank's TV move, it was also learned, has caused 37 other banks in this area to query local headquarters of the Federal Reserve System for information concerning value of television as an advertising medium.

According to Bob Greenfield, public relations director of the Exchange bank, television is a merchandising

"natural" for banks. "Banks," said Greenfield, "have been 50 years behind the times in their lack of promotional thinking. They've done nothing but stodgy, institutional advertising, and as a result, the average person knows nothing about the services we can provide. Banks have lost business as a result of this policy. People have gone elsewhere for loans, car financing and other commercial assistance banks should have provided."

"Why can't a bank sell and merchandise the way any other mercantile operation does? Our services have to be sold, too. And the best way to sell them is to use a visual means of presentation—television."

### Services Telecast

The Exchange TV campaign will show various operations of the bank. Auto banking, personalized services and a special women's department will be advertised during the series. If the spot campaign is successful, the bank undoubtedly will buy a program series.

veepee, back from New York confabs. . . . Harry Von Zell will take over emcee chores on "Meet the Missus," beginning May 2, replacing Ed East. . . . NBC's Sid Strotz and tele manager Hal Bock back in Hollywood following network operation meetings in New York.

Orkster David Rose will spend his summer hiatus from the Red Skelton show on a concert tour of Midwestern campuses. . . . Alan Young became an American citizen last week. . . . Ken Darby and the King's Men set as summer replacement for Fibber McGee, beginning June 7. . . . James Seward, operations veepee of CBS, here last week for confabs. . . . Dave Lundy, KLAC assistant manager, to New York for sales talks. . . . Ork conductor Lud Gluskin beginning his 15th year with CBS in May. . . . Dee Engelbach to direct the audition of the James Mason-Pamela Kelling mystery show over NBC. . . . A. C. Nielson addressed Hollywood Ad Club at luncheon session April 25. . . . Robert Hafter named staff producer for CBS Coast network. . . . Harold (Gildersleeve) Peary set for series of personal appearances in San Francisco in connection with Bay Area Industrial Exposition. . . . Radio orkster Maitty Malneck is the father of a new daughter.

# WOR

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anywhere

## Movietown, R.S.V.P.

Reviewed Sunday (24), 8-8:30 p.m. Sustaining over KTLA (Paramount), Hollywood. Style—Charades, studio and remote. Directed by Klaus Landsberg (remote) and Gordon Minter (studio).

Here's an inviting slice of video fare that's suited for networking. Using charades as its basis, *Movietown* takes the viewer each week into a different film personality's drawing room for a close-up of the stars playing the old parlor game. Participants are divided into two groups—Adams and Eves—while the board of experts judges the battle between the sexes from the studio. This keeps the show switching from studio to home.

Permanent judges are radio director Charley Vanda, publicist Helen Ferguson and writer Carroll Carroll, with Keith Hetherington capably handling studio emcee chores. Vanda's spontaneous wit injects an Oscar Levant flavor into the judges' panel and adds greatly to the show's appeal. Teams based in the Beverly Hills home consisted of Joy Lansing, Jeanne Cagney and Trudy Marshall vs. George Byam, Kim Spalding and Phil Raffin, with Dick Lane as emcee. Lane, a screen thesp, is well suited for this slot. He is acquainted with the film crowd, discusses current screen activities with each guest and, whenever the occasion permits, injects items of interest concerning each participant.

Show should ring the network bell since it projects the viewer into the celebs' homes. It should build a strong fem following. If *Movietown's* fem guests continue along present telegenic lines, males enthusiasm for this show is assured.

Seg moves at a rapid pace, keeping interest high. Technical feat of switching from studio to remote every few minutes is carried out smoothly. *Movietown* replaces *Pantomime Quiz*, the charade seg which started on this station and has moved to KTTV.

Lee Zhitto.

## The Morey Amsterdam Show

Reviewed Thursday (April 21), 9-9:30 p.m. Style—Variety. Sponsored by the DuMont dealers of America in conjunction with the television receiver division, Allen B. DuMont Laboratories, thru Buchanan & Company, via WABD. Producer, Morey Amsterdam; director, David T. Lewis; writers, Morey Amsterdam and Lou Metzger; setting, Russell Patterson; production supervisor, Frank Vennetta; music, Johnny Guarnieri. Cast: Morey Amsterdam, Art Carney, Jacqueline Susann, Don Russell. Guests: Mary Raye and Naldi, Vic Damone.

Indefatigable Morey Amsterdam has brought his video show back to the air on DuMont after a run on Columbia Broadcasting System failed to snare a bankroller for the rowdy comic. Now sponsored by the receiver division of DuMont, Morey rollicks along with much the same cast as before, again entertaining the guests at a mythical cafe. Apart from changing the club to the Silver Swan from the Golden Goose, making Art Carney into Newton the waiter instead of Charlie the doorman, and switching Jacqueline Susann from Lola the cigarette girl to Jackie the cigarette girl, things are virtually as they were. A guest policy added a touch of class to the

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The Billboard



Designates Radio Review

# Radio and Television Program Reviews



Designates Television Review

## The Tremaynes

Reviewed April 16

Sustaining Via WOR

Saturdays, 12-12:30 p.m.

Producer, Mende Brown. Cast: Les Tremayne, Alice Reinheart.

This Mr. and Mrs. show as presented by the Tremaynes (Les and his actress wife Alice Reinheart) needs a hearty dose of vitamins if it is to have any AM longevity. The formula for a Mr. and Mrs. show generally uses ample amounts of small talk, a name guest and perhaps a special feature. The pattern wasn't broken.

Stimulating conversation on topics of interest to an audience has a place in radio, but the conversation must be of interest to rate the time spent. Their talk was not too competing. They had the usual guest—this time musician Gordon Jenkins. However, while taking the easy way out with a minimum of scripting makes the job easy, it is not productive of a secure place on the programming schedule.

### Imaginative Gim

The only feature of the show that revealed some imagination was the couple's *Tagline Theater*. The idea is to have the guest give them a sentence which becomes the last line of a playlet that they then ad lib. "Ooh, la, la, those French women," was Jenkins' sentence, and it was intriguing to hear the Tremaynes build up the situation so they could deliver the tag.

The Tremaynes are experienced and capable radio personalities with the ability to sell this kind of show. WOR should give them the material to do the job, otherwise what results can only be called indifferent programming. Worth noting is the fact that this type of show started on WOR years ago, with Ed and Peg Fitzgerald.

Leon Morse.

proceedings, with warbler Vic Damone and dancers Mary Raye and Naldi showing up for the preem.

The guests proved the high spot of the show. Damone, now a handsome lad with a refurbished schnozz, did a soulful, torchy job on *So in Love*, his main defect being a tendency to pause between phrases with an expression which made him seem to be trying to remember what comes next. The terp team was topflight, showing again that they are prime video timber for smooth and classy dancing.

The rest of the show hardly needs comment. Amsterdam dragged out all his usual stock, including *Yuk-a-Puk*, his cello routine, and such trade-marked phrases as "So what else is new?" and "Tell us about it, I will, and he did," and the ever-present "What'd he say?" which was used no fewer than five times in the 30 minutes.

Material needs strengthening if Amsterdam's show is to build into anything first class. The exchange between him and Carney, usually good for a bucket full of laughs, was especially weak on the debut show. A baseball routine with Miss Susann was funny enough, but a slapstick take-off on a melodrama featuring Amsterdam, Carney and Damone did not come off.

Camera work was fair, but the boys were caught napping when Amsterdam began introducing some of the people in the audience and the cameras didn't get to some of them. Commercials featuring DuMont receivers were unimaginative, simply showing the receivers and having the patter read as accompaniment.

Sam Chase.

## What's Next?

Reviewed Friday (April 22), 6:15-6:45 p.m. (EST). Style—Variety, with spot commercials. Monday thru Friday via WRGB, Schenectady, N. Y. Directors: Duff Brown, Ted Baughn, Bob Stone. Cameramen: Gay Fiorentino, Leo Trumble, Ken Comstock. Sound, Bob Gutshall. Lights, Skip Rutkowski.

Thinking up gimmicks for this show five days a week, holding down an announcing job at radio station WGY, and studying for a master's degree is the lot of Howard Reig, the show's emcee. It's a definite tribute to Reig's talents that the programs roll along as evenly as they do, with occasional efforts hitting real peaks.

Reig's foil is Eileen Hanrahan, who has the right amount of fast pick-up and mugging ability to work with Reig.

The show was introduced by Reig and Miss Hanrahan, sitting behind a table. Patter led into a first musical number by the Steve Hall Trio (piano, clarinet, bass), then back to the emcee for a fur store commercial. Miss Hanrahan modeled a fur cape and gave the selling spiel. During part of the talk a slide of the store front was shown.

This format was followed thruout, with another commercial on film, and Reig reading the third spot as slides were projected.

The trio did four numbers, with vocalists Elsie Ann Marco handling two. The chirp does a nice job, comes thru fine on the screen, and has a natural, unaffected manner that is gratifying. Her voice qualities are clear, with traces of Sarah Vaughan.

The Reig-Hanrahan duo filled time by reading baseball scores and doing clever routine on "Mother and Father Time" (in regard to the impending daylight saving time confusion).

Camera angles were conventional and somewhat static. A hash resulted on some of the musical numbers, with vocalist Marco on the left side of the screen, one member of the trio on the right, and a big blank space in the middle. Viewing was muddy, a characteristic that seems to be common with local shows, as compared with with the sparkle of network programs.

Paul Jackson.

## Happy Pappy

Reviewed Friday (22), 9:05-9:45 p.m. Presented sustaining by WENR-TV, Chicago. Produced by Fred Montiegel for Don McNeill Enterprises. Director, Greg Garrison; cameramen, S. H. Braun, S. D. Gabocy, J. Krejcir. Talent: Ray Grant, emcee; Four Vagabonds, the Randolphs, Tommy Thompson, Sonny Reed, Evelyn Doss; Modern Modes, instrumental quartet.

Just as radio has built a few good all-Negro programs, some day television will capitalize on the inherent showmanship of the race and build a good network package which will be able to compete with the best programs. This show could win such a spot, but it would have to be drastically revamped. The germ of a good idea is apparent in the program, but poor production planning and the lack of an unusual format has made it just fair television.

Ray (Pappy) Grant introduces variety acts in an easy manner and every once in a while hits the theme with "happiness" remarks about the cast and the audience.

The program is too long. As a once-a-weeker, it should be no longer than a half hour, and it might be best as a three-a-week 15-minute

## City Desk

Reviewed Sunday (March 24) 7:30-8 p.m. Style—Drama-news. Sustaining via KLAC-TV, Hollywood. Producer-director, Joe Landis; writer, Don McGuire. Cast: Don McGuire, Craig Stevens, Lois Collier, Lenny Breman.

One of the most ingenious ideas yet devised for dramatic news presentation, *City Desk* has every chance of catching on. The gimmick, which combines city room atmosphere with current news, is fresh and absorbing. Cast is well suited, and the writing is bright and witty. On the show caught, there was a tendency to overact and punch too hard. Once this is overcome, the stanza should be a winner.

Action takes place in a "typical" city room. Hard-boiled editor Don McGuire is the spark plug, riding herd on his reportorial staff with the delicacy of an overweight wrestler. Staff consists of assistant Craig Stevens, scribbler Lois Collier and leg man Lenny Breman. All characters are typical of the public's conception of newspaper people. Miss Collier is the beautiful, witty gal demon. Stevens plays the down-to-earth assistant and Breman does fine comedy relief.

Into this atmosphere McGuire has woven a slick method of news dissemination. For example, the lead story concerning a Southern California murder, in which actress Irene Rich figured indirectly, was handled by discussion between McGuire and Stevens plus the gimmick of ordering a mythical New York correspondent to interview Miss Rich at a Broadway theater and report results via phone. Treatment of a reported fight between actor Mark Stevens and producer Irving Reis brought into play the comedy of Lenny Breman as he reported to his boss via the paper's mobile auto telephone. Also neatly woven into the stanza were the day's baseball scores, reports of the Chinese Communist offensive, and a human-interest story concerning two moppets in Los Angeles who were rescued from drowning.

While there is too much of *The Front Page* atmosphere in the present format, failings in the first script are easily corrected. Flip dialog (written by McGuire, an ex-newspaperman) tends to make the show fast and funny, but too much banter, no matter how clever, can be distracting. Also McGuire's characterization of the city ed is too much of a high-pressure job. Basically, the show is a news stanza, hence too close attention to atmosphere will weaken the news punch.

Direction was smooth and well planned. Camera work was flexible and effective.

Alan Fischler.

program featuring the Vagabonds and couple of outstanding supporting acts.

The Vagabonds did some of the best work on the program. Their singing, as demonstrated during many radio appearances, is tops. Since they also use animated routines, their work has a plus value in television.

Quite insipid was the principal bit of business in the program—the attempt of Sonny Reed, bebop singer, to get before the camera to do his number. After being turned down often, he finally got the spot on the bill and wasted an opportunity to utilize the advantages of his climax position.

Blue singer Evelyn Doss was far from good during her featured spot, and Tommy Thompson proved to be an average acrobatic dancer.

The Randolphs — piano-playing father, trumpet-playing son and two singing daughters—could have been a top act if handled properly. Facial expressions and unpretentious vocal mannerisms of the younger daughter were overlooked too often as the cameras were focused on other members of the group.

Cy Wagner.

# TELE BOFFING FILM B. O.

## Effect of TV on Films

CHICAGO, April 30.—Highlights of the Jay & Graham survey for *The Billboard*, showing the effects video is having on the other entertainment and leisure activities follow (see story on this page):

Movie attendance since owning a television receiver: More—1 per cent. Less—68 per cent. Same—31 per cent.

Percentage of decrease, as estimated by respondents: 10 per cent less—3 per cent; 33 1/3 per cent less—8 per cent; 40 per cent less—5 per cent; 50 per cent less—26 per cent; 75 per cent less—13 per cent; 80 per cent less—18 per cent; 90 per cent less—12 per cent; 100 per cent less—15 per cent.

Theater attendance since owning a television receiver: More—2 per cent. Less—22 per cent. Same—76 per cent.

Sports events attendance since owning a television receiver: More—17 per cent. Less—22 per cent. Same—61 per cent.

Magazine buying habits since acquiring a television receiver: More—5 per cent. Less—31 per cent. Same—64 per cent.

Newspaper reading habits since acquiring a television receiver: More—2 per cent. Less—16 per cent. Same—82 per cent.

## Chi Survey Reveals Sharp Drop in Pic Attendance; Sports Patronage Boosted

All Types of Reading Cut; Theater Holds Up Well

(Continued from page 3)

cent less; 26 per cent, 50 per cent less, and 5 per cent, 40 per cent less. The remaining 11 per cent responded with varied replies.

Allan Jay and Edward Graham declared that since the sample size was so large, statistically in ratio to the total number of TV equipped homes in the Chi area, and since such a large number, 412, answered the questionnaire, the survey results contained wide projection possibilities.

### Theater Attendance

Attendance at stage plays was reduced to a lesser degree by TV viewing. Seventy-six per cent said they attended the "same" number of plays, while 22 per cent said their attendance was "less," and 2 per cent said it was "more." The smaller stage-show attendance drop was understandable, Jay and Graham said, in view of the fact that the average stage devotee desires "in the flesh" entertainment and also because a smaller percentage of the total population ordinarily attends the theater.

In answer to the question, "Have members of your family attended sports events: more, less, same (check one) since a TV set has been installed in your home?" 61 per cent indicated "same," 22 per cent "less" and 17 per cent "more." The comparatively high "more" percentage was considered by Jay and Graham to be a reflection of the promotional effect telecasts have on sports covered.

### Mag Buying Hurt

Magazine buying also was decreased to a large extent by television viewing. Thirty-one per cent said they bought "less" magazines and 64 per cent said they purchased "the same" number. Five per cent said they purchased "more" magazines.

A more exact picture of the decrease in magazine buying was indicated by additional questions which revealed that 10 per cent said they purchased "very much less," 29 per cent marked the "quite a bit less" column, 43 per cent answered "little bit less" and 18 per cent claimed their magazine buying was "not very much less."

Newspaper reading seemingly has been the least affected by television. Eighty-two per cent said their newspaper reading was "the same." Six-

teen per cent said it was "less" and 2 per cent stated they did "more" newspaper perusing.

### News Reading Data

The 16 per cent "less" newspaper reading category was broken down as follows: "Not very much less," 16 per cent; "little bit less," 42 per cent; "quite a bit less," 24 per cent; "very much less," 18 per cent.

Book reading, another pursuit not followed by the masses, was also found to have been affected by television viewing. Fifty-one per cent of the respondents said their book reading was "the same." Forty-seven per cent said it was "less" and 2 per cent said it was "greater."

The 47 per cent who said they did "less" book reading answered as follows: "Not very much less," 17 per cent; "little bit less," 31 per cent; "quite a bit less," 24 per cent, and "very much less," 28 per cent.

## Theater Tele Gets Eye of FWC Execs

HOLLYWOOD, April 30. — Fox West Coast Theater (FWC), subsid of National Theaters chain, has shown renewed interest in theater television, it was learned this week. Following a demonstration of RCA's large-screen tele machines in New York last week, FWC execs re-examined the entire picture from the standpoint of technical perfection and immediate benefits. Conclusion reached at a meeting held Wednesday (27) was that theater tele is still away, but time for experimentation on a local basis is drawing near.

R. H. McCullough, head of purchasing for FWC and key tele planner, reported to local execs on development of RCA's theater screen system which he witnessed in Gotham. Feeling among theater chain toppers is that it is still too early and costly to make more than token test installations in this area.

As early as last summer FWC mulled entry into theater television planning to convert the lavish Cathay Circle Theater into a combo tele-film house. Examination of installation costs convinced ops that profitable conversion was impossible at the time and the plan was dropped.

Extent of theater experimentation in Southern California is still unknown, altho it was indicated that the chain might convert three or four key neighborhood houses at the outset. Spokesman for FWC admitted, however, that "further technical progress is needed before we'll make a move."

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## Wanna Buy a Spot Commersh In Philly? Get in Line, Fella

PHILADELPHIA, April 30.—Philadelphia television has become "spot-happy" and station salesmen are already talking to themselves in futile efforts to provide availabilities for clamoring clients. The situation has become so critical that one station—WCAU-TV—is cutting into its feature film showings every 15 minutes or so with "intermission" slides in order to jam in another three or four spot announcements during the film show. The other two stations in town do not contemplate cutting into their feature film showings for spots.

Altho back-to-back commercials are frowned upon by the radio industry, it has become the accepted standard for television—locally, at least. Not only are the spots back to back, but sometimes stretched out to three or four by sandwiching in 20-second time signals or weather reports.

### Queuing Up

A client asking for "assured time" in buying spots is a huge joke. Not only are they lucky to get on with their spots, but it's hardly short of a miracle if the advertiser can get his spot on at the same time two days in a row. Salesmen at the station say that the advertisers are actually standing in line with reservations on the books running deep into the summer season.

However, this seeming prosperity in spot selling doesn't make the stations any too happy. In fact, they fear the onslaught of spots will push TV back. Realizing that it will take programing to help TV come of age, they have every reason to fear that this spot boom will eventually boomerang. The spot slam also clearly indicates to the time sellers that advertisers will have nothing to do with television during the day. "Everybody wants to go on at night," said one of the station sales managers. "You can't get them to take a daytime spot, let alone a program, for nothing."

### Tough on Camera Crews

With station production staffs having all they can do to fill up the evening hours, since advertisers are sticking fast to spot buys, there are no prospects locally of stretching the telecasting day save for the sports pick-ups. Moreover, the bumper crop of spots crowding the program schedule is playing havoc with producers and particularly the camera crews. It's only a lucky thing that the advertiser can't monitor his commercials on TV as closely as on radio. Otherwise he would see knives and forks flitting across the picture frame while the announcer reads commercial copy about the dress sale in his store, or a refrigerator being displayed while the copy explains the virtues of a brand of men's shirts.

Camera crews complain that the spots come at them so fast and furious they can't move their cameras around in time. And as for the producers, after a dozen spots or more, they all start sounding and looking alike.

## CSBA Goes to Work On 5% Tax Proposal

HOLLYWOOD, April 30. — California broadcasting industry this week began organizing a drive to kill the bill pending in the California Legislature which would levy a 5 per cent tax on revenue from sale of tele rights to wrestling and boxing events and make all contracts for videocasting of such events subject to approval by the State Athletic Commission (*The Billboard*, April 30).

California State Broadcasters Association has gone on record as opposed to any measure which would regulate sports phases of radio or tele broadcasting. Broadcasters charge that the bill pending, and a sister measure which would include radio and motion pictures as well as tele in its scope, would put sports coverage in the hands of political machines and give the State Athletic Commission "life and death" power of allocation of rights to tele remotes. Moreover the 5 per cent tax, which would fall on bankrollers rather than broadcasters, was considered a dangerous precedent and a forerunner of stiffer levies in the future.

Local telemen were plotting joint action to oppose the measure. Don Tatum, veepee and legal counsel of the California State Broadcasters' Association and legal topper for Don Lee Broadcasting System, said his org would make its voice heard on the floor of both Senate and Assembly, as well as protest the measure before legislative committees.

## 5 Cut-Down Operas Auditioned for TV

NEW YORK, April 30.—Television's classical kick continues with the auditioning of five streamlined operas before ad agency and network executives this week. The half hour adaptations were made by Rene Maison, formerly of the Metropolitan Opera Company, and are being packaged by Sherling Oliver.

The pocket-size operas will include such hits as *Faust*, No. 1 on the audition parade; *Cavalleria Rusticana*, *Romeo and Juliet*, *Rigoletto* and *Don Giovanni*. They will be presented in costume in their traditional setting except where they lend themselves to modernization.

## WBT-TV, Charlotte, To Bow in 2 Months

CHARLOTTE, N. C., April 30.—WBT-TV will start operating within two months, according to Charles H. Crutchfield, general manager. The debut will mark the culmination of three years' work and planning by the Jefferson Standard Broadcasting Company, owners of WBT. They began in 1946 with the purchase of Spencer Mountain at Gastonia, N. C., 20 miles from Charlotte, as a site for FM and TV transmitters. Already finished atop this mountain is a spacious modern building for housing transmission equipment and a 563-foot tower on which the television antenna was mounted several years ago. The remainder of the transmitting equipment was scheduled to arrive this week.

WBT-TV will air on Channel 3.

# AVALANCHE THREATENS FCC

## 1,000 TV Bids Seen in Year After Freeze

### Deficiency Approp. Likely

WASHINGTON, April 30. — The Federal Communications Commission (FCC) is preparing for the greatest flood of television applications in history, with officials predicting that more than 1,000 new bids will be filed in the first year after the lifting of the freeze.

With the FCC continuing to forecast an early summer, melting of the freeze (*The Billboard*, March 26), FCC-ers have their sights set on 1,095 bids as the number expected to be filed by the end of June, 1950. Of these, no more than 80 are figured to be for changes in already existing facilities—the balance to be for new stations. This number would be approximately equal to the total number of video bids filed in the last two years and double the total filed in an entire six-year period, starting in 1940, when video applications first came into substantial evidence.

The coming freeze-lift will throw an unprecedented workload on the commission, since the anticipated decline in AM and FM bids of all types is figured by the FCC to be less than 8 per cent for the next 12 months. With the limitations on the possible number of TV channels, it is estimated that the proportion of new bids going into hearing will be as high as 80 per cent.

### Budget Revamp?

Girding for the rush, FCC-ers are already mentioning the possibility that the FCC may have to go back to Congress early next year to request a whopping deficiency appropriation to hire more people for processing bids. When the budget for the 1950 fiscal year is finally signed by the President, the FCC will have (See 1,000 Television Bids, page 14)

## No Cable, So What?

ROCHESTER, N. Y., April 30. —Video station WHTM-TV, which will begin airing June 11, is one outlet which will not wait until a coaxial cable or microwave relay system is installed before it airs network shows live. The station is making arrangements to pick up web shows off the air, direct from WBEN-TV, Buffalo, until it gets onto the cable. Any web show using the Buffalo outlet also will be able to buy the Rochester station.

The cable is due to be advanced into Rochester about September 1.

## Delay in TV Pic Recording Deal Irks Tootlers

HOLLYWOOD, April 30.—Local musicians, anxious to get going in tele film recording, this week expressed growing alarm at continued delays of American Federation of Musicians' (AFM) topper, James C. Petrillo, in negotiating with film men on scales and conditions which would enable tele pic producers to use live music for film recording. Following on the heels of a petition circulating among Local 47 members urging immediate negotiation of tele film scales, came further beefs on AFM stalling. Concern that film producers will continue to skirt the union's music ban by employing recorded background music was substantiated by several top local orksters.

According to one source, tele film producers are learning tricks to circumvent the need for live music. A film maker, they say, may shun live orks or at least curtail the need for staff musicians if and when a pact is finally signed.

For example, a group of orksters (See Delay in Video on page 17)

## New ABC Rate Card To Peg Discounts on Weekly Time

NEW YORK, April 20.—A new departure in network television rate cards is in the works at the American Broadcasting Company (ABC). The new card will be in contrast with the old ABC card and with the procedure extant at the other three webs, which offer frequency discounts based upon the number of programs aired by a sponsor during the course of a year. The ABC plan now is to base its discounts on the amount of time used by bankrollers in any given week and constitutes a major switch from the web's past practice of permitting substantial discounts from the rates quoted in ABC's rate card.

The reasoning behind the switch is that current cards do not take into consideration the lack of stabilization in rates, what with stations regularly boosting their charges. Also, the increasing number of stations coming on the air necessitates increased sponsor expenditures, without any means of securing proportionate discounts. The AM method of basing discounts on dollar volume also is impractical for video, for the same reasons of constantly changing conditions.

### New ABC Card

The new ABC rate card, which is due to get its final okay from top brass next week, will continue to permit sponsors to choose which stations they desire to utilize. The stations' hourly rates will be added together and the discounts will be predicated on the total time used each week. The new hourly rates of ABC interconnected stations are: WJZ-TV, New York, \$1,500; WNAC-TV, Boston, \$300; WAAM-TV, Washington, \$300; WBEN-TV, Buffalo, \$250; WNWS, Cleveland, \$400; WDTV, Pittsburgh, \$250; WXYZ-TV, Detroit, \$420; WENR-TV, Chicago, \$600; WTMJ-TV, Milwaukee, \$300; KSD-TV, St. Louis, \$300; WNHC-TV, New Haven, \$250; WICU-TV, Erie, Pa., \$150; WHTM, Rochester, N. Y., \$200; WJAR-TV, Providence, \$200. Erie and Providence will be linked with

the cable June 1, while Rochester will begin taking web shows June 11. There is an additional line charge of \$100 for St. Louis.

The exact discount structure, plus an annual rebate system, now is being worked out by ABC toppers. The web rate system probably will have 15-minute shows selling for 40 per cent of the gross hourly rate, 30-minute shows at 60 per cent, and 60-minute shows at 100 per cent. The ABC annual rebate to 52-week sponsors on AM is 12½ per cent.

### First ABC Card

The first ABC rate card, which will expire when the new card takes effect, probably within the next two weeks, actually only was a point of departure in figuring the sponsor's payments. It permitted buyers of a firm 52-week period to get the first 13 weeks at 50 per cent of card rate, the second 13 weeks at 75 per cent of card rate and the remainder at card rate. The clients with firm 26-week deals got the first 13 weeks at 75 per cent of card rate and the remainder at card. Those who signed for 39 weeks got the first 13 weeks at 50 per cent the rest at card rate. This practice of undercutting its own card will be discontinued by ABC on the grounds that it now can pitch its facilities on a par with any other web.

## "Camera" Near Sale To GF for Summer?

NEW YORK, April 30. — Candid Camera, Allen Funt's video version of Candid Microphone, this week was reported close to sale to General Foods as a summer replacement for Lamb's Gambols. The last edition of Gambols will air July 5, also the final date of the spring for the sponsor's Author Meets the Critics, both of which air on the National Broadcasting Company.

Candid Camera, in its new format, will be half film and half live, with actors in the studio improvising around an unusual situation, followed by a candid film version of how such a situation actually occurred.

## S. F.'s KPIX Signs CBS Affiliation Pact

SAN FRANCISCO, April 30.—Station KPIX has signed as a local of the Columbia Broadcasting System (CBS).

Phil Lasky, general manager of KPIX and KSFO (AM), said that arrangements to carry the CBS shows were completed during the week, and discussions are under way in New York for a continued working agreement with CBS until the network establishes a tele outlet of its own. KPIX presented the first CBS feature, the Fred Waring show, Sunday night. KSFO is unaffiliated.

## Rubin To Add 2d Show to TV Chores

NEW YORK, April 30.—Benny Rubin, starting May 16, will add a second show to his current TV chores when he begins a program for Vin radio stores over WPIX. The comic began his first series Friday (29) over WNBT for Bonafide Mills.

The second Rubin show will be on between 8 and 8:30 p.m., and is a situation-comedy built around a luncheon. Rubin will be the only permanent member of the cast.

# Warner Bros. Junk TV Plans

## Bowout From Field Puzzle To Videomen

### Halts All Tele Activity

HOLLYWOOD, April 30.—Warner Bros. will toss out its multi-million dollar video plans and is preparing to bow entirely from the tele field. Harry M. Warner, who at one time said he would be willing to spend \$50,000,000 to develop tele, this week ordered that all video operations at his studio be terminated immediately. Warners had applied to the Federal Communications Commission (FCC) for an okay on its purchase of the Dorothy Thackrey KLAC-TV license plus the AM stations, Hollywood's KLAC and San Francisco's KYA. Inasmuch as Warners owns KFWB here, studio would sell KLAC to Ralph Atlas to avoid dual ownership, but had planned on retaining

## Meakin Needled

HOLLYWOOD, April 30.—Los Angeles viewers last week were shown how easy it is to be vaccinated against smallpox. KTTV (CBS-Times), co-operating with the city health department in the annual drive against the disease, aired a vaccination to acquaint all with its simplicity. Getting the point on the screen was Jack Meakin (*The Meakins*), who submitted to the needle in the cause of science and health.

the San Francisco station.

Warner's order to drop all video activity puzzled tele men here, since studio bid had not been rejected by the commission but had been extended for further investigation until August. A high source at the studio told *The Billboard* Warner had received an ultimatum from Washington that the TV bid would be okayed only if he signed an agreement to the bill of divorcement.

Letter is part of the Sherman anti-trust proceedings currently being (See W. B. Junks TV Plans, page 46)

## Textron To KO Hartmans' Tele

NEW YORK, April 30.—Textron is dropping *The Hartmans* after the May 23 telecast. The situation-comedy is Sunday from 7:30 to 8 p.m. over the National Broadcasting Company (NBC) network TV facilities.

The program will have finished its 13 weeks with the May 23 show. After an indifferent start with the script as the main weakness, it was thought in the trade that the quality of the program had picked up, but evidently the sponsor wasn't willing to wait for the show to build an audience.

## Wash. Video, Inc., Bows

WASHINGTON, April 30.—Washington Video Productions, Inc., opened here this week to furnish sound and silent film commercials and film features to TV stations. The two partners heading the outfit are George F. Johnston, former movie cameraman and current producer of the National Broadcasting Company's (NBC) *Washington Newsreel*, and Bette A. Carroll, formerly of NBC and the Henry J. Kaufman ad agency.

# VIDEO FILM AND PKGE. FIRMS

## FILM-LIVE PRODUCERS

### A

**AMERICAN DRAMA GUILD OF TELE**  
9885 Charville Blvd., Beverly Hills, Calif.  
Tel.: Crestview 4-5223  
Philip Naaser, General Partner  
Services: F & P

**AMERICAN DRAMA GUILD OF TELE**  
159 E. 54th St., New York  
Tel.: Plaza 3-0871  
Earl Blackwell, Mgr.  
Services: F & P

**STEPHEN ANDERSON PRODUCTIONS**  
162 E. 71st St., New York 21  
Tel.: Trafalgar 9-8398  
A. Stephen Anderson, Exec. Pres.  
Services: F & P

### B

**BELL INTERNATIONAL PICTURES, INC.**  
5717 Sunset Blvd., Hollywood 28  
Tel.: Hudson 2-2345  
Jack Gilson, Exec. Producer  
Services: F & P

**GEORGE R. BENTEL & ASSOC.**  
6096 Sunset Blvd., Hollywood 28  
Tel.: Granite 8608  
George R. Bentel, Pres.  
Services: F & P

**FRITZ BLOCKI PRODUCTIONS**  
7118 1/2 Hollywood Blvd., Hollywood 44  
Tel.: Hudson 2-8971  
Fritz Blocki, Mgr.  
Services: F & P

**RICHARD BRADLEY ASSOCIATES**  
548 N. Michigan Ave., Chicago 11  
Tel.: Whitehall 4-5543  
Richard Bradley, Pres.  
Services: F & P

**LOS ANGELES, 519 W. Washington Blvd.**  
Tel.: Richmond 3093  
Mort Linson, General Mgr.  
**BRINKLEY RECORDING CO.**  
222 E. Erie St., Chicago 11  
Tel.: Delaware 4786  
Jack Brinkley, Mgr.  
Services: F & P

### C

**THE CARDINAL CO.**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hempstead 1177  
Joseph F. MacCaughy, Pres.  
Services: F & P

**CARSON-STEMPEL ENTERPRISES**  
717 N. La Cienega Blvd., L. A. 44  
Tel.: Crestview 1-7141  
Frank Stempel, Partner  
Services: F & P

**CINE-TELE**  
1161 N. Highland Ave., Hollywood 28  
Tel.: Hillside 7475  
Harry J. Lehman, Owner  
Services: F & P

**COCCORAN PRODUCTIONS, INC.**  
654 Madison Ave., New York  
Tel.: Templeton 8-6900  
L. M. Coccoran, Pres.  
Services: F & P

**COURNEYA PRODUCTIONS**  
1506 N. Gordon, Hollywood 28  
Tel.: Granite 5929  
Jerry Courneya  
Services: F & P

**CRUGER RADIO & TV ENTERPRISES**  
5860 Carlton Way, Hollywood 28  
Tel.: Hempstead 8254  
Paul Cruger, Gen. Mgr.  
Services: F & P

**PATRICK MICHAEL CUNNING TELEVISION PRODUCTIONS**  
7301 Hollywood Blvd., Hollywood 28  
Tel.: Hillside 5915  
Patrick Michael Cuning, Mgr.  
Services: F & P

### D

**DES AUTELS & GRAHAM**  
6990 Sunset Blvd., Hollywood 28  
Tel.: Hudson 2-2291  
Van Des Autels, Frank Graham, Partners  
Services: F & P

### E

**ECLIPSE PRODUCTIONS**  
524 N. Highland Ave., Hollywood 28  
Tel.: Hillside 8197  
Michael Colin, Mgr.  
Services: F & P

### F

**F & M STAGESHOWS, INC.**  
1501 Broadway, New York 18  
Tel.: Chickering 4-3956  
M. D. Howe, Vice-Pres.  
Services: F & P

**FENTON PRODUCTIONS, INC.**  
49 E. 49th St., New York 17  
Tel.: Plaza 9-8266  
Mildred Fenton, Pres.  
Services: F & P

**FILM ARTS CORPORATION**  
1632 N. Sixth St., Milwaukee 2  
Tel.: Daly 8-5679  
Milton Abrams II, Exec. Vice-Pres.  
Services: F & P

**FINLEY TRANSCRIPTIONS, INC.**  
8925 Sunset Blvd., Hollywood 44  
Tel.: Bradshaw 2-2711  
Larry Finley, Pres.  
Services: F & P

**ED FISHMAN AGENCY**  
8754 Sunset Blvd., Hollywood 44  
Tel.: Crestview 3-5253  
Ed Fishman, Mgr.  
Services: F & P

**FIVE STAR PRODUCTIONS**  
6226 Sunset Blvd.  
Hollywood 28  
Tel.: Hollywood 5289  
Harry Wayne McMahon, Exec. Pres.  
Services: F & P

**FLOREY FILMS, INC.**  
243 E. 71st St., New York 21

A complete list of video film producers and distributors was published in the April 18 and April 30 issues of The Billboard. To conclude this service, lists of film and package producers, and package producers only, are presented in this issue. The first list below includes firms rendering both live and film production services; the second live package producers only

Tel.: Regent 4-0862  
John Flory, Pres.  
Services: F & P

### G

**GAINSBOROUGH ASSOCIATES, INC.**  
234 W. 44th St., New York 18  
Tel.: Chickering 4-1583  
Mike Jablons, Dir.  
Services: F & P

**AL GARRY PRODUCTIONS**  
48 W. 48th St., New York 25  
Tel.: Plaza 7-6554  
Al Garry, Owner  
Services: F & P

**MITCHELL GERTZ AGENCY, INC.**  
8533 Sunset Blvd., Los Angeles 46  
Tel.: Crestview 4-5491  
Mitchell Gertz, Pres.  
Services: F & P

**JOHN E. GIBBS & CO.**  
9 Rockefeller Plaza, New York 20  
Tel.: Columbus 5-4888  
John Gibbs, Pres.  
Services: F & P

**RODNEY GILLIAM CO.**  
7904 Santa Monica Blvd., Hollywood 28  
Tel.: Hillside 2320  
Rodney Gilliam, Mgr.  
Services: F & P

**GLOBE 16MM PICTURES**  
5625 Sunset Blvd., Hollywood 28  
Tel.: Granite 7573  
Morse Oppen, Pres.  
Services: F & P

**JACK GOETZ**  
245 W. 55th St., New York  
Tel.: Circle 7-1920  
Jack Goetz, Mgr.  
Services: F & P

**HARRY S. GOODMAN RADIO PRODUCTIONS**  
19 E. 53d St., New York 22  
Tel.: Plaza 5-6131  
Harry S. Goodman, Pres.  
Services: F & P

**JOHN GUEDEL RADIO PRODUCTIONS**  
Taft Bldg., Hollywood 28  
Tel.: Hempstead 5186  
John Guedel, Pres.  
Services: F & P

### H

**EDWARD HALL PRODUCTIONS**  
130 W. 56th St., New York 19  
Tel.: Circle 9-9492  
Edward Hall, Owner  
Services: F & P

**LAWRENCE HAMMOND PRODUCTIONS, INC.**  
33 W. 51st St., New York 19  
Tel.: Volunteer 5-2000  
Lawrence Hammond, Pres.  
Services: F & P

**HARTLEY PRODUCTIONS**  
20 W. 47th St., New York 19  
Tel.: Luxemburg 3-0158  
Edda Hartley, Mgr.  
Services: F & P

**HILE-DAMBROTH, INC.**  
320 Broadway, New York 18  
Tel.: Worth 4-2478  
Jack Fuller, Dir. of TV  
Services: F & P

**WEST HOOKER COMPANY**  
5 East 85th St., New York 28  
Tel.: Regent 7-4470  
West Hooker, Pres.  
Services: F & P

**HOPWOOD, LAUFMAN, FOMUND & CROSS**  
236 N. Clark St., Chicago 1  
Tel.: Randolph 6-1844  
Herbert S. Laufman, Dir. of Pres.  
Services: F & P

**SANDY HOWARD PRODUCTIONS**  
234 West 44th St., New York  
Tel.: Longacre 4-2763  
Sandy Howard  
Services: F & P

**HU CHAIN ASSOCIATES**  
60 E. 42d St., New York 17  
Tel.: Murray Hill 2-7125  
Hubert V. Chain, Pres.  
Services: F & P

**RICHARD W. HUBBELL & ASSO.**  
118 E. 40th St., New York 16  
Tel.: Murray Hill 3-0028  
Richard W. Hubbell, Chairman  
Services: F & P

### I

**INTERNATIONAL TELE-FILM PRODUCTIONS, INC.**  
331 Madison Ave., New York  
Murray Hill 7-7306  
Paul F. Moss, Pres.  
Services: F & P

**LOU IRWIN, INC.**  
9134 Sunset Blvd., Hollywood 44  
Tel.: Crestview 1-7131  
Lou Irwin, Pres.  
Services: F & P

**JASON COMIC ART**  
1800 Broadway, New York 23  
Tel.: Circle 6-4640  
Leon Jason, Dir.  
Services: F & P

**JUNIOR PROGRAMS, INC.**  
22 Lawrence St., Newark 5, N. J.  
Tel.: Market 3-9770  
Dorothy L. McFadden, Pres.  
Services: F & P

### L

**W. BIGGIE LEVIN AGENCY**  
612 N. Michigan Ave., Chicago 11  
Tel.: Superior 7-6506  
W. Biggie Levin, Mgr.  
Services: F & P

### M

**MCCOLLUM PICTURE PRODUCTIONS**  
4557 Produce Plaza, Los Angeles 11  
Tel.: Jefferson 8255  
J. L. McCollum, Producer  
Services: F & P

### N

**NATIONAL PRODUCTIONS**  
1415 K St., N. W., Washington 5  
Tel.: Executive 5834  
Robert J. Enders, Mgr.  
Services: F & P

**NATIONAL SCREEN SERVICE CORPORATION**  
630 Ninth Ave., N. Y. 19  
Tel.: Circle 6-5700  
Melvin L. Gold, Dir. of Adv.  
Services: F & P

**NEFF RADIO-TV PRODUCTIONS**  
Stroh Bldg., Detroit 26  
Tel.: Woodward 2-3006  
M. A. Neff, Owner  
Services: F & P

**NOCTURNE PRODUCTIONS**  
88 Diamond Bridge, Hawthorne, N. J.  
Tel.: Hawthorne 7-1531R  
Jack Hartley, Gen. Mgr.  
Services: F & P

**NORTH AMERICAN VIDEO PRODUCTIONS, INC.**  
234 West 44th St., New York 18  
Tel.: Lacawanna 4-0385  
Services: F & P

### O

**ORION PICTURES, INC.**  
5319 Hollywood Blvd., Hollywood 27  
Al Lane, Pres.  
Services: F & P

### P

**PIONEER TELEFILMS, INC.**  
18 E. 48th St., New York 17  
Tel.: Murray Hill 8-9789  
Ralph Cohn, Pres.  
Services: F & P

**RALPH POWERS PRODUCTIONS**  
618 N. Calvert St., Baltimore 2  
Tel.: Mulberry 6085  
Helen Powers, Gen. Mgr.  
Services: F & P

### R

**RADIO & TELEVISION CENTER**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hempstead 6811  
J. S. Fredericks, Gen. Mgr.  
Services: F & P

**REPUBLIC RADIO FEATURES**  
64 E. Lake St., Chicago 1  
Tel.: State 2-0460  
Capico Kapps, Dir.  
Services: F & P

**RICHMAN PRODUCTIONS**  
10 East 43d St., New York 17  
Tel.: Murray Hill 2-5854  
William Richman, Gen. Mgr.  
Services: F & P

### S

**SANFT-COSTA TELEVISION FEATURES**  
17 E. 42d St., New York 17  
Tel.: Murray Hill 2-6770  
Sidney Sanft & Don Costa, Pres.  
Services: F & P

**SENTINEL PRODUCTIONS, INC.**  
5746 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 7381  
Earl Harper, Pres.  
Services: F & P

**CHARLES STARK PRODUCTIONS CORP.**  
306 Madison Ave., New York 17  
Tel.: Murray Hill 7-2186  
Charles Stark, Pres.  
Services: F & P

**STAGE & TELEVISION PRODUCTIONS**  
7301 Hollywood Blvd., Hollywood 28  
Tel.: Hillside 5915  
Patrick Michael Cuning, Mgr.  
Services: F & P

**SPRINGER PICTURES, INC.**  
341 E. 43rd St., New York 17  
Tel.: Oregon 9-0996  
Richard D. Farrell, Mgr.  
Services: F & P

Detroit 21, Fisher Bldg.  
Tel.: Trinity 1-6220  
Ray W. Springer, Pres.  
**SOUND MASTERS, INC.**  
163 W. 46th St., New York 19  
Tel.: Plaza 7-6600  
Harold E. Wondolj, Pres.  
Services: F & P  
**JOHN SUTHERLAND PRODUCTIONS, INC.**  
201 N. Occidental Blvd., Los Angeles 26  
Tel.: Fairfax 2196  
John Sutherland, Mgr.  
Services: F & P

### T

**TELEPACK, INC.**  
170 S. Beverly Dr., Beverly Hills, Calif.  
Tel.: Crestview 1-0204  
Gifford Phillips, Pres.  
Services: F & P

**TELEPIX CORPORATION**  
6233 Hollywood Blvd., Hollywood 28  
Tel.: Hillside 8251  
Robert Newman, Mgr.  
Services: F & P

**TELEVISION ART ENTERPRISES**  
4333 Rhodes Ave., North Hollywood  
Tel.: Sunset 3-1923  
Shamus Culhane, Producer  
Services: F & P

**TELEVISION FILMS OF AMERICA**  
Box 2222, Hollywood 28  
Tel.: Hudson 2-4848  
Jack Parker, Gen. Mgr.  
Services: F & P

**CHICAGO 11, 710 Lake Shore Dr.**  
Tel.: Delaware 5700  
A. F. Parker Jr., Mid-West Mgr.  
San Francisco 8, 540 Stockton St.  
Tel.: Sutter 1-6780  
Kay Hude, Mgr.

**TRANSFILM, INC.**  
35 West 45th St., New York 19  
Tel.: Luxemburg 2-1400  
M. J. Glaubman, Sales Mgr.  
Services: F & P

### U

**UNITED PRODUCTIONS OF AMERICA**  
4440 W. Olive Ave., Burbank, Calif.  
Tel.: Hillside 8244  
Stephen Bosustow, Pres.  
Services: F & P

**NEW YORK 21, 208 E. 75d St.**  
Tel.: Regent 4-7609  
William Levitt, Dir.

**UNITED VIDEOGRAM, INC.**  
1233 McKnight Bldg., Minneapolis 1  
Tel.: Main 2654  
Paul J. Cunningham, V.-P.  
Services: F & P

### V

**VIDEO EVENTS**  
535 Fifth Ave., New York 17  
Murray Hill 7-1668  
Julienne Dupuy, Pres.  
Services: F & P

**CHICK VINCENT CO.**  
509 Madison Ave., New York 22  
Tel.: Eldorado 5-0734  
Chick Vincent, Owner  
Services: F & P

**VISUAL ARTS PRODUCTIONS, INC.**  
2 W. 46th St., New York 19  
Tel.: Luxemburg 2-1047  
Max Rosenbaum, Pres.  
Services: F & P

### W

**WYNN WRIGHT ASSOCIATES**  
4 E. 53d St., New York 22  
Tel.: Plaza 3-4417  
Wynn Wright, Owner  
Services: F & P

## LIVE PRODUCERS

### A

**GEORGE ABBOTT TELEFEATURES, INC.**  
630 Fifth Ave., New York  
Tel.: Circle 5-5820  
George Abbott, Pres.  
Services: F

**ARMOR PRODUCTIONS, INC.**  
Hal Roach Studios, Culver City, Calif.  
Tel.: Texas 0-2761  
Kenneth Heris, Pres.  
Services: F

### B

**BASCH RADIO & TELE PRODUCTIONS**  
17 E. 45th St., New York  
Tel.: Murray Hill 2-8877  
Charles J. Basch Jr., Partner  
Services: F

**CHICAGO, 1129 Loyola Ave.**  
Tel.: Sheldrake 3-2680

## ATTENTION, RADIO STATIONS

NATIONALLY KNOWN RECORDING FOLK SINGER WOULD LIKE TO HEAR FROM STATION WITH STRONG SIGNAL OR ON REGIONAL NETWORK, THAT IS INTERESTED IN HAVING ON ITS STAFF ONE OF THE MOST OUTSTANDING ATTRACTIONS IN THE BUSINESS. CAN ALSO HANDLE FOLK RECORD SHOW. WRITE TO BOX D-180, CARE THE BILLBOARD, CINCINNATI 22, OHIO.

<p><b>SPECIAL PRINTED ROLL or MACHINE</b></p> <p><b>100,000</b></p> <p><b>FOR \$30.00</b></p>	<h1 style="font-size: 2em;">TICKETS</h1> <p>RESERVED SEAT PAD STRIP COUPON BOOKS WAITER CHECKS PARKING &amp; LAUNDRETTE TAGS ALL FORMS OF TRANSPORTATION TICKETS</p> <p>409 LAFAYETTE ST., N. Y. C. 82 W. WASHINGTON ST., Chic. 1001 CHESTNUT ST., Phila.</p>	<p><b>STOCK ROLL TICKETS</b></p> <p>One Roll... \$1.45 Five Rolls... 4.15 Ten Rolls... 6.90 Fifty Rolls... 25.50 Rolls, 2,000 Each Double Coupons Double Price. No C.O.D. Orders Accepted.</p>
<p><b>ELLIOTT TICKET CO.</b></p>		

**Ed Meltzer, Mgr.**  
Cleveland, 14 Citizens Bldg.  
Tel.: Superior 3859  
**Louis M. Bloch Jr., Mgr.**  
Boston, 216 Tremont St.  
Tel.: Liberty 9161  
**Michael Pisanelli, Mgr.**  
**V. S. BECKER**  
562 Fifth Ave., New York 18  
Luxemburg 2-1040  
Viola Becker, Owner  
Services: F

**JULIAN BERCOVICI PRODUCTIONS**  
142 West 16th St., New York  
Tel.: Chickering 3-8732  
Julian Bercovic  
Services: F

**BILLBOARD ATTRACTIONS, INC.**  
203 N. Wabash Ave., Chicago 1  
Tel.: Central 6-3383  
Milo Stiel, Pres.  
Services: F

**BOYD ENTERPRISES**  
5922 Tremont St., Dallas 14  
Tel.: Union 6-2026  
Harvey Boyd, Owner  
Services: F

**BROADCASTING PROGRAM SERVICE**  
425 Fifth Ave., New York 16  
Tel.: Murray Hill 4-6474  
Herbert Rosen, Gen. Mgr.  
Services: F

**THE AL BUFFINGTON COMPANY**  
6711 Sunset Blvd., Hollywood 28  
Tel.: Granite 8583  
Albert Buffington, Pres.  
Services: F

Baltimore 18, 2104 N. Charles St.  
Tel.: Belmont 1960  
Maurice F. S. Penn, Gen. Mgr.

**BUREAU OF ALLIED ARTS**  
Suite 408, 1650 Broadway, N. Y. 18  
Tel.: Plaza 7-8594  
Hal Halpern, Gen. Mgr.  
Services: F

**BYRON PRODUCTIONS COMPANY**  
730 Fifth Ave., New York 19  
Tel.: Circle 6-2677  
Edward A. Byron, Pres.  
Services: F

**CHARLES PRODUCTIONS**  
Powers Bldg., Rochester, New York  
Tel.: Main 6842  
Charles B. Shoolman, Mgr.  
Services: F

**CHILDREN'S WORLD FOUNDATION**  
8853 Sunset Blvd., Hollywood 46  
Tel.: Crestview 5-1543  
Thomas W. Hagan, Pres.  
Services: F

**LESLIE CLUCAS**  
333 N. Michigan Ave., Chicago 1  
Tel.: Franklin 7100  
Leslie Clucas, Owner  
Services: F

**JACK L. COOPER RADIO ADVERTISEMENT SERVICE**  
1335 W. 111th Pl., Chicago 45  
Tel.: Beverly 8-2056  
Services: F

**LOUIS G. COWAN, INC.**  
485 Madison Ave., New York 22  
Tel.: Plaza 9-3700  
Louis G. Cowan, Pres.  
Services: F

**LOUIS G. COWAN, INC.**  
Chicago 3, 8 S. Michigan Ave.  
Tel.: Randolph 6-2022  
R. D. Michels, V. P.  
Services: F

Los Angeles 28  
6331 Hollywood Blvd.  
Tel.: Hillside 5337  
Hugh Grauel, Exec. in Chg.

**GORDON M. DAY PRODUCTIONS**  
108 E. 30th St., New York 16  
Tel.: Oregon 9-3595  
Gordon M. Day, Pres.  
Services: F

**VIRGINIA DOAK AGENCY, INC.**  
1523 N. Hudson Ave., Hollywood 28  
Tel.: Hempstead 0293  
Virginia Doak, Mgr.  
Services: F

**DICKSON & EDDINGTON, LTD.**  
30 Bloor, Toronto 5  
Tel.: Randolph 1488  
Roy Ward Dickson, Gen. Mgr.  
Services: F

**EMPIRE BROADCASTING CORPORATION**  
480 Lexington Ave., New York 17  
Tel.: Plaza 9-4500  
Helen Kelleher, Pres.  
Services: F

**FEATURE PRODUCTIONS**  
228 N. La Salle St., Chicago 1  
Tel.: State 2-8999  
Stuart V. Dawson, Mgr.  
Services: F

**FEDERAL ARTISTS CORPORATION**  
8734 Sunset Blvd., Hollywood 46  
Tel.: Crestview 5-3251  
W. H. Buffington, Sec.-Tr.  
Services: F

**HOLLYWOOD CENTRAL RECORDERS**  
1538 Cahuenga Blvd., Hollywood 28  
Tel.: Hempstead 0216  
E. R. Hood, Pres. & Gen. Mgr.  
Services: F  
**SAM HUNSAKER PRODUCTIONS, INC.**  
11 West 42d St., New York  
Tel.: Longacre 4-6730  
Sam Hunsaker  
Services: F

**ESTELLE LUTZ ARTISTS BUREAU**  
25 E. Jackson Blvd., Chicago 4  
Tel.: Harrison 7-3435  
Estelle Lutz, Mgr.  
Services: F

**CARLTON E. MORSE PRODUCTIONS**  
1500 N. Vine St., Hollywood 28  
Tel.: Hollywood 6161  
Clinton E. Twiss, Mgr.  
Services: F

**MORTON RADIO PRODUCTIONS, INC.**  
360 N. Michigan Ave., Chicago 1  
Tel.: Central 6-4144  
Martin Jacobson, Pres.  
Services: F

**TED NELSON ASSOCIATES**  
730 Fifth Ave., New York 19  
Tel.: Circle 6-8470  
Ted Nelson, Dir.  
Services: F

**OLIVER W. NICOLL PRODUCTIONS**  
37 W. 46th St., New York 19  
Tel.: Luxemburg 2-5130  
Oliver W. Nicoll, Exec. Dir.  
Services: F

**SHERLING OLIVER**  
108 East 82d St., New York  
Tel.: Rhinlander 4-7100  
Sherling Oliver  
Services: F

**JACK PARTINGTON, TELEVISION PRODUCTIONS**  
Paramount Bldg., 1501 Broadway,  
New York 18  
Tel.: Longacre 3-0029  
Jack A. Partington Jr., Pres.  
Services: F

**PROCKTER RADIO PRODUCTIONS**  
1270 Ave. of the Americas, New York  
Tel.: Circle 6-4091  
Bernard J. Prockter, Pres.  
Services: F

**PROGRAM MATERIAL SERVICE**  
545 Fifth Avenue, New York 17  
Tel.: Murray Hill 7-6869  
Services: F

**RADIO PROVIDENCE PRODUCTIONS, INC.**  
Howard Bldg., Providence 3  
Tel.: Gaspee 6893  
Frank Jones, Pres.  
Services: F

**H. P. RICHARDSON ENTERPRISES**  
19154 Kingsville, Detroit 24  
Tel.: Venice 9-0997  
Henry P. Richardson, Mgr.  
Services: F

**MAURICE ROFFMAN**  
540 W. 122d St., New York 27  
Services: F

**JAMES L. SAPHIER AGENCY, INC.**  
9538 Brighton Way, Beverly Hills, Calif.  
Tel.: Crestview 1-7231  
James L. Saphier, Mgr.  
Services: F

**SHOW PRODUCTIONS, INC.**  
247 Park Ave., New York 17  
Tel.: Plaza 6-4200  
Adrian Samish, Pres.  
Services: F

**W. DAVID SIEVERS**  
3444 Bentley Ave., Los Angeles 24  
Tel.: Vermont 8-1911  
Services: F

**HENRY SOUVAINNE, INC.**  
50 Rockefeller Plaza, New York 20  
Tel.: Circle 7-5666  
Henry Souvaine, Pres.  
Services: F

**WILBUR STARK-JERRY LAYTON**  
551 Fifth Ave., New York 17  
Tel.: Murray Hill 7-6320  
Wilbur Stark, V. P.  
Services: F

**STARLIGHT TELEVISION PRODUCTIONS**  
267 Fifth Avenue, New York  
Lexington 2-4851  
Johnny O'Rourke, Producer  
Services: F

**STOKEY & EBERT TELEVISION ENTERPRISES**  
6123 1/2 Selma Ave., Hollywood 28  
Tel.: Hudson 2-1241  
Services: F

**THE GEORGE TAGGART ORGANIZATION**  
48 Bloor St., E. Toronto 5  
Tel.: Randolph 3161  
George A. Taggart, Owner  
Services: F

**TEL-AIR ASSOCIATES**  
366 Madison Ave., New York 17  
Tel.: Vanderbilt 6-3417  
Seymour Kaplan, Partner  
Services: F

**TELAMUSE PRODUCTIONS**  
295 Madison Ave., New York 17  
Tel.: Lexington 2-3195  
Services: F

**TELECAST PRODUCTIONS, INC.**  
101 Fifth Ave., New York 3  
Tel.: Algonquin 4-4300  
Myron Zobel, Pres.  
Services: F

**TELE-SPORTS, INC.**  
147 West 42d St., New York 18  
Tel.: Chickering 4-2838  
Services: F

**TELE-THEATER PRODUCTIONS**  
32 West 58th St., New York 15  
Tel.: Plaza 9-8490  
Charles W. Christenberry Jr.  
Services: F

# 100G Sale of Sports Shows Gets Don Lee TV Off Hook

HOLLYWOOD, April 30.—Don Lee tele station KTSL (W6XA9) this week sold two sports remotes for a total price of \$100,000. Deal, biggest in Don Lee's tele history, involved purchase of the station's weekly boxing matches from Hollywood Legion Stadium by Camel cigs and the sale of wrestling rights to five local Buick dealers. Each event, sold for 52 weeks with standard options, went for \$50,000, including time and talent. Both deals were closed by Robert B. Hoag, station's tele sales manager.

The sale will finally take Don Lee off the hook after carrying both wrestling and boxing for two years with no return other than sporadic spot sales. Don Lee snagged tele rights from the Legion for a flat \$150

weekly, with Legion's ante to be upped if and when sporting events were sold. Original tele sales price was \$1,500 for each event, but price dropped when the station found no takers. Unable to sell to one sponsor, both events were open for participating sponsorship, at \$100 per spot. Current income from spot sales totals about \$900 weekly. With sale to Camels and Buick, all spot time buyers will be dropped following two weeks' notice.

Buick dealers pick up the wrestling tab beginning May 16, while Camels will begin its sponsorship of boxing within 60 days. William Esty was the agency for Camels, while Buick buyers were packaged by 20th Century Advertising Company in Hollywood.

# 1,000 Television Bids Seen In Year After Freeze Lift

(Continued from page 12)

more money than last year but less than it feels is necessary to cope with the workload.

The proper spacing of adjacent and co-channel stations is not the only problem facing the FCC in prepping for a freeze thaw. It has been learned that commission engineers are studying the possibility of using FM rather than AM emission for the video portion of the TV signal.

In working on the spacing problem, the FCC is closely watching the experiments with the synchronization system developed by the Radio Corporation of America (RCA). The commission is being kept up to date on the operation of the synchro link between WNBW, Wash-

ington, and WNBT, New York. A second installation synchronizing WNBK, Cleveland, and WWJ, Detroit, is in the works.

In planning for the eventual use of ultra-high-frequencies (U-H-F), the commission is sticking to its objective to leave currently used very-high-frequency (V-H-F) channels uninterrupted so that U-H-F for some time to come after the FCC authorizes them for commercial use is likely to be designated largely for secondary markets, although some U-H-F channels will be assigned for use in major markets. In this way, U-H-F video will make a slow and gradual entry with no dent in the major markets where V-H-F will dominate and where use of converters for dual V-H-F, U-H-F reception will be encouraged. Confabs on U-H-F have been going on at the commission at all levels of the FCC, with problems aplenty besetting the engineers. Looming more and more important in the FCC's U-H-F consideration is color television. If the FCC decides that the 6-mc. color developed by the Columbia Broadcasting System (CBS) provides sufficient width for the medium, the problem of blocking out monochrome and color bands in U-H-F will be simplified, since it is practically certain that black-white video in U-H-F will retain the same 6-mc. width as in V-H-F.

**TELEVISION UNLIMITED**  
222 West 23d St., New York  
Tel.: Chickering 3-3700  
Albert Spiro & Robin King  
Services: F

**TELEVISION IN PERSON**  
1455 Lexington Ave., New York 22  
Tel.: SA 2-0255  
Leon Basin, Production Mgr.  
Services: F

**TORCHLIGHT PRODUCTIONS**  
229 West 42d St., New York  
Tel.: WI 7-0771  
David R. Kapralik, Pres.  
Services: F

**UNUSUAL FEATURES SYNDICATE**  
333 N. Michigan Ave., Chicago 1  
Tel.: Franklin 2862  
Dean Schaefer, Owner  
Services: F

**VAN DIVER & CARLYLE, INC.**  
530 West 42d St., New York 18  
Tel.: Longacre 4-3476  
Paul Carlyle, V. P.  
Services: F

**VIDEO DRAMA PRODUCTIONS**  
505 Fifth Avenue, New York  
Tel.: Murray Hill 2-0325  
Services: F

**WIEDERHOLD RECORDING STUDIO**  
Norton Bldg., Louisville 2  
Tel.: Jackson 7808  
Geo. Wiederhold, Mgr.  
Services: F

**HAL WILSON RADIO PRODUCTIONS**  
6000 Sunset Blvd., Hollywood 28  
Tel.: Hollywood 1714  
Hal Wilson, Owner  
Services: F

**RAPHAEL G. WOLFF STUDIOS**  
1714 N. Wilton Pl., Hollywood 28  
Tel.: Granite 6126  
Raymond Ring, TV Mgr.  
Services: F

**CARTER WRIGHT RADIO TELEVISION**  
1767 N. Hudson Ave., Hollywood 28  
Tel.: Hollywood 3636  
Carter Wright, Mgr.  
Services: F

**MISCELLANEOUS**

**RALPH B. AUSTRIAN**  
1270 Avenue of the Americas, New York 20  
Tel.: Columbus 5-6500  
Ralph B. Austrian (Television Consultant)  
Services: M

**LYDIA O'LEARY, INC.**  
331 Fifth Avenue, New York  
Tel.: Murray Hill 2-4420  
Lydia O'Leary, Pres. (Television Make-Up)  
Services: M

**PROPS**  
3 Sutton Place South  
Tel.: Murray Hill 8-1692  
Kate Scott & Lillian Ross (Settings)  
Services: M

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## Magnavox Cuts Radio-Phono Prices; TV Hot Competition

CHICAGO, April 30.—For the first time in its history the Magnavox company this week announced sweeping price reductions on many of its radio-phonograph models.

In announcing the price cuts, which amount to \$100 on lower price models and range up to \$200 on more expensive combinations, Frank Freimann, executive vice-president, said they were due to rapid development on television, economic pressures and the company's introduction of TV models which became "tough competition for our straight radio-phonograph instruments."

Freimann's views were expressed in a letter to Magnavox's franchised dealers, stating, "While we regret that our many years' record of 'no inventory markdowns' must be broken to accelerate the sale of our slow-moving inventories in your hands, we also point out that such inventory shrinkage is actually insignificantly small in relation to the most favorable gross profits you have enjoyed over the past years."

"Altho a tabulation of your inventory reports also shows these inventories to be lower than they have been at any time during the past year, most dealers—and particularly those in television areas—feel their inventories are turning too slowly."

## RMA To Honor Pioneers at Chi Confab in May

WASHINGTON, April 30.—The Radio Manufacturers' Association (RMA) is planning to honor a number of radio industry pioneers, including Herbert H. Front, who was the RMA's first president, at the RMA convention in Chicago May 16-19. The RMA announced yesterday that several pioneer officers of the RMA will be on hand for the celebration. Reminiscences supported by slide films taken from the files of 1924 and 1925 will be a feature of a dinner for past and present RMA directors the night of May 16.

The annual membership luncheon May 19 will feature Sen. Homer E. Capehart (R., Ind.) and RMA prexy Max Balcom. Four days of business meetings will be climaxed by two sessions of the RMA board of directors.

Meanwhile, the RMA announced that March sales of radio receiving tubes increased 1.8 million over sales in February but were 3.7 million under sales in March, 1948. Sales in March, 1949, totaled 14,505,349 tubes.

## New Stromberg-Carlson Set

ROCHESTER, N. Y., April 30.—Stromberg-Carlson, celebrating its 25th anniversary in the radio industry, this week announced introduction of a new model, the Weymouth, Model TS-125-IM. The job is a console with television, AM and FM radio. The model also includes a phonograph jack for any type of record changer.

Weymouth has a 12½-inch tube and simplified TV controls. Housed in period design, the model lists for \$565 in the Eastern price zone, plus excise tax and installation.

## Air King Gets \$1 Mil Orders

NEW YORK, April 30.—Over \$1,000,000 in orders at retail were taken at the two-day distributor showing of the 1949 line of Air King Products Company, Inc., during Monday and Tuesday (25 and 26) at the Sheraton Hotel. The firm, which manufactures radio, television and wire recorders, showed its new TV models featuring built-in antennas, large console cabinets and 12½-inch tubes. A low-price model sells for \$239.95 in a mahogany cabinet.

Many of these dealers have insisted that they be permitted to reduce prices, and in several cases have done so at the expense of losing their franchise."

### Refutes Rumors

To counteract any rumors regarding the Magnavox company's financial condition, Freimann's letter also stated, "These rumors have been so ridiculous they do not warrant refutation, but they have influenced Magnavox stock prices and have disturbed some of our dealers."

"The Magnavox company has been earning wholesome profits for the last 10 years and has, in fact, been the most profitable operation in our industry during this postwar period, with net earnings well in excess of \$5,000,000 achieved during the last three years."

## Stores Offer TV Trade-Ins

NEW YORK, April 20.—A trade-in policy for old television sets was established this week by the Monarch-Saphin stores here. According to Monarch Prexy Albert V. Saphin, this policy is entirely new to the industry.

In addition to the trade-in policy, an outlet department is being set up to resell the old sets at reduced prices, with all sets to be rebuilt on the premises and released with guarantees. All makes will be included, and sets will be sold on regular deferred payment plans that apply similarly to new sets.

# Stockholders Join Kenny in Battle Vs. Farnsworth Plan

NEW YORK, April 30.—Stockholders representing thousands of shares of Farnsworth Television & Radio Corporation have joined forces with Robert R. Kenny, former California attorney general and chairman of the stockholders' protection committee of Farnsworth, in opposing the plan to make Farnsworth a wholly owned subsidiary of the International Telephone & Telegraph Corporation (IT&T) (*The Billboard*, April 30).

A group of these stockholders, along with Kenny's attorney, Nathan B. Kogan, have left for Fort Wayne, Ind., where a special meeting of stockholders got under way this week and probably will continue until May 4. A representative of this group said they intend to see that there is no miscarriage of justice in the polling of stockholders to determine the course of action to be taken by Farnsworth. Proxy votes will be examined carefully to make certain that they are in order, it was stated.

Kenny said this week that the stockholders have just received a fourth letter from the Farnsworth management—the letter indicating that unless they voted for the IT&T deal, the company would file a petition for reorganization under Chapter X of the Bankruptcy Act. In such an event, it was pointed out, the stockholders would get nothing for their shares. Kenny stated, "This constitutes the most vicious type of untrue solicitation that I have seen in all my years of legal practice and 12 years on the bench." He added, "In my opinion, if the company files a petition in reorganization under Chapter X, the stockholders will get a great deal more for their shares

than they would in the IT&T deal. For my part, I will continue my fight on behalf of the stockholders to save this company. I am convinced that we can do the same thing in a reorganization as the Waltham Watch Company, which has just been reorganized in Massachusetts under the same Chapter X of the Bankruptcy Act. There, the Reconstruction Finance Corporation granted a large loan and the stockholders saved their own company."

The stockholders' meeting, which began this week is expected to be in continuous session in an effort by Farnsworth's management to meet the May 4 deadline set by IT&T for the deal. By Thursday night (28), Farnsworth management was still 54,000 votes shy to have the deal approved.

## Motorola Lists 910G Earnings For 1st Quarter

NEW YORK, April 30.—Earnings of \$909,516.37 for the quarter ended April 2, were announced Thursday (28) by Paul V. Galvin, president of Motorola, Inc. The figure, equivalent to \$1.14 per share of common stock, compares with earnings of \$720,299.36 for the comparable quarter in 1948. The 1948 figure is equal to 90 cents per share of common stock.

The sales volume for the quarter ended April 2 was \$15,212,622, an increase of 22 per cent over the sales of \$12,437,347 for the same quarter in 1948.

Galvin, who expects Motorola sales volume to reach 75 to 80,000,000 this year, attributed the increased sales and earnings to increased production and sales of television receivers. The company recently introduced three new TV models, including a table model with a 10-inch tube, console model with a 10-inch tube and a table model with a 12-inch tube.

## SB&M Agency Snags Hoffman Radio Acct.

HOLLYWOOD, April 30.—Hoffman Radio Corporation, Los Angeles manufacturer of radio-phonograph-TV sets, last week appointed Smith, Bull and McCreery, Inc., as its advertising agency. Firm's products are merchandised in the 11 Western States and Texas. According to Walter McCreery, SB&M prexy, Hoffman's ad campaigns will utilize black and white, outdoor and tele media thru-out the area where the manufacturer's products are sold. In addition attention will be focussed on co-op ads and dealer promotions.

In Los Angeles, Hoffman is sponsoring the Spade Cooley Monday night vidshow, *Hoffman Hayride*, over KTLA.

## How They're Selling Them

(As advertised in the nation's press.)

Billboard staffers glean newspapers for radio-tele-phonograph advertisements from coast to coast. No results of sales as yet reported.

"YOU GET AN ASSORTMENT OF 50 popular records at no extra cost" with the purchase of a Silvertone combination radio-phonograph, store states in a half-page ad. Pointed up are such features as "18th Century styling cabinet" and "handsome hand-rubbed mahogany veneer cabinet."—Sears, Roebuck, Washington.

"NOW! ONE PHONOGRAPH THAT plays all three types of records" says a streamer head topping a full-page ad plugging the Admiral radio-phonograph-TV combo. Ad point out the \$414.20 price tag includes excise tax and extra posts for handling 33% and 45-r.p.m. records. "All center posts are easily interchanged."—Hecht Company, Washington.

"ONE HALF OFF—AND EVEN MORE!" Window display television and radio phonograph models, floor samples and demonstrators drastically reduced. Includes famous brands such as Crosley, G-E, Philco, Ghillan and Westinghouse (plus "special group of sets bearing name of one of America's foremost manufacturers") name being withheld due to factory policy. Typical value: G-E radio-phonograph combination, regularly \$281.95, reduced to \$99.50.—Penny-Owley Music Company, Los Angeles.

ACCESSORY SALE AT GIMBELS. Electric portable phone worth \$24.95 selling at \$15.98. Best-selling record cabinet was \$12.95, now \$8.95, etc. Carrying cases, record hassock also featured. Strauss Waltz recordings at 36 cents.—Gimbels, New York, Mt. Vernon, White Plains.

ADMIRAL TV SET. SCREEN ENLARGER, antenna for \$189.95. Only \$18.99 down, two years to pay.—Times Square stores, New York area.

TELEVISION TRADE-IN POLICY. 16 Leading brands carried. Ad advises "Your old TV set, no matter what year, make or condition is worth a whole of a lot of money in a trade-in." Cites new improvements, bigger screens, easier tuning, smarter cabinet styles.—Monarch Saphin, New York and Hempstead.

RCA VICTOR'S NEW 45 R.P.M. SYSTEM saves space and money is the theme of a full-page co-op spread in which 30 Boston area disk dealers participate.

THREE PHONOS IN ONE COMBINATION—33%, 45, 78 r.p.m. Also 16-inch TV, plus AM-FM radio in the Admiral six-way unit.—Vim stores, New York area.

14-TUBE RADIO-PHONO COMBO PLAYS all three record speeds. Nationally advertised for \$499.50, now only \$299.50. Brand not mentioned. Jensen speaker, FM-AM, all-mahogany cabinet.—Aeolian Company, New York.

10 DAYS EXCHANGE PRIVILEGE, immediate installation. RCA tele.—Keenan's, Boston.

\$51 BUYS A \$109.95 PORTABLE RADIO-phonograph with automatic changer. Two-tone luggage case. Also Philco 1948 model console radio reduced from \$119.95 to \$61.—Stern's, Philadelphia.

ADMIRAL'S NEW THREE-SPEED TURNtable plays all records, all sizes. Single turntable and tone arm, with interchangeable center posts, plays all automatically. Each model comes equipped with standard center post for 10-inch and 12-inch disks. Post for 7-inch 33 r.p.m. disks, \$1.75; for 7-inch 45 r.p.m. disks, \$5. Ad lists all Admiral dealers in the area.—Pelce and Phelps (wholesale distributor), Philadelphia and Harrisburg.

ACCENT IS ON CABINET DESIGN. Magnavox cabinet styles, Chinese design, white oak or mahogany available for modern homes.—Lord & Taylor, New York.

GE TV AIMS AT GIANT, DODGER AND Yankee fans. Big picture reception of new No. 805 model is recommended for big league ball games.—Davega stores, New York area.

BY SPECIAL ARRANGEMENT WITH Crosley to celebrate 93d year, store offers to install 1,000 new Crosley television sets on a 10-day free home trial (with no strings) plan. Choose from a variety of models starting at \$299.95.—Wurlitzer, Chicago.

CLOSEOUT OF THOUSANDS OF BRAND new records and albums. Ad features Columbia records at 19 cents each of name bands. Classical singles at 49 cents for 10 inch and 59 cents for 12-inch disks.—Rol's, Chicago.

SPRING CLEARANCE SALE OF TELEVISION, radio, phonograph and combo sets. Nationally known models include Philco, Hallicrafter, Tele King 7-inch and 10-inch television sets. Door prize offered to women visiting store, with no obligation to buy.—Lafayette-Concord, Chicago.

BIG 65 SQUARE INCH TELEVISION sets offered at a savings of \$100. Includes one-year parts guarantee, 90-day free service and indoor antenna. No brand name given, \$199.95.—Hudson-Ross, Chicago.

LEARN THE TRUTH ABOUT TELEVISION. Store invites you to grand opening to meet celebrities of stage, screen and radio. Air-conditioned booths to listen to 45 r.p.m., 33% and 78 records. Candy and gifts for the kids by Bezo and Nipper, Victor's talking dog. Full-page ad features famous name television, phones, records, wire recorders and portables.—Crittenton's, Chicago.

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# GLOBAL COPYRIGHT PACT?

## State Dept. Reveals Plan To Ditch Hemisphere Idea For a World-Wide Treaty

Draft Likely To Come Out of July Confab in Paris

By Ben Atlas

(Continued from page 3)

ment spokesman said the "highest priority" is being given the proposed global pact. Because of the speed with which UNESCO is handling the project, the State Department is ceasing to press for action on the copyright agreement reached among the American countries at Washington in 1946.

It was explained that since the Senate has delayed action on the Inter-American pact for two years, "more delay will not hurt anything." The idea now is to await the results of the Paris meeting. Afterwards, State Department will decide whether to abandon the Inter-American treaty or to push for its ratification. In any event, there will be no U. S. ratification of the regional treaty this session.

Despite the delay on the part of the United States, the Inter-American Copyright Convention is now in effect for Bolivia, Ecuador, the Dominican Republic, Honduras and Mexico, with Brazil being on the verge of joining. All six of these countries have ratified the treaty, and all but Brazil have deposited the notice of ratification with the Pan-American Union.

### General Draft First

The preliminary draft of a global copyright treaty is expected by State Department to be couched in broad terms, perhaps being limited to a statement of copyright policy for the nations of the world. This, it is pointed out, can later be implemented by more specific language.

In preparation for the meeting of copyright experts in the French capital, UNESCO has circulated to all countries an elaborate questionnaire calling for complete information regarding each country's domestic copyright laws. At present, State Department officials are drafting the reply of the United States.

Besides going to official international agencies in the various countries, questionnaires has been sent to individuals and institutions in order to get the widest range of copyright information possible.

While a preliminary global treaty may be forthcoming by August, the subsequent ratification necessary for its adoption by all countries could be a matter of years, and then it is by no means certain that every nation will agree to join.

### History

There have been but few attempts in history toward global copyright agreements. Until the establishment of UNESCO, the customary procedure was to conduct copyright treaties on a bilateral or, at most a regional basis. Around 1910, an attempt was made to develop a universal treaty at a meeting in Berne, Switzerland. A number of European nations ratified the ensuing pact, but of the Latin American countries, only Brazil is a member of the Berne Union. The United States declined to ratify the pact.

On regional treaties, the Americas have been the most active. A total of 14 American nations, including the United States, signed a regional copyright pact in 1910 at Buenos Aires. This treaty was revised in

Havana in 1928, and again at Lima a decade later, a majority of the countries, however, failed to ratify the changes.

### New Move in 1938

It was at the 1938 convention that talk of a global pact was renewed. The idea was that once an acceptable Inter-American agreement was in effect, steps could be taken to harmonize it with the Berne treaty and thus arrive at a world-wide treaty.

With the formation of the United Nations and UNESCO, the general theory emerged that the proper method was to supersede existing treaties with a new global copyright pact. Once ratified, this copyright pact is designed to become an integral part of international law and take precedence over all existing copyright laws—regional as well as domestic.

Should the United States join in, the Copyright Act of 1909 would play second fiddle to the global treaty and any conflicts between the two would have to be resolved in favor of the pact.

## All Selvin Time For Col's A.&R.

HOLLYWOOD, April 30.—Ben Selvin, Columbia Records' Coast topper, will give up his dual job as head of the platter's kidisk department, effective May 2, to devote full time to handling the a. & r. department here. With over 75 per cent of the platter's pop artists on the Coast, it was felt that Selvin was more valuable to the platter in his principal job. Kid records will be handled by Columbia's Eastern execs, with a moppet topper to be named shortly.

## New Trans - America First Pubbery To Take Investors

(Continued from page 3)

amount of financing to be raised publicly is around \$250,000.

Principal organizer of the new undertaking is Nathaniel R. Real, who in 1942 formed the music publishing firm of Gordon, Kaufman & Real, Inc., and obtained membership in the American Society of Composers, Authors and Publishers (ASCAP). All stock of Gordon, Kaufman & Real now is owned by Real, and the catalog of this firm will serve as a nucleus for Trans-America. Plans call for the holding company to acquire other catalogs from time to time, in addition to sponsoring new publishing activities.

### Investors Eager

Real at present is in the investment field, heading the Wall Street firm of N. R. Real & Company, and the Gordon, Kaufman & Real pubbery has been inactive since he went into the army during World War II. A factor influencing his formation of the new company is understood to have been the constant inquiries

## Monroe Bus Burns; Tootlers Are Safe

NEW YORK, April 30.—The bus carrying the Vaughn Monroe ork on a tour of one-nighters caught fire Thursday (28) afternoon on the way from Richmond, Va., to Morgantown, W. Va. At Clarksburg, W. Va., heat generated by burning brakes spread to the body of the bus. All occupants got out just in time; shortly afterward the flames reached the gas tank and the vehicle blew up. Considerable clothing and other baggage were lost, but the band's library was saved. Just a skeleton of the bus remained.

The ork's personnel continued the trip in a school bus, managing to reach the Warners Theater in Morgantown, where they did two shows instead of a scheduled four.

## Gilbert Goes to N. Y. on ASCAP Royalty Talks

HOLLYWOOD, April 30.—L. Wolfe Gilbert will represent Coast cleffer members of the American Society of Composers, Authors and Publishers (ASCAP) during the confabs to be held next week in New York on changing org's present royalty system. Gilbert's trip marks the first time the newly formed committee for Coast representation has been used. Under the committee plan, its chairman will pass on Coast membership beefs to ASCAP's toppers in New York during their regular policy meetings.

In talking to *The Billboard* Gilbert stated that he could not speak for the committee at this time but aired his own gripes against changing the existing system of shelling out writer royalties. He said that many composers have relied upon their ASCAP royalties for many years and that it would be unfair to change the present system after they had been members of the Society for years. This is the first time in the Society's history that the royalty system would be changed.

## Cap Records Enters Tele Film Market

Talent Pre-Sold on Disks

(Continued from page 3)

of Television Arts and Sciences and is currently heading one of the org's key committees.

According to Wallichs, Capitol's step into the video film program field will benefit both the record and tele industries. Stations will receive known properties that have been pre-sold on wax and will therefore command a ready-made audience. As artists and properties get the video build-up, their gained importance will be reflected in increased sales. Wedding of the two entertainment media will serve to strengthen both.

Wallichs feels Capitol is in a strategic position to launch its video invasion. His reason is threefold: (1) Diskery is headquartered in the nation's entertainment capital where it benefits from the surrounding talent pool; (2) thru its disks and transcriptions, firm has become thoroly acquainted with the programming problems of AM and FM outlets as well as being experienced in selling to broadcasters, and (3) Cap has developed such properties as Bozo and Sparky in the kidisk field which lend themselves well for vid-film treatment and intends to follow along these lines on a broader scale. In addition, Cap will make use of its talent roster.

On the latter point of utilizing its recording artists in vidfilms, diskery refused to expand upon plans, stating that once the telecine operations become crystallized, it will be in a better position to talk on this point.

## New Org Markets Spanish Kidisks

NEW YORK, April 30.—A new corporation, Discos Allegro, has been set up here to produce Spanish children's records, with the first releases due off the presses this week. The outfit is headed by Jacobo Muchnik, radio-pic producer recently arrived here from Buenos Aires. It will function as a subsidiary of Paul Puner's Allegro Records.

The disks will be waxed and pressed in the U. S. and will be unbreakable. The material cut will include Spanish adaptations of standard American stories as well as nursery songs and stories of Latin origin. Platters will list at \$1.25 plus tax.

According to Puner, the domestic market for these items exists in Texas, California, Florida and New York. Export arrangements will probably be worked out with one of the local Latin diskeries who has active distributors thruout South America.

## Martin Joins The Billboard

NEW YORK, April 30.—Joe Martin, until recently director of promotion and advertising for London Records, has joined the editorial staff of *The Billboard*. Well known in the disk industry, Martin will handle editorial work and planning in connection with both *The Billboard's* Music Department and *Turnover*, *The Billboard's* sister publication devoted to merchandising of records and receivers.



# SPA Seeks Renewal Rights Pact

## Pay Hike Won By AGMA From San Fran. Opera

NEW YORK, April 30.—The American Guild of Musical Artists (AGMA) and the San Francisco Opera Company have signed a new contract that establishes cost-of-living increases for the next two years. Principals, dancers and chorus members will retain at least half of the temporary 10 per cent increase set in emergency confabs last fall, altho the scale will be flexible. For the present, the 10 per cent figure stands. Salaries paid dancers when the company tours have been upped \$4 weekly, and chorus members will receive extra compensation for rehearsals.

Hy Faine, AGMA executive secretary, returned recently from visits to San Francisco, Los Angeles and Chicago, where membership meetings were held and regulations set down for extended freedom of local operation. In Los Angeles AGMA is encouraging sporadic companies there to function on a more permanent basis. In San Francisco the Dollar Opera, a success last summer, plans to operate again this summer and may travel to L. A. for a new series.

In Chicago AGMA interest has been hyped by the three-week appearance this year of the New York City Center Opera Company. A return engagement after the close of the New York season next winter is probable.

## 802 and Dept. Store Fix Wkly. Band Concerts

NEW YORK, April 30.—An agreement to sponsor a series of weekly concerts in Union Square has been concluded by Local 802, American Federation of Musicians, and S. Klein, the department store located at the square. Music fests, to be presented Tuesday nights, will start May 10.

The agreement calls for eight concerts. Four of these, sponsored by 802, will be paid for out of the recording and transcription fund set up by James C. Petrillo, AFM president, in co-operation with the record industry. Another four will be paid for by S. Klein at union rates. Initial performances will be given by a 40-piece band, led by guest conductors. A stand for the musicians is being erected in the square by the city's department of parks.

To ensure that the crowd will remain while the band takes a breather, 802 is providing strolling musicians (fems).

The merchandising tie-up will have S. Klein customers voting on selections they wish to hear. Ballots for this purpose will be available at the store.

## Heidt Waxery To Use Distributions, After All

NEW YORK, April 30.—Horace Heidt Records, originally set up last month as a direct-sales-to-stores operation, plans now to turn over certain territories to distributors.

Negotiations are cooking for a coverage deal for New England and other Eastern States. Diskery exec Frank Reeves flew to Chicago Friday (29) to set a five-State Mid-western deal.

## London, Source of Sleepers, Gears To Get Most Out of Hits

NEW YORK, April 30.—London Records, which during the Petrillo platter ban was the only diskery regularly and legally cutting heavy-weight publisher plug tunes, has executed a neat reversal of field in recent months, specializing in non-plug novelties, lesser-known ballads and English tunes which have not yet scored here. The firm has turned into a fecund source of sleepers—tunes which attract initial attention on the label and are then cut by the majors to emerge as hits.

The most conspicuous example is *Again*, which, tho a plug tune at Robbins, was dropped by the pubbery after some six weeks of work failed to put it over. Vera Lynn's London platter of the tune kept selling steadily, however, and began to blossom as a latter-day sleeper. Overnight all the majors developed eyes for the song and a rash of platters was cut. The Gordon Jenkins on Decca, the Mel Torme on Capitol and the Vic Damone on Mercury

## Delay in Video Recording Deal Irks Tootlers

(Continued from page 12) offered to provide indie film makers with live background music, using a 20-man ork and featuring original music composed especially for each film. Cost of the packaged service was to be \$100 per minute of sound track. Film men turned the deal down cold, contending they could continue to use recorded backgrounds made in England and not feel the pinch.

It is understood that English backgrounds generally in use here are provided by Boosey-Hawkes Publishing Company, British firm, which supplies recorded symphony ork backgrounds for established royalty fees. Local musicians hold they cannot hope to compete with disked backgrounds at such low cost.

A check at Local 47 headquarters disclosed that no definite negotiations with film makers on tele rights can be expected until after the AFM general convention, which begins June 6. At that time tele film rights will be discussed and general reaction of AFM delegates noted.

## Ink Spots Suit OK'd Out of Ct.

NEW YORK, April 30.—Universal Attractions' Ben Bart and Henry Lenetska, formerly a partner of Bart in Universal, settled their suit against the Ink Spots out of court last week. Under the terms of the agreement, the singing group pays Bart and Lenetska a cash settlement, and the Gale Agency pays the plaintiffs part of its commission on the Ink Spots' earnings until October of this year.

The action was brought when the Ink Spots left Universal to book with the Gale Agency in January, 1948. At this time they were allegedly under a three-year contract with Universal which was to run until October, 1949.

Following the settlement, the Gale Agency signed the Spots to a three-year booking contract, and Moe Gale, who has been the group's personal manager for some 15 years, signed them to a two-year extension in the same capacity.

climbed to best-seller spots rapidly and the song hurtled into the top 10.

Another pioneering job was the Gracie Fields' *Forever and Ever*, also a Robbins tune, which was on the market several months before the majors made the song. Other London trailblazers have been *Say Something Sweet to Your Sweetheart*, *Tree in the Meadow*, *Galway Bay*, *So Tired* and *Cruising Down the River*. Not all of these followed the same pattern as *Again*, but in most cases it was the London record which served as the attention-getter before the hit platter. Publishers agree that London disks, with their top-notch reproduction and surfaces and smart vocal and instrumental content, "make the best possible demonstration records on the market."

The waxery is well aware of this dubious honor and is planning to cash in on their performance rather than break ground for hits on other labels. This they hope to accomplish by expanding their distribution promotional activities. The firm has been acquiring distributorships going out of business in various cities and by making distributor agreements in more and more territories. In the promotion area they plan to bring over English artists whose disks show signs of breaking for hits, for personal appearances and other exploitation here. They also have plans for increasing disk jockey coverage.

In this way they figure that they can repeat with disks like *Now Is the Hour* and *Underneath the Arches*, which were the top disks on the songs.

## Alpha Music Signs Piastro

NEW YORK, April 30.—Mishel Piastro, conductor-violinist, has been signed by the concert management division of Alpha Music, a Broadcast, Inc. (BMI) affiliate.

Piastro, who does a live show over the Columbia Broadcasting System (CBS) Sunday and a nightly half-hour transcribed show over WOR and other Mutual Broadcasting system stations, had been under an exclusive contract with the Longines-Wittener Company which stipulated that he was not to make disks or e.t.'s for any other outfit. Now he is free to make outside recordings and transcriptions, and will undertake a concert tour under the Alpha aegis.

## Crowell Quits Cap; Post Goes to Levine

NEW YORK, April 30.—Hal Crowell resigned as New York branch manager of Capitol Records yesterday (29). Crowell has been with Capitol three and a half years, serving in the St. Louis and Pittsburgh branches prior to taking over the New York post about a year ago.

William R. Hill, Eastern regional sales manager for the waxery, announced the appointment of Al Levine as Crowell's replacement. Levine was upped from the Newark branch managership, with his slot there now being filled by Bob Kearns.

## Johnny Long Draws 1,000

SCHENECTADY, N. Y., April 30.—Johnny Long drew 1,000 at the State Armory here April 21. Tickets were \$1.50 in advance, \$1.80 at the door.

## Confabs With Publishers Have Begun

### May Seek Higher Minimums

(Continued from page 3) agreement, specifying terms and conditions, would be an invaluable protection for songwriters and their heirs. Many pubbers, tho not all, agree that there is a need for a standard contract, which might obviate difficulties for them as well as for the tunesmiths.

The basic agreement signed by SPA and pubbers last year has reference only to new songs and does not cover renewals. Just what terms SPA will seek to establish in a basic renewal agreement are not known at this time, with SPA toppers declining to comment on any phase of the subject. It is reported, however, that they will try to get minimum payments and protective measures comparable to those in the current SPA standard contract. In view of the fact that works coming up for renewal are often proven money-makers and highly desirable properties, it is being conjectured that SPA will try to get higher minimums than those established for new tunes.

First talks between SPA-ers and pubbers have been of the feel-'em-out-first-round nature, with nothing very conclusive accomplished. A difference of opinion on a basic premise is said to be already taking shape, however. A certain pubber clique is in strong disagreement with SPA on the interpretation of pre-SPA contracts with respect to the validity of certain renewal considerations.

It is no secret that pubbers consider the basic agreement negotiated last year as a decided victory for the songwriters, nor is it a secret that SPA is well satisfied with the terms they obtained. In view of this, tradesters are expecting the projected negotiation for a renewal agreement to be even a tougher hassle than the one concluded last year.

## RCA Ind'polis Plant Handling Wax Load

NEW YORK, April 30.—With a seasonal slow-up prevalent in the record business, RCA Victor this week closed down two of its smaller record pressing plants in Cannonsberg, Pa., and Hollywood. The move follows several other major shutdowns in January (*The Billboard*, February 5). The largest Victor pressery, in Indianapolis, is currently handling Victor's needs adequately, according to a company spokesman. This plant was tooled to handle the major portion of the diskery's new 45 r.p.m. platters.

The Hollywood plant, the smallest in the Victor chain, includes recording studios, which will continue to function. Custom pressing will also be handled there, and the facilities will be available for fast service if demands for a hit disk tie up Indianapolis production.

The Cannonsberg plant, which was operated for two years, is on a five-year lease from the War Assets Administration.

According to the Victor spokesman, schedules have been rearranged in order that service to distributors will not be impaired. Hot items will be shipped to outlying points via air freight.

# Screen Composers' Beef to Gov't

## Urge ASCAP's Film Monies Be Segregated

### Claim Radio No Yardstick

NEW YORK, April 30.—The Screen Composers Association (SCA), which has been trying to get a new deal in the American Society of Composers, Authors and Publishers (ASCAP) since the inception of the Association in July, 1945, now has the ear of the Department of Justice.

With the government currently examining ASCAP's internal and external operations and the working of the consent decree of 1941 (*The Billboard*, April 16 and 23), and with an appeal against the Leibell decision pending, SCA has brought its proposed program for readjustment of performance payments for film composers to the attention of the Justice Department. In a pamphlet titled *Statement to ASCAP Concerning the Society's Distribution of License Receipts Covering the Film Performance of Music*, published last year by SCA, it was stated that ASCAP was considering adopting a new plan of writer payments, and the time for remedying the payment inequity to screen composers was "particularly opportune." ASCAP is working on a revised writer plan, to be looked over by the Department of Justice. Since it is not known whether any eventual plan will offer the screen composers the type of redress they seek, they have put their gripe before the government.

### Segregate Film \$\$

Essentially, what SCA is after, is segregation of the net proceeds from film performance, the money to be divided among the composers who create the film music. SCA's argument is that simple justice requires that monies collected by ASCAP in the film field be divided among those who are responsible for the film music. The traditional yardstick of radio performances has no place in the divvying up of such money, they argue, because the music currently performed in radio is entirely different from that performed in films. The possibility always remains, however, that they might accept some compromise system of performance payment short of actual segregation. (There is a considerable feeling against this type of segregation in ASCAP.)

Right now, owing to the Leibell decision, ASCAP's theater revenue has been cut off. However, an appeal is pending, and SCA wants to keep the problem alive against the restoration of film licensing to ASCAP. Also, there is a possibility that ASCAP may have to revise its distribution of monies to members in compliance with a new consent decree—the much bruted "operation house-cleaning." SCA sees in this an ideal opportunity to make its pitch, on the thesis that the Society might not voluntarily segregate funds for a special member group, but urged by a prod from Uncle Sam, might well come around.

### Possibilities

Leonard Zissu, counsel for SCA, recently addressed the association in Hollywood, outlining the prospects for a new shake from ASCAP, and suggesting possible outcomes of the pending appeal. Should the Leibell decision be completely reversed, he pointed out, then ASCAP could continue to license as of old. However, the decision might be modified rather

## Senator Says Tax Unfair to Tootlers

WASHINGTON, April 30.—Sen. Wayne Morse (R., Ore.), in a Senate floor speech this week, described the 20 per cent amusement tax as an "injustice to musicians." Morse then inserted in the *Congressional Record* an article from the *International Musician* by Leo Cluesman, secretary of the American Federation of Musicians.

The article contended that the tax has forced many establishments to drop the employment of musicians and other talent, and that the tax has forced other spots to close their doors.

## Bids for Vita's Wax Weak; Will Sell Privately

CHICAGO, April 30.—First attempt to liquidate remaining assets of Vitacoustic Records, Chicago firm which entered into Chandler Act proceedings in January, 1948, met with little success Thursday (28) in the U. S. Court House here. John Chatz, trustee for Vita, announced that final appraisal of assets was fixed at \$9,747, but the largest bulk bid received was \$750 for the entire lot of 182 masters by 14 different artists, plus 85 asserted stampers and 52,000 new Vita records. Bids for smaller lots were also meager, with the only bid getting the okay of referee Nathan MacChesney being one by a lawyer, who got Henry Busse's *Hop Lips* and *Wang Wang Blues* for \$200.

Because of apathetic bidding, Chatz said he would hold all material in the inventory for private sale over an undetermined period. He received court approval to sell any masters in the lot (*The Billboard*, April 30) for \$100 or over, but bids on the new record inventory and stampers must get court okay.

The Vita filed a petition showing liabilities of \$182,462 late in March, 1948, only a small portion of this amount has been paid off. With United Broadcasting, Chicago recording studio, holding a lien on the sale of certain masters, which gives it 50 per cent of any amount accruing from these sales, it's expected that creditors of Vita will receive little on their original claims.

than completely reversed, permitting ASCAP to license film performing rights on a per-composition basis. On the other hand, the decision might be upheld, in which case film licensing would have to be done by the individuals concerned. Publishers and writers would then probably join in the licensing. The big job would then be to persuade the film producers to pay additional compensation for performance, on top of synchro payments and salaries to contract writers.

Furthermore, Zissu said, even should the Leibell decision be reversed or modified in a manner satisfactory to ASCAP, the government, in a near consent decree, might very well see fit to put thru general licensing restrictions which could affect the film field. It is the opinion of some music business attorneys that the Leibell decision, of which findings condemn ASCAP's operation on a broad basis, conflicts with the consent decree of 1941.

Should the Leibell decision be modified in such a way as to require per-composition licensing, however, some observers think that ASCAP might abandon its film licensing operations altogether.

## Chotzinoff Put In Charge of Red Seal Music

### RCA Keeps Him on NBC

NEW YORK, April 30.—Samuel Chotzinoff, general music director of the National Broadcasting Company (NBC), has been appointed musical director of RCA Victor red seal records, according to an announcement by Paul Barkmeier, general manager of the record department of the RCA Victor Division of Radio Corporation of America. Chotzinoff, who sailed this week to survey music conditions in Europe, will continue his NBC functions in addition to the Victor assignment.

Constance Hope has been named assistant to Chotzinoff and continues as manager of red seal artists relations. Richard A. Mohr continues as supervisor of red seal recordings.

Chotzinoff's RCA post is newly created, the gap having been left unfilled since the departure last year of Dick Gilbert, manager of red seal artist and repertoire.

Chotzinoff has been with NBC's music department for 11 years. For the past two years he has been NBC general music director, and television music director since January, 1949. Chotzinoff formed the NBC Symphony in 1937 and played a leading part in arranging for Toscanini to head that musical group.

## Tempo Prepping Hoedown Series

HOLLYWOOD, April 30.—Tempo Records will shoot for the lucrative hoedown mart with a series of 12-inch two-pocket square dance. Venture will be under the supervision of Bob Osgood, publisher of the square dance periodical, *Squares in Order*. According to Tempo Prexy Irving B. Fogel, diskery will cut the nation's top callers in their own locales whenever recording equipment availability permits.

Two-pocket disk packages will retail at \$3.50 (plus tax) for the two 12-inch plastic platters. However, the same will retail at \$1.50 per disk when retailed individually. First group of callers will feature Bob Osgood, Jack Hoelsal and Jim York, all of this area. Each disk will have A and B sides, in this case A signifying for "advanced" and B for "beginners" as a guide to hoedown students.

## Ahlert Again ASCAP Topper

NEW YORK, April 30.—Fred E. Ahlert was re-elected president of the American Society of Composers, Authors and Publishers (ASCAP) at the annual meeting of the Society's board of directors Thursday (28).

Saul H. Bourne, of Bourne Music, and Otto A. Harbach, librettist and songwriter, were elected vice-presidents. They replace Gustave Schirmer and Oscar Hammerstein II respectively.

Re-elected to remaining post were composer George W. Meyer, secretary; Louis Bernstein, head of Shapiro Bernstein, treasurer, and Donald Gray, head of H. W. Gray Music Company, and Frank H. Connor, head of Carl Fischer, Inc., both assistant treasurers. All terms are for one year.

## Murrow, Friendly Prep New Album

NEW YORK, April 30.—Edward R. Murrow and Ed Friendly whose record-breaking documentary album, *I Can Hear It Now*, was issued by Columbia Records, are working on a new album, similar in nature. Their second effort will be devoted entirely to speeches and comments made by the late Fiorello H. LaGuardia.

Murrow is with the Columbia Broadcasting System (CBS) and Friendly is on the news staff of the National Broadcasting Company (NBC).

## Double Feature Price Cut; New Distrib Policy

CHICAGO, April 30.—Double Feature Records, nonbreakable 78 r.p.m. microgrooved platters that play two, two-and-a-half minute tunes on each side, are dropping to 69 cents from the previous 79-cent price. Bill Putnam, DF prexy and sales manager, said that he was also changing the sales policy of DF platters, with the DF wax to be available now only on a direct manufacturer to retailer basis. The indie distributors, who, previously had been peddling the two-for-the-price-of-one-platter have been paid in full for their inventories, which Putnam asked them to return a month ago.

Initially Putnam is aiming to get the 69-cent DF into key chain and department store outlets thruout the country. Kresge and Woolworth have both accepted the DF platters for national distribution, following experimental sessions in certain areas with the DF disks. The platter will continue on a nonbreakable plastic substance, a policy which DF introduced a month ago despite the drop in price.

Present schedule calls for the release of one record every two weeks. At least two current hits will continue to be covered on each record, in addition to standards and novelties to make up the four tune platter. The Four Skylarks, instrumental and vocal cocktail combo, have been added to the DF talent roster.

Putnam said that he will continue to release and press items on Universal label, which will sell for 19 cents for the standard 78 r.p.m. platter, with a maximum of three minutes playing time on each side. National distributors will continue to handle Universal.

## Coolley Joins H.B. Pop Parade

HOLLYWOOD, April 30.—RCA Victor is grooming Spade Coolley away from the strict Western-hill-billy style in favor of the trend to corn-flavored pop material. Coolley, who heretofore used only a seven-man group on his disk sessions, employed an 18-man band during a recent waxing session. (Ork which he batons at his Santa Monica Ballroom numbers 12 men.) Latest sides feature plenty of handclapping in line with the current tastes. Tunes are *Don't Take My Word, I Had My Heart Set on You* and *Don't Call Me Sweetheart Anymore*, with Jad Dees handling vocals. Becky Warfield, Coolley crew regular, is heard for the first time on Victor wax in Arizona Waltz.

Coolley cut an album of square dances at a later session for the hoedown mart.

# Protests Vs. MPCE Execs For Plugger Pact Handling

NEW YORK, April 30.—A rank-and-file protest was made at a Music Publishers Contact Employees Union (MPCE) meeting this week against the manner in which the union's exec board announced the terms of the proposed plugger contract, which was recently okayed by pubbers.

A squawk against certain provisions in the contract also arose from a segment of old-line pluggers, who view the new pact as virtually no improvement over the old one. Benefits obtained, they argue, favor the younger and newer men at the expense of the old.

The membership found that they couldn't properly assay the contract's numerous provisions as they were read off in succession by an exec board member. The contract has more than 30 clauses, the language of which one plugger described as "legal and awful indigestible." The members began to protest, and ended by passing a resolution appointing a rank-and-file committee to examine the contract at leisure and in detail.

### Money Matters

Gripes by the senior pluggers were leveled mainly against a clause which would limit severance pay to a maximum of \$1,500. They also objected to the \$75 minimum beginning salary for songpluggers, which they consider too high. It was also suggested that Hollywood and Chicago pluggers par-

ticipate in the ratification of the pact.

A further source of complaint was the new anti-payola clause, which, tho it is somewhat stiffer than the old one, some of the contact men considered a meaningless gesture. Rather than make such a hollow obeisance, they argued, they would rather see the clause eliminated altogether—or be replaced by one with teeth in it.

The contract will not be finalized until the newly appointed rank-and-file committee makes its report, and the membership gives its okay.

# Cap Eyes Juve Trade; Readies Burnette Pact

HOLLYWOOD, April 30.—Smiley Burnette, Western song-pic comic, was set today to join Capitol's folk roster. Contracts will be signed soon. In getting Burnette, Cap intends to shoot mostly at the Western kid market, altho the warbler will record outdoor novelties as well. First Burnette releases will hit dealers within the next 60 days. Most of Burnette's wax material will be his original cleffings.

Cap will seek to cash in on the comic's popularity with kids, which he has built up via his Western pix plus his p. a. barnstorming tours. Tentative plans call for a kidisk album containing Burnette originals. Some of the material Burnette had originally cut for ARA will probably be used by Capitol, but the diskery will re-record items rather than use the old masters.

Feeling is that Burnette has never been fully exploited on wax and that circumstances heretofore had not permitted him to prove his disk worth. His deal with ARA ended on a sour note when that diskery went under three years ago. After considerable legal wrangling he was able to regain his masters in lieu of unpaid royalties and decided to put the platters out under his own Rancho label. Platters were pressed at the Melodisc plant, but before production could get into full swing a blaze leveled the factory, damaging masters and stock.

# Campbell Gets "Street" Tune

NEW YORK, April 30.—Campbell Music was awarded the song *My Street*, by decision of arbitrator John Schulman this week. Schulman, who is counsel for the Songwriters Protective Association, acted in a private capacity in arbitrating for the Campbell pubbery and Porgie Music, both of which claimed ownership of the publication rights to the tune (*The Billboard*, April 18).

According to Schulman's findings, Nick Campbell reached Arnold Koppitch, writer of *My Street* first in Hollywood and made an oral agreement with him over the telephone. Shortly afterward, Porgie's Coast rep, Al Friedman, signed Koppitch to a binder. At this time, Friedman had knowledge, according to Schulman's findings, of Campbell's verbal agreement with Koppitch. Subsequently, Koppitch signed a written contract with Campbell, which fully stated the rights and obligations of both parties.

According to the arbitrator's decision, Porgie's binder was not a complete agreement, in that it contained no commitment by Porgie and specified no terms. "The only definitive, complete and mutual agreement in the case is that which was ultimately signed between Campbell and Koppitch," the decision concludes.

# Buckner Sues Over 5 Tunes

NEW YORK, April 30.—Tunsmith Milton Buckner this week filed suit against Swing & Tempo Music Publishing Company, Inc., in U. S. District Court, asking for an accounting on the publishing and exploitation rights in connection with five tunes, four of them copyrighted and one unpublished.

According to the complaint, Buckner, with Lionel Hampton, during 1945 wrote *The Flight of the Bar Fly*, *San Quentin Quail*, *Overtime* and *Hampton's Boogie Woogie*.

Publishing and exploitation rights were allegedly assigned to Swing & Tempo, but Buckner retained all other rights as copyright owner.

The complaint alleges that Swing agreed to give the writers a statement and remittance every six months. This was done, but the statements were false and fraudulent, according to the complaint. The plaintiff claims he was entitled to more than \$25,000. He also charges that the defendant owes him more than \$10,000 as royalties of the unpublished tune which was never copyrighted, titled *Slide*, *Hamp*, *Slide*.

# Cleffers Busy On 5 Col Pix

HOLLYWOOD, April 30.—Five of Columbia's most important forthcoming films received their scoring assignments last week from Morris Stoloff, studio's music department head.

George Duning was named to join forces with Stoloff for the score of *Jolson Sings Again*, sequel to *The Jolson Story* currently nearing completion. George Anthell will cleff the recently completed Humphrey Bogart pic, *Tokyo Joe*. David Diamond will score the Paulette Goddard starrer, *Anna Lucasta*, while Heinz Rhoemheld will pen background music for *Miss Grant Takes Richmond*, Lucille Ball-William Holden comedy. Louis Gruenberg will compose the music for *All the King's Men*, Broderick Crawford feature.



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—  
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DECCA 24602

★ BARROOM POLKA  
—  
PUT YOUR SHOES  
ON, LUCY  
RUSS MORGAN  
and His Orchestra  
with The Rhythmaires  
DECCA 24608

★ MERRY-GO-ROUND  
—  
WALTZ  
CANADIAN CAPERS  
GUY LOMBARDO  
and His Royal Canadians  
DECCA 24624

★ RIDERS IN THE SKY  
—  
A Cowboy Legend  
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# MUSIC—AS WRITTEN

## New York:

"Lavender Coffin" a new rhythm novelty, has been taken over by Leeds Music from Motif Music in Boston. The latter firm is owned by Reuben Moulds and Charles Richmond. The tune was cut originally for Motif Records by Fat Man Robinson. Lionel Hampton is waxing it for Decca. . . . Mercury flack Nat Shapiro went to Chicago Friday (29) for company confabs. . . . Orkster Gordon Jenkins, accompanied by Decca promotion man, Len Wolf, contacted 14 deejays in two days last week, covering Connecticut and Western Massachusetts. The trip was arranged by Post & Lester, Decca distributor.

Manny Greenfield is now handling publicity for Rose Murphy. The chee-chee gal opens at the Blue Angel April 10. . . . Bill Hansen is back from a national sales tour for BMI. . . . Pianist Maurice Rocco signed with Victor for a number of sides, with options. . . . Jack Marshall, who sings and writes his own novelty tunes, signed with King Records. . . . Joe Delaney, assistant general manager of Coral Records, is on a junket visiting deejays and distributors. . . . Vaughn Monroe turned over the \$1,000 prize he won for writing an army song to the army relief fund on behalf of himself and his co-writer, Frank Ryerson.

Leslie Distributors, headed by Lou Boorstein and Leonard Smith, moved to larger quarters on juke box row (10th Avenue). Boorstein is back at work after a siege of the measles. . . . Orkster Lawrence Welk and Bert Kapp (Mrs. Joe Davis) have penned "Let's Keep Our City Clean" for the current Milwaukee clean city campaign. . . . RCA Victor's Latin-American department has signed Perez Prado, leading Cuban orkster-arranger to a waxing pact. . . . Musicomedy singer Dean Parker has been signed to a personal management deal by Stanley Cooper.

Frank Huntermarks, part-time arranger for the Elliot Lawrence ork, has joined the group as full-time trombonist and arranger. . . . Leo Curran, ex-Stan Kenton property man, is now with Lawrence ork in similar capacity. . . . Roy Stevens and his Manor recording ork, scheduled to open a 15-week engagement at the Million Dollar Pier, Atlantic City, May 28. . . . Korn Kobblers open at the Rustic Cabin, Englewood Cliffs, N. J., May 13. . . . Dana Music Company has appointed two new distributors, George G. Boney Company, 807 N. Queen Street, Kinston, N. C., and H. & O. Distributors, St. Louis.

Tommy Dorsey, on his current concert tour, is inviting ballet teachers in various cities to attend the show as his guest. Copsey and Ayres, modern dancers, are a featured act. . . . The Dante Trio opened at Jack Dempsey's May 3. . . . Herb Plattner, Mayfair kidiskery sales manager, just back from a swing around the country. . . . Tunessmith Jerry Livingston's father died last week. . . . Musicomedy singer Ruth Gillette will wax three selections for "The Merry Widow" for Capitol. . . . Steve Gibson's Red Caps, currently making appearances in the South, open at the Apollo Theater here May 13.

The group records for Mercury. . . . Trumpeter-trombonist Maynard Ferguson joined the Charlie Barnet ork.

The Gale Agency received a prize trophy April 26 from the cinema lodge of B'nai B'rith for its work in fighting discrimination. . . . Chirp Mindy Carson into the Brook Club, Bradford, Pa., May 2 for two weeks, to be followed by two weeks at the William Penn, Pittsburgh. . . . Claude Thornhill was in town for a Victor waxing date April 27.

## Chicago:

Floyd Hunt's Quintet, Negro combo, has been inked by Mercury. Hunt is the writer of the 1948 race hit, "Fool That I Am." . . . Benny Goodman and Dick Jurgens will guest on Northwestern's "Reviewing Stand" over MBS May 8, when music in America is discussed. . . . Al Trace cut 15 numbers for Langworth e. t.'s last week. He returns to the Blackhawk June 29, following Bobby Peters' nine-piecer. . . . Henry Durst, McConkey Music band chief, lost his mother April 23 in Topeka, Kan. . . . Gaines Carley, eight-piece commercial crew which just completed five months at the Broadwater Beach, Biloxi, have been inked by McConkey Music. . . . Jackie Smith, ex-Mercury d. j. chief, and her hubby, Eddie Hubbard, WIND, platter pilot, are readying a Mr. and Mrs. disk show and a video package.

## Cincinnati:

Gardner Benedict, whose crew recently concluded five months at New York's Hotel New Yorker, in town visiting friends and relatives last week en route to New Orleans, where he begins an indefinite stand at the Roosevelt Hotel Wednesday (4). . . . Bob Hill, pianist, and Wanda Rio, vocalist, into Toddy's Bar for an indefinite stay, set by Sammy Leeds, who has opened his own office here after splitting with Barney Rapp. Leeds has also spotted Ruth Wallis, singing pianist, at Danny's Bar. . . . Woody Herman played to over 2,700 paid admissions at Milt Magel's Castle Farm here Saturday night, April 16, with the result that Magel has set him for his Club Madrid, Louisville, June 5. . . . Ray Anthony, who played the opening of Coney Island here Saturday and Sunday (30-1), inked for a three-week stint at Lakeside Park, Denver, beginning May 27, and a four-week stop at Hotel Statler, New York, starting June 27. In the meantime he's set for the Alabama Polytechnic Institute, Auburn, May 4; Mississippi State College, Starkville, 6; Vanderbilt, Nashville, 7; University of Alabama, Tuscaloosa, 12; West Virginia Wesleyan, Buchannon, 13; University of Dayton, O., 14, and Ohio University, Athens, 14.

## Philadelphia:

Charlie Barnet, on the dais at Frank Palumbo's Click, is sporting three Stan Kenton alumni in his new line-up: Bassist Eddie Saffranski, trumpeter Ray Wetzel and bongo-man Carlos Vidal. He also has a newcomer in Maynard Ferguson, last with Jimmy Dorsey. . . . Howard Lanin, who played his first senior prom at Haverford College 25 years ago, provided the music for another one this week. . . . Freddy Baker's unit opened the new Bebop Room in the 812 Club. . . . Lynn White takes over the vocal chores with Abe Neff at the Mayfair Room.

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1864	Hora Staccato—Heifetz	20-2411	Missouri Waltz—C. Miller
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20-2375	Popcorn Sack—S. Jones	20-2413	Bugle Call Rag—C. Miller
20-1733	Holiday for Strings—S. Jones	20-2471	Dark Town Polka Club—P. Harris
20-2592	My Old Flame—S. Jones	20-1709	Till the End of Time—Como

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• THE FOLLOWING ARE ALWAYS IN STOCK—

## DECCA—\$.54

24602	Again—G. Jenkins
24569	Forever and Ever—R. Morgan
24568	Cruising Down the River—R. Morgan
24576	Because You Love Me—G. Jenkins
24612	How It Lies—E. Knight & Crosby
24624	The Merry-Go-Round Waltz—G. Lombardo
24616	Careless Hands—Crosby
48090	Up Above My Head—Rosetta Thorpe
46160	Empty Saddles—Sons of the Pioneers
24608	Barroom Polka—R. Morgan

## MGM—\$.44 (10,000 series)

10405	Merry-Go-Round Waltz—Mooney
10383	What's My Name—B. Eckstine
10391	Red Head—Johnny Bond
10352	Love Sick Blues—Hank Williams
10398	Five Foot Two—Art Mooney

## MERCURY—\$.54

5261	Again—G. Jenkins
5238	Love Me—E. Howard
5274	Single Saddle—E. Howard
5280	Hurry, Hurry—L. Welk
5265	Kiss Me Sweet—Kallen

## VICTOR—\$.54

20-3411	Riders in the Sky—V. Monroe
20-3402	Enchanted Evening—P. Como
20-3381	"A" You're Adorable—P. Como
21-0051	The Echo of Your Footsteps—E. Arnold
21-0002	Don't Rob Another Man's Castle—E. Arnold
20-3355	Dreamer With a Penny—B. Lawrence
20-3319	Red Roses for a Blue Lady—V. Monroe
20-3321	Careless Hands—Sammy Kaye
20-3329	Blue Room—Como
20-3403	Wonderful Guy—Fran Warren

## COLUMBIA—\$.44

38463	Baby, It's Cold Outside—Clark & Shore
12394F	Charlie Was a Boxer—Yankovic
38449	It's a Cruel, Cruel World—T. Pastor
38445	Riders in the Sky—B. Ives
20547	Candy Kisses—Geo. Morgan

## CAPITOL—\$.54

15393	"A" You're Adorable—McRae
15428	Blue Moon—M. Torme
57542	Younger Than Springtime—Whiting
57543	There's Nothing Like a Dame—D. Barbour
57544	Wash That Man Out of My Hair—Stafford

We have on hand Players for the new Victor 45 RPM . . . \$19 each . . . for the attachment; for the self contained unit \$30.50 each . . . Shipments being made via Railway Express. We invite export orders and inquiries.

No order too large or too small to fill. Our price is as follows. 5c above wholesale cost on any label. All albums at 30% discount of full price. Wholesale only. Terms C. O. D. Immediate Delivery.

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**TWO HITS**

**AT ONE TIME**

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THE NATION'S FAVORITE  
RECORDING ARTIST  
**EDDY ARNOLD**

THE TENNESSEE PLOWBOY  
AND HIS GUITAR

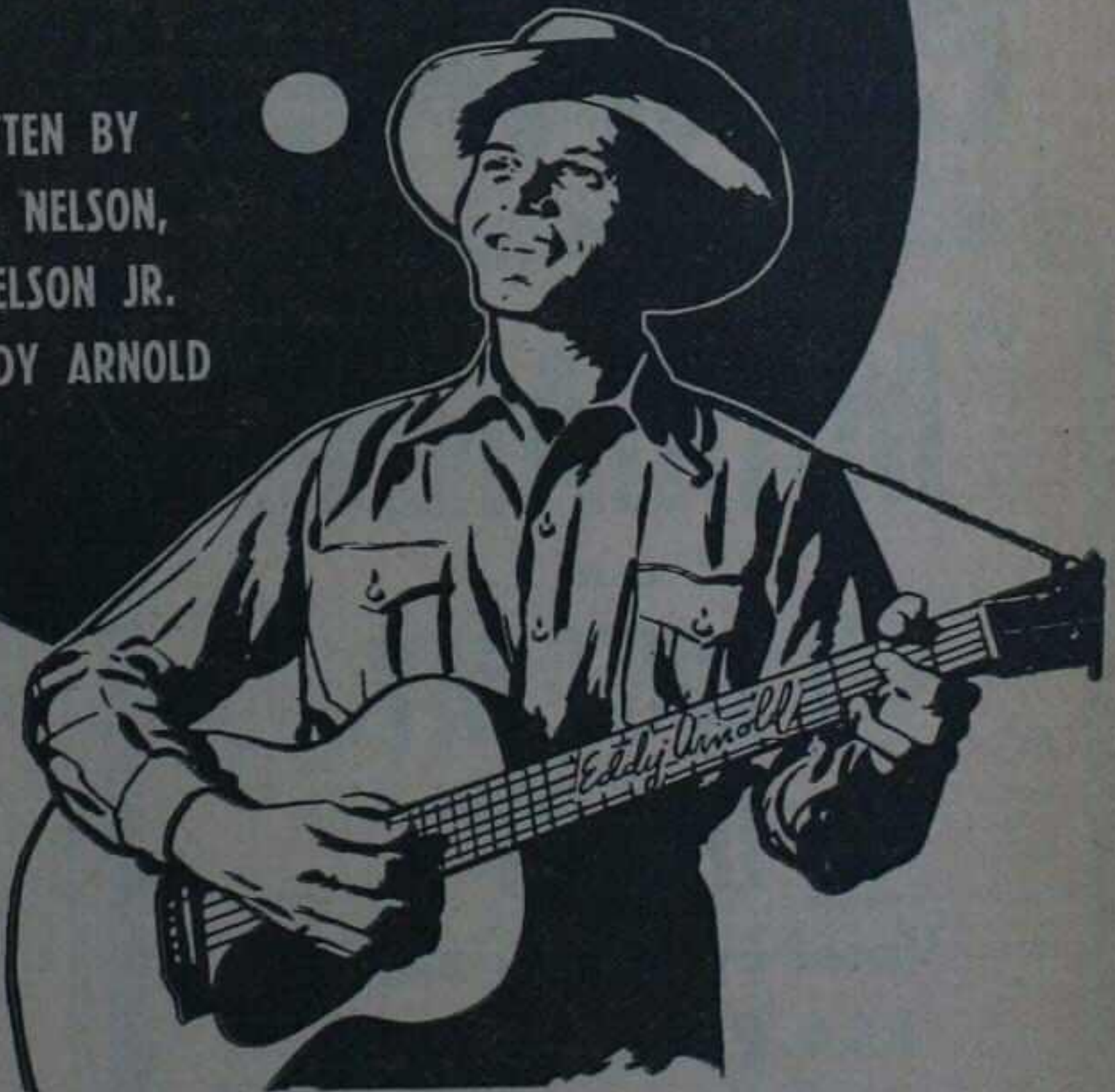


**"THE ECHO  
of  
YOUR FOOTSTEPS"**

WRITTEN BY  
JENNY LOU CARSON

**"ONE KISS  
TOO MANY"**

WRITTEN BY  
STEVE NELSON,  
ED NELSON JR.  
and EDDY ARNOLD



**EDDY ARNOLD**  
APPEARING IN PERSON  
EL RANCHO HOTEL  
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**VICTOR**

**SPOTLIGHTS**

**THE ACCORDION**

**MAGIC OF ...**

*Joe*

**BIVIANO**

and his Orchestra

**"MARIANNE"**

and

**"I LOST MY HEART"**

Vocal by Jimmy Brown

RCA Victor 20-3445

**RCA Victor Records**

The **Billboard**

**MUSIC POPULARITY CHARTS**

PART I

**The Nation's Top Tunes**

Based on reports received last three days of **Week Ending April 29**

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. 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 2610.  
 Electrical transcription libraries: Blue Barron, Lang-Worth; Vincent Lopez, NBC Thesaurus; Buddy Weed, Associated; Russ Morgan Ork, World; Lawrence Weik, Standard.
- 2. FOREVER AND EVER** 2  
By Frank Winkler-Malia 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.
- 3. "A"—YOU'RE ADORABLE** 5  
By Kaye, Wise and Lippman  
 Published by Laurel (ASCAP)  
 Records available: P. Como-Fontane Sisters, Victor 20-3361; L. Folline 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 15397; A. Vincent-J. Carroll Ork, Mercury 5253.  
 Electrical transcription libraries: Bob Eberly-Mack Stewart Quartet, World.
- 4. CARELESS HANDS** 3  
By Carl Sigman and Bob Hilliard  
 Published by Melrose (ASCAP)  
 Records available: Bob & Jean, Decca 24563; E. Dean, Mercury 5179; 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 20946; A. Smith, MGM 10350; M. Torme, Capitol 15379; P. Paige-The New Yorkers, Spotlite 507; J. Price, Rich-R-Tone 443; P. Reed, Dance-Tone 319; B. Crosby-K. Darby Singers, Decca 24616; M. Smith-H. Heldt 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. RED ROSES FOR A BLUE LADY** 4  
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 393; L. Douglas & Hi-Tone Srenaders, Hi-Tone 103; B. Breen-B. Martin Ork, Spotlite 507.  
 Electrical transcription libraries: Charlie Sutrak, World; Lenny Herman, Lang-Worth; Novatime Trio, NBC Thesaurus; Michael Douglas, Standard.
- 6. AGAIN** 9  
By Newman and Cochran  
 Published by Robbins (ASCAP)  
 From 20th Century-Fox film, "Road House."  
 Records available: V. Damone-G. Ozer Ork, Mercury 5261; D. Day-The Mello-men, Columbia 38467; T. Dorsey-M. Lutes, Victor 20-3427; Joe Graydon-G. Jenkins Ork, Decca 24602; A. Mounsey Ork, MGM 10399; M. Scott-The Paulette Sisters, Spotlite 516; M. Torme, Capitol 15428; L. Rucker & C. McLin Combo, Aristocrat 10001.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 7. RIDERS IN THE SKY** 6  
By Stan Jones  
 Published by Maysair (ASCAP)  
 Records available: B. Crosby-K. Darby Singers, Decca 24618; D. Fabligant-H. Winterhalter Ork, MGM 10404; B. Ives, Columbia 38445; Vaughn Monroe, Victor 20-3411.  
 (No information on electrical transcription libraries available as The Billboard goes to press.)
- 8. SUNFLOWER** 6  
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. Hallentine, Tower 1454; J. Kelly, MGM 10339; M. McKinley Ork, Victor 20-3334; R. Morgan Ork, Decca 24568; Frank Sinatra, Columbia 38391; J. Smith-Crew Chiefs, Capitol 15394; Decca Spriggins-T. Williams Ork, Capitol 15405; J. Cooper-The New Yorkers, Spotlite 512; P. Reed, Dance-Tone 302; Gene Autry, Columbia 20079.  
 Electrical transcription libraries: Charlie Spivak, World; The Swingtunes-The Jumpin' Jacks, NBC Thesaurus; Shep Fields, Lang-Worth.
- 9. FAR AWAY PLACES** 7  
Published by Laurel (ASCAP)  
 Published by Laurel (ASCAP)  
 Records available: Bing Crosby, Decca 24532; Margaret Whiting-The Crew Chiefs, Capitol 15378; Vic Damone, Mercury 5198; Dinah Shore, Columbia 28356; Varsity 127; Perry Como-H. Rene Ork, Victor 20-3316; Ames Brothers, Coral 60018; O. Tucker, Double Feature 2002; Smith-J. Miller, MGM 10356; E. Baird, Hi-Tone 104; P. Terry-Paulette Sisters, Spotlite 500.  
 Electrical transcription libraries: Stanley Black Ork, London; Kaye Atten, Associated; Walls Festival Ork, NBC Thesaurus; Lawrence Weik, Standard.
- 10. SO TIRED** 8  
By Russ Morgan and Jack Stuart  
 Published by Glenmore (ASCAP)  
 Records available: N. Donovan, De Luxe 1163; K. Starr, Capitol 15314; R. Morgan Ork, Decca 24449; W. Scott, Super Disc 1059; L. Johnson, King 4262; F. Martin Ork, Victor 20-3350; Reggie Goff, London 354; P. Terry-The New Yorkers, Spotlite 509.  
 Electrical transcription libraries: Kay Starr, Standard.

It's that danceable "bop for the people" — and the people love it!

# Charlie Ventura



LULLABY IN RHYTHM AND BIRDLAND

RCA VICTOR 20-3346

He'll send the 'Huckle-Buck' craze to dizzy heights!

# Tommy Dorsey



THE HUCKLE-BUCK AND AGAIN

RCA VICTOR 20-3427

Brand-new album of 6 famous "most-requested" Serenades! ALBUM P-241

# The Three Suns



THE DONKEY SERENADE SERENADE (Schubert) 20-3363

PENTHOUSE SERENADE FRASQUITA SERENADE 20-3364

SERENADE (from "The Student Prince") SERENADE IN THE NIGHT 20-3365

Sure-fire sentiment! Eddy's new "To Mother" album! ALBUM P-239

# Eddy Arnold



THAT WONDERFUL MOTHER OF MINE M-O-T-H-E-R 21-0009

BRING YOUR ROSES TO HER NOW I WISH I HAD A GIRL LIKE YOU, MOTHER 21-0010

I WOULDN'T TRADE THE SILVER IN MY MOTHER'S HAIR MY MOTHER'S SWEET VOICE 21-0011

## THE CERTAIN SEVEN

(Best-sellers that no dealer can afford to be without)

- 20-3347 Forever and Ever
  - 20-3381 "A" You're Adorable
  - 20-3321 Careless Hands
  - 20-3319 Red Roses for a Blue Lady
  - 21-0002 Don't Rob Another Man's Castle
  - 21-0006 Candy Kisses
  - 11-8863 Warsaw Concerto
- Perry Como  
Perry Como  
Sammy Kaye  
Vaughn Monroe  
Eddy Arnold  
Elton Britt  
Boston Pops Orchestra

## THIS WEEK'S RELEASE!

### POPULAR

- My One And Only Highland Fling
- Havin' A Wonderful Wish
- Look For The Silver Lining
- Alt Wien
- I Do, I Do, I Do
- Tennessee Waltz
- Open The Door Polka
- Drop Daid, Little Darlin', Drop Daid

- FREDDY MARTIN 20-3432
- THE THREE SUNS 20-3433
- WAYNE KING 20-3434
- BUDDY MORENO 20-3435

### POP-SPECIALTY

- Seven Beers With The Wrong Woman
- Artistry In Polka

LAWRENCE DUCHOW 20-3438

### FOLK

- The Echo Of Your Footsteps
- One Kiss Too Many
- A Million Miles Away
- Are You Kissin' Someone Else
- It Ain't Far To The Bar
- Gravy Train

EDDY ARNOLD 21-0051

DAVE DENNEY PATSY MONTANA AND DAVE DENNEY 21-0052

JOHNNY TYLER 21-0053

### BLUES

- I've Got So Many Worries
- A Heart Full Of Misery

ARBEE STIDHAM 22-0018

### RHYTHM

- Close Your Eyes
- Why Does It Have To Be Me

MAURICE ROCCO 22-0019

"Jimmie Rodgers Memorial Album" Re-issued by Request P-244

- Blue Yodel
- Away Out On The Mountain
- Never No Mo' Blues
- Daddy And Home
- Frankie And Johnny
- The Brakeman's Blues

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.

The stars who make the hits are on

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

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**FROM THE YOUNG MAN WHO SINGS THE OLD SONGS**  
**. . . about the Young Gals**

# BENNY STRONG

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**"WHEN MY SUGAR WALKS  
 DOWN THE STREET"**

Backed by "Sheik of Araby"  
 TOWER RECORD NO. 1457

STILL GOING STRONG

**5 Ft. 2, Eyes  
 of Blue**

Tower Record No. 1456

**MUSIC CORPORATION OF AMERICA**



Headed for the Top!

**WORLD RECORD**

**1516 A "MEMORIES ARE MY SOUVENIRS"**

**1516 B "YOU LITTLE SWEET LITTLE YOU"**

By

**BOB JENNINGS**

A NEW ARTIST ON THE WORLD LABEL

ORDER FROM YOUR NEAREST DISTRIBUTOR OR

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The **Billboard** MUSIC POPULARITY CHARTS  
**Sheet Music**

PART II

Based on reports received last three days of Week Ending April 29

**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			Song	Publisher
Weeks to date	Last Week	This Week		
13	1	1	CRUISING DOWN THE RIVER (R)	Spitzer
9	2	2	FOREVER AND EVER (R)	Robbins
20	3	3	FAR AWAY PLACES (R)	Laurel
7	5	4	"A" YOU'RE ADORABLE (R)	Laurel
9	6	5	SUNFLOWER (R)	Famous
6	7	6	CARELESS HANDS (R)	Melrose
4	8	7	AGAIN (F) (R)	Robbins
2	15	8	RIDERS IN THE SKY (R)	Meyfair
14	4	9	RED ROSES FOR A BLUE LADY (R)	Mills
2	11	10	SOME ENCHANTED EVENING (M) (R)	Williamson
5	9	11	SOMEONE LIKE YOU (F) (R)	Harms, Inc.
5	13	11	I DON'T SEE ME IN YOUR EYES ANYMORE (R)	Laurel
3	—	13	IT'S A BIG WIDE WONDERFUL WORLD (R)	BMI
1	—	14	BALI HA'I (M) (R)	Williamson
20	—	15	GALWAY BAY (R)	Leeds

**ENGLAND'S TOP TWENTY**

POSITION			English	American
Weeks to date	Last Week	This Week		
8	1	1	TWELFTH STREET RAG... Chappell	Shapiro-Bernstein
11	2	2	FAR AWAY PLACES... Leeds	Laurel
7	2	3	POWDER YOUR FACE WITH SUNSHINE... Chappell	Lombardo
5	4	4	IN A SHADY NOOK BY A BABBLING BROOK... Keith Prowse	Stasny
4	6	4	LAVENDER BLUE (Dilly, Dilly)... Sun	Santly-Joy
10	4	6	ON THE FIVE FORTY FIVE... Strauss Miller	Shapiro-Bernstein
20	7	7	CUCKOO WALTZ... Keith Prowse	Criterion
18	7	8	HEART OF LOCH LOMOND... Unit	Chappell
6	10	9	PUT 'EM IN A BOX, TIE 'EM WITH A RIBBON... Connolly	Remick
17	7	10	ON A SLOW BOAT TO CHINA... Morris	Melrose
4	13	11	HOW CAN YOU BUY KIL-LARNEY... Peter Maurice	*
11	13	12	IT'S MAGIC... Campbell-Connolly	Witmark
31	11	13	WHEN YOU'RE IN LOVE... Bradbury Wood	Chappell
30	12	14	BUTTONS AND BOWS... Victoria	Famous
1	—	15	PUT YOUR SHOES ON, LUCY... Noel Gay	Bourne, Inc.
5	19	16	LILLETTE... Kassner	Jefferson
9	13	17	FOR YOU... Feldman	Witmark
7	18	18	CIGARETTES, WHUSKEY, AND WILD, WILD WOMEN... Chappell	Tim Spencer Music, Inc.
8	17	19	CRYSTAL GAZER... Daah	Leeds
1	—	20	STRAWBERRY MOON... Yale	*
1	—	20	HANG ON THE BELL... Magna Music	*

\*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			Song
Weeks to date	Last Week	This Week	
12	1	1	CRUISING DOWN THE RIVER
6	2	1	FOREVER AND EVER
6	6	3	SUNFLOWER
11	4	4	RED ROSES FOR A BLUE LADY
24	5	5	GALWAY BAY
18	2	6	FAR AWAY PLACES
5	9	7	"A" YOU'RE ADORABLE
16	7	8	POWDER YOUR FACE WITH SUNSHINE
5	15	9	CARELESS HANDS
10	8	10	SO TIRED
1	—	11	I DON'T SEE ME IN YOUR EYES ANYMORE
3	13	12	YOU, YOU, YOU ARE THE ONE
2	16	13	SOMEONE LIKE YOU
11	11	14	I'VE GOT MY LOVE TO KEEP ME WARM
7	12	15	I LOVE YOU SO MUCH IT HURTS



# The Billboard MUSIC POPULARITY CHARTS

## Radio Popularity

Based on reports received last three days of Week Ending April 29

PART III



### RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among 1,200 disk jockeys throughout 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 Last to date	Position This Week	Title	Artist	Label
4	5	1. "A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork.	Victor 20-3381-ASCAP
10	1	2. CARELESS HANDS	M. Torme-S. Burke Ork.	Capitol 15379-ASCAP
14	2	3. CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346-ASCAP
7	3	4. FOREVER AND EVER	P. Como-M. Ayres	Victor 20-3347-ASCAP
2	17	5. RIDERS IN THE SKY	V. Monroe	Victor 20-3411-ASCAP
11	7	6. RED ROSES FOR A BLUE LADY	V. Monroe	Victor 20-3319-ASCAP
3	9	7. FOREVER AND EVER	M. Whiting	Capitol 15386-ASCAP
6	15	8. FOREVER AND EVER	R. Morgan Ork.	Decca 24569-ASCAP
10	4	9. CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24568-ASCAP
14	8	10. SO TIRED	R. Morgan	Decca 24521-ASCAP
11	5	11. CARELESS HANDS	S. Kaye Ork.	Victor 20-3321-ASCAP
1	—	12. "A" YOU'RE ADORABLE	T. Pastor Ork.	Columbia 38449-ASCAP
8	19	13. AGAIN	V. Damone-G. Osser Ork.	Mercury 5261-ASCAP

(Continued on page 130)

### 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; 1 point 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 22-28

SI—Sustaining Instrumental  
SV—Sustaining Vocal

CI—Commercial Instrumental  
CV—Commercial Vocal

Songs	Pub	Heard N.Y.	Heard Chi.	Heard Calif.	Sur.	Ad.	Total
		SI SV CI CV	SI SV CI CV	SI SV CI CV	SI SV CI CV	Pts.	Pts.
A Chapter in My Life Called Mary	Shapiro-Bernstein	0 9 0 2	2 11	1 4 9 8	0 2	101	
"A" You're Adorable	Laurel	1 2 0 5	0 1 0 5	1 4 0 3	2 2	82	
Again (Road House)	Robbins	3 13 0 4	4 3 4 7	3 3 0 5	5	126	
Always True to You in My Fashion (Kiss Me, Kate)	T. B. Harms	8 7 3 3	7 10 7 3	11 3 1 4	3 146		
Candy Kisses	Hill & Range	0 4 8 2	2 7 1 3	7 5 0 1	73		
Careless Hands	Melrose	1 9 0 5	4 3 1 3	1 9 0 4	2 109		
Comme Ci Comme Ca	Leads	2 9 0 1	1 4 1 3	7 8 0 0	71		
Cruising Down the River	Spitzer	1 1 0 13	0 0 0 12	1 3 0 11	13 147		

(Continued on page 130)

### SONGS WITH GREATEST RADIO AUDIENCES (ACD)

(Beginning Friday, April 22, 8 a.m., and ending Friday, April 29, 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.

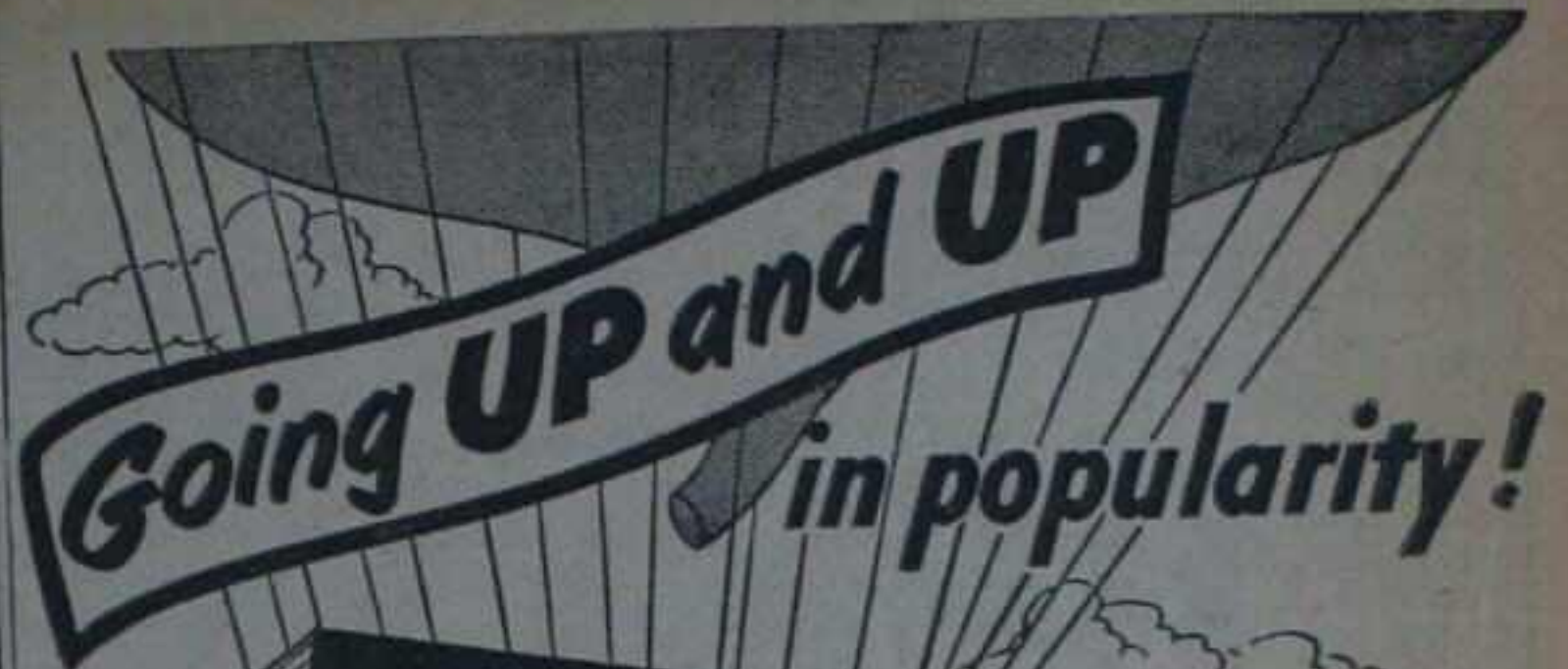
(F) indicates tune is from a film; (M) indicates tune is from a legitimate musical; (R) indicates tune is available on records. In each instance the licensing agency controlling performance rights on the tune is indicated.

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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
Again (F) (R)	Robbins-ASCAP
Always True to You in My Fashion (M) (R)	T. B. Harms-ASCAP
Careless Hands (R)	Melrose-ASCAP
Cruising Down the River (R)	Henry Spitzer-ASCAP
Don't Cry, Cry Baby (R)	Santly-Joy-ASCAP
Dreamer With a Penny (M) (R)	George Simon-ASCAP
Everywhere You Go (R)	Lombardo-ASCAP
Far Away Places (R)	Laurel-ASCAP
Forever and Ever (R)	Robbins-ASCAP
Great Guns (R)	Feist-ASCAP
Hurry, Hurry, Hurry (R)	Dreyer-ASCAP
I Get Up Every Morning (R)	Leads-ASCAP
I Wanna Marry Mary (R)	Cameron Music-ASCAP
If I Could Be With You (F) (R)	Remick-ASCAP
I've Got My Love to Keep Me Warm (R)	Berlin-ASCAP
Love Me, Love Me, Love Me (or Leave Me Alone) (R)	Miller-ASCAP
My Dream Is Yours (R)	Witmark-ASCAP
My One and Only Highland Fling (R)	Harry Warren-ASCAP
Once and for Always (R)	Burke & Van Huesen-ASCAP
Once in Love With Amy (M) (R)	E. H. Morris-ASCAP
Powder Your Face With Sunshine (R)	Lombardo-ASCAP
Red Roses for a Blue Lady (R)	Mills-ASCAP
So in Love (M) (R)	T. B. Harms-ASCAP
Some Enchanted Evening (M) (R)	Chappell-ASCAP
Someone Like You (R)	Harms, Inc.-ASCAP

(Continued on page 34)



They're Profitable!  
—Quick Turnover!  
Every one a HIT!

### POPULAR

- NEED YOU  
ANGEL FACE (You've Got The Devil In Your Big Blue Eyes) SANDY SIMS  
Coral 60043
- HOW IT LIES, HOW IT LIES, HOW IT LIES!  
YOU TOLD A LIE (I Believed You) with 4 HITS AND A MISS CONNIE HAINES  
Coral 60044
- HURRY! HURRY! HURRY! (Back To Me) BOB EBERLY  
Coral 60045
- WRAPPED UP IN A DREAM  
DON'T CRY, CRY BABY FOUR KNIGHTS  
Coral 60046
- BARROOM POLKA  
WE'LL STILL BE HONEYMOONING (On Our Golden Wedding Day) AMES BROTHERS  
Coral 60052
- THE GANG THAT SANG "HEART OF MY HEART"  
YOU'RE SO UNDERSTANDING RUSS CARLYLE  
Coral 60053
- PRETTY MARY  
AGAIN, AGAIN, AGAIN LAWRENCE WELK  
Coral 60054
- TENNESSEE SATURDAY NIGHT  
TENNESSEE BORDER BOB HAGGART & HIS ORCHESTRA  
Coral 60061
- NINE FIVE O  
CAN I KISS YOU GOODNIGHT? KIRBY STONE QUINTET  
Coral 60062
- COLE SLAW (Sorghum Switch)  
PARADE OF THE MILK BOTTLE CAPS JIMMY DORSEY  
Coral 60063
- (A Be-Bop Waltz)  
YOU BROKE MY HEART WITH BE-BOP RUSS CARLYLE  
Coral 60064
- ST. BERNARD WALTZ  
OH, YOU SWEET ONE (The Schnitzelbank Song) AMES BROTHERS  
Coral 60065
- ROOM FULL OF ROSES  
WHOSE GIRL ARE YOU SANDY SIMS  
Coral 60067

### COUNTRY

- I DON'T CARE  
BLUE BONNET BLUES JIMMY WAKELY  
Coral 64006
- THE LOVESICK BLUES  
THE LAST LETTER REX GRIPPIN  
Coral 64007

### SEPIA

- EACH DAY  
LOVE LIKE A RIVER ETHEL DAVENPORT with  
JIMMY BLYTHE, JR. TRIO  
Coral 65003
- I LOVE THE NAME JESUS  
IN MY HEART MYRTLE JACKSON  
Coral 65007

Single Records 75¢ each (plus tax)

### USE THIS HANDY COUPON—ORDER THESE HITS TODAY!

Gentlemen: Please send us the following CORAL Hits:

60043	60052	60062	60067
60044	60053	60063	64006
60045	60054	60064	64007
60046	60061	60065	65003
			65007

NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

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48 West 57th Street

New York 19, N. Y.

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NOW IS THE TIME TO OFFER YOUR CUSTOMERS SOMETHING THEIR *Millions!!!* of 78 RPM PLAYERS HAVE BEEN WAITING FOR. . . . .

## Release On GRAND RECORDS

- G-25014 GOODNIGHT WALTZ  
CHASE YOUR TROUBLES
- G-25012 HALLI-HALLO  
HAPPY TAPROOM
- G-25013 OH, THAT GIRL AMELIA  
BLUE SKIRT WALTZ
- G-25010 YOU, YOU, YOU ARE THE ONE  
TALLALAH POLKA

Vocals by HARVEY HARDING and His Songsters



### ON STANDARD RECORDS

- S-35000 RED LIPS AND RED WINE SKI POLKA  
Vocal by HARVEY HARDING and His Songsters

Ask for catalogues for any of the following:

SERBO-CROATIAN, FRENCH-CANADIAN, IRISH, ARABIAN, SERIAN, HUNGARIAN, CZECHOSLOVAKIAN, RUSSIAN, SLOVENIAN, GERMAN, GREEK, JEWISH, POLISH, ITALIAN, SCANDINAVIAN, SWEDISH, FINNISH, LATIN-AMERICAN POLKAS AND ALBUMS.

## STANDARD PHONO CORP.

163 WEST 23 ST. CH 2-0880 NEW YORK, N. Y.

**Tony Martin** is singing **COMME CI, COMME CA**  
**Dick Haymes** is singing **COMME CI, COMME CA**  
**Johnny Desmond** is singing **COMME CI, COMME CA**  
**Vic Damone** is singing **COMME CI, COMME CA**  
**Margaret Whiting** is singing **COMME CI, COMME CA**  
**Frank Sinatra** is singing **COMME CI, COMME CA**  
**Maurice Chevalier** is singing **COMME CI, COMME CA**  
**Jean Sablon** is singing **COMME CI, COMME CA**  
**Everybody** is singing **COMME CI, COMME CA**  
**COMME CI, COMME CA** has been recorded by **RCA-Victor**  
**COMME CI, COMME CA** has been recorded by **Decca**  
**COMME CI, COMME CA** has been recorded by **M-G-M**  
**COMME CI, COMME CA** has been recorded by **Mercury**  
**COMME CI, COMME CA** has been recorded by **Capitol**  
**COMME CI, COMME CA** has been recorded by **Columbia**  
**COMME CI, COMME CA** is a hit!

## LEEDS MUSIC CORPORATION

NEW YORK • CHICAGO • HOLLYWOOD

# The Billboard MUSIC POPULARITY CHARTS

PART IV

## Retail Record Sales

Based on reports received last three days of Week Ending April 29

### 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 4,970 dealers in all sections of the country. Records are listed numerically according to greatest sales. (P) indicates tune is in a film, (M) indicates tune is in a legit musical. The B side of each record is listed in *italics*.

POSITION	Weeks	Last	This	Week		Record	Label
				Week	Week		
11	1	1	1	1	1	CRUISING DOWN THE RIVER	R. Morgan Ork. Decca 24568—ASCAP
						<i>Sunflower</i>	
8	2	2	2	2	2	FOREVER AND EVER	R. Morgan Ork. Decca 24569—ASCAP
						<i>You, You, You Are the One</i>	
8	3	3	3	3	3	FOREVER AND EVER	P. Como-M. Ayres. Victor 20-3347—ASCAP
						<i>I Don't See Me in Your Eyes Anymore</i>	
3	12	4	4	4	4	RIDERS IN THE SKY	V. Monroe Ork. Victor 20-3411—ASCAP
						<i>Single Saddle</i>	
5	5	5	5	5	5	"A" YOUR ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork. Victor 20-3381—ASCAP
						<i>When Is Sometime?</i>	
15	6	6	6	6	6	CRUISING DOWN THE RIVER	B. Barron Ork. MGM 10346—ASCAP
						<i>Powder Your Face With Sunshine</i>	
13	7	7	7	7	7	CARELESS HANDS	S. Kaye Ork. Victor 20-3321—ASCAP
						<i>Powder Your Face With Sunshine</i>	
3	13	8	8	8	8	AGAIN	G. Jenkins Ork-Joe Graydon Decca 24602—ASCAP
						<i>Skip to My Lou</i>	
8	9	9	9	9	9	CARELESS HANDS	M. Torme-S. Burke Ork. Capitol 15379—ASCAP
						<i>Always True to You in My Fashion</i>	
16	8	10	10	10	10	RED ROSES FOR A BLUE LADY	V. Monroe Ork. Victor 20-3319—ASCAP
						<i>Melancholy Minstrel</i>	
6	4	11	11	11	11	"A" YOU'RE ADORABLE	J. Stafford and G. MacRae-P. Weston Ork. Capitol 15393—ASCAP
						<i>Need You</i>	
5	15	12	12	12	12	I DON'T SEE ME IN YOUR EYES ANYMORE	G. Jenkins-The Stardusters Decca 24576—BM1
						<i>Because You Love Me</i>	
						(H. Forrest MGM 10373; V. Lynn-S. Browne-B. Parnon Ork. London 403; P. Como-M. Ayres Ork. Victor 20-3347)	

### 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.

4	18	13	13	13	13	AGAIN	M. Torme-P. Rugolo Ork. Capitol 15426—ASCAP
						<i>Blue Moon</i>	
23	11	14	14	14	14	SO TIRED	R. Morgan Decca 24521—ASCAP
						<i>I Hear Music</i>	
6	23	15	15	15	15	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork. Capitol 15393—ASCAP
						<i>"A" You're Adorable</i>	
						(Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H-3459; B. Crosby & Crew Chiefs, Columbia 38450; J. Bradford, Victor 20-3413; G. Lombardo & His Royal Canadians, Decca 24614; Patay Montana & D. Denny-The Buckrons, Victor 20-0040; J. Cooper & M. Scott-The Paulett Sisters-B. Martin Ork. Spotlite 518)	
8	10	16	16	16	16	SUNFLOWER	R. Morgan Decca 24568—ASCAP
						<i>Cruising Down the River</i>	
3	17	17	17	17	17	ONCE IN LOVE WITH AMY	R. Bolger Decca 40065—ASCAP
						<i>Make a Miracle</i>	
						(P. Martin Ork. Victor 20-3324; P. Sinatra, Columbia 38091; B. Brees-The Brite Sisters, Spotlite 514)	
4	30	18	18	18	18	AGAIN	V. Damone-G. Ouser Ork. Mercury 5261—ASCAP
						<i>I Love You So Much It Hurts</i>	
11	15	19	19	19	19	RED ROSES FOR A BLUE LADY	G. Lombardo Ork. Decca 24549—ASCAP
						<i>Everywhere You Go</i>	
8	20	20	20	20	20	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters Columbia 12394-P—ASCAP
						<i>Charlie Was a Boxer</i>	
						(H. Harding, Grand G-25013; B. Carroll & Carolers, Mercury 5252; L. Duchow Red Raven Ork. Victor 20-3350; Socach-Habal Polka Ork. Decca 45068; V. Zembrusky, Continental C-1280; Harmony Bells Ork.-J. Conway & The Wavfarers, Dana 3042)	
16	14	21	21	21	21	FAR AWAY PLACES	B. Crosby-K. Darby Choir Decca 24532—ASCAP
						<i>Terra Tu-Larra Tu-Lar</i>	
3	—	21	21	21	21	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)	
3	20	23	23	23	23	BLUE MOON	Mel Torme-P. Rugolo Ork. Capitol 15426—ASCAP
						<i>Again</i>	
						(P. Cavanaugh Trio, Signature 15190; B. Eckstine, MGM 10313; P. Langford, Decca 24418)	
16	18	24	24	24	24	GALWAY BAY	B. Crosby Decca 24285—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 10015; J. Pickens, Victor 20-3338; D. Day-The Rhythmairs, Victor 20-3413; P. Terry-S. McWilliams, Spotlite 506; F. Allison-E. Ballantine Ork. Rondo R 184; J. Mungai-H. Heidt Ork. Magnolia MS 1004; L. Douglas-Hi-Tone Serenaders, Hi-Tone 101; C. Dennis-B. Cole Ork. Capitol 15463)	
1	—	25	25	25	25	SUNFLOWER	F. Sinatra Columbia 38391—ASCAP
						<i>Once in Love With Amy</i>	
2	30	26	26	26	26	SOME ENCHANTED EVENING	P. Como-M. Ayres Ork. Victor 20-3402—ASCAP
						<i>Bali Ha'i</i>	
9	22	27	27	27	27	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVal Ork. Capitol 15372—ASCAP
						<i>Coca Roca</i>	
8	—	27	27	27	27	SO IN LOVE	G. MacRae Ork. Capitol 15357—ASCAP
						<i>The Rosewood Spinnet</i>	
						(B. Brees-The Merry-makers, Spotlite 509; B. Crosby-V. Schoon Ork. Decca 24559; A. Drake-L. Engel Ork. Victor 20-3323; J. Harvey-H. Winterhalter, MGM 10359; G. Lombardo Ork. Decca 24572; M. Smith-H. Heidt Ork. Magnolia MS 1001; D. Shore-H. Zimmerman Ork. Columbia 38399; T. Dorsey Ork. Victor 20-3337)	
4	25	29	29	29	29	FOREVER AND EVER	M. Whiting, Capitol 15386—ASCAP
						<i>Dreamer With a Penny</i>	
1	—	29	29	29	29	A WONDERFUL GUY	M. Whiting-F. DeVal Ork. Capitol 57-542—ASCAP
						<i>Younger Than Springtime</i>	
						(D. Shore, Columbia 38460; P. Warren-H. Rene Ork. Victor 20-3403; B. Fields Ork. MGM 10423)	

# These **CAPITOL HITS** are *Riding High!*

"RIDERS IN THE SKY"

Peggy Lee

57-608

"RIDERS IN THE SKY"

Foy Willing and his  
Riders of the Purple Sage

57-40164

"MY ONE AND ONLY  
HIGHLAND FLING"

Jo Stafford and  
Gordon MacRae

57-566

"BABY, IT'S COLD OUTSIDE"

Margaret Whiting and  
Johnny Mercer

57-567

"I WISH I HAD A NICKEL"

Jimmy Wakely

57-40153

## First with the **BEST** from "SOUTH PACIFIC"

This  
**CAPITOL**  
Trio spells  
"Palmy Days"  
for you...

### MARGARET WHITING

"A WONDERFUL  
GUY"

"YOUNGER THAN  
SPRINGTIME"

RECORD No. 57-542

### PEGGY LEE

"BALI HA'I"

"THERE IS  
NOTHIN' LIKE  
A DAME"

(Dave Barbour Orchestra  
and Male Chorus)

RECORD No. 57-543

### JO STAFFORD

"SOME  
ENCHANTED  
EVENING"

"I'M GONNA  
WASH THAT  
MAN RIGHT  
OUTTA MY  
HAIR"

RECORD No. 57-544

*Order Now* from your distributor—  
and watch your **CAPITOL** sales soar!



## SACRED...AND SENTIMENTAL

"WHEN GOD DIPS HIS PEN  
OF LOVE IN MY HEART"  
Over: "I AIN'T GOT TIME"

James and Martha  
Carson

57-40158

"THE LESSON OF LOVE"  
Over: "THE OLD RUGGED CROSS"

Randy Blake

57-40163

"OL' SHORTY"  
Over: "CARELESS HANDS"

Tex Ritter

57-40155

WHAT IS? **HIGHWAY—RECORDS?** AND WHO ARE?

COULD IT BE THAT YOU ASK WHERE CAN I GET THE ORIGINAL HIT RECORD

OF **"HASTA LA VISTA"**

WITH ITS FIRST AND ORIGINAL ENGLISH VERSION BACKED BY THE ORIGINAL HIT RECORD

OF **"NEED YOU" ←??**

NO. 3459

RENDERED BY THE HIGHWAY SERENADERS AND THE NEWEST HIGHWAY RELEASE

— OF —

**"LITTLE PINK AND WHITE LADY"**

ANOTHER DOUBLE HIT

WITH

**"ONLY YOU"**

NO. 3455 BY THE

— ? —

HIGHWAY SERENADERS FEATURING JIMMY LENNON

THE ANSWER IS:

**PASCO DISTRIBUTORS—EASTERN REP.**

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— OR —

JEWEL 2958 W. PICO BLVD. LOS ANGELES 6, CALIF.

— OR —

PLEASE ORDER FROM YOUR NEAREST HIGHWAY DISTRIBUTOR

IN	AT	SOLD BY
ATLANTA	441 Edgewood S. E.	SOUTHERN
BALTIMORE	211 S. Eutaw St.	MANGOLD
BIRMINGHAM	2117 3rd Ave.	RECORD SALES
BOISE	817 N. 19 St.	DISCUS
BOSTON	1169 Tremont Ave.	ART LITKA
BUFFALO	378 E. Genesee	MIDTOWN
CANADA	LONDON—492 Hill	MUSICANA
CHARLOTTE	117 W. Morehead	MANGOLD
CHICAGO	1250 E. 41 St.	M. S. DISTR.
CINCINNATI	800 Sycamore	SUPREME
DALLAS	3004 Ross Ave.	DUNBAR
DETROIT	4438 John R. St.	NATIONAL
EL PASO	120 Durango	SUNLAND
HARTFORD	50 Flower St.	MERCURY
HONOLULU	1250 17th Ave.	RAINBOW MART
HOUSTON	1913 Leland Ave.	MACYS
JACKSON	241 N. Farish St.	GRIFPIN
JACKSONVILLE	90 Riverside Ave.	PAN AMERICAN
KANSAS CITY	1615 Main	ROBERTS
LOS ANGELES	2958 W. Pico	MERCURY
MEMPHIS	1082 Union Ave.	MUSIC SALES
NEWARK	268 15th Ave.	BELMONT
NEW YORK	751 10th Ave.	LE MARR
MIAMI	170 N. W. 23rd St.	PAN AMERICAN
MINNEAPOLIS	1412 Hennepin	MERCURY
NASHVILLE	331 Union St.	NASHVILLE
NASHVILLE	220 Woodland St.	TENNESSEE
OKLAHOMA CITY	828 N. Walnut	BURNS
PHILADELPHIA	1222 W. Girard	PASCO
PITTSBURGH	1729 Fifth Ave.	STANDARD
PORTLAND	1218 N. W. Glisan	B. G. RECORDS
RICHMOND, VA.	17 W. Main	ALLEN
SALT LAKE CITY	531 S. State St.	STANDARD
SAN ANTONIO	121 Navarro	WARNCKE
SAN FRANCISCO	216 6th St.	ELITE
SEATTLE	112 5th Ave.	C. C. DISTR.
SHREVEPORT	115 Olive St.	W. M. AMAN
ST. LOUIS	110 10th St.	MILNER
TOLEDO	1017 Madison Ave.	SHANK-COBLEY

**The Billboard** MUSIC POPULARITY CHARTS

PART IV

**Retail Record Sales**

Based on reports received last three days of Week Ending April 29

**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.

Weeks to date	Last Week	This Week	POSITION	RECORD	Label
47	1	1	1.	LITTLE TOOT (One Record) Don Wilson-The Starlighters	Capitol DAS-80
36	5	2	2.	BUGS BUNNY AND THE TORTOISE (Two Records) Mel Blanc-Billy May	Capitol DBX-93
47	2	3	3.	BOZO AT THE CIRCUS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-34
14	3	4	4.	SO DEAR TO MY HEART ALBUM (Four Records) Walt Disney-B. May, Director	Capitol BD-124 Capitol DD-109
47	5	5	5.	BUGS BUNNY (Three Records) Mel Blanc	Capitol CC-64
32	4	6	6.	BOZO UNDER THE SEA (Two Records) Vance "Pinto" Colvig, Billy May Ork	Capitol DBX-99
36	7	7	7.	NURSERY RHYMES (Two Records) Frank Luther	Decca CS-5
37	—	8	8.	BOZO AND HIS ROCKET SHIP (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol BBX-65
37	10	9	9.	BOZO SINGS (Two Records) Billy May with Ork-Vance "Pinto" Colvig	Capitol DBS-84
15	—	10	10.	TUBBY THE TUBA (Two Records) D. Kaye	Decca CU-106
8	11	11	11.	MOTHER GOOSE (One Record) F. Luther	Decca CU-100
30	9	12	12.	GENIE, THE MAGIC RECORD (One Record) Peter Lind Hayes	Decca CU 102
24	—	12	12.	LITTLE ORLEY-UNCLE LUMPY ALBUM (Two Records) Fred Waring and Pennsylvanians	Decca CUS-7
37	—	14	14.	UNCLE REMUS (Three Records) Johnny Mercer and Original Cast	Capitol CC-40
17	11	15	15.	LITTLE ENGINE THAT COULD (Two Records) P. Wing	Victor Y-341
23	14	15	15.	PECOS BILL (Three Records) Roy Rogers-Sons of the Pioneers	Victor Y-375

**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 dealer survey. Records are listed according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	RECORD	Label
183	2	1	1.	Clair de Lune Jose Iturbi	Victor 11-8851
126	1	2	2.	Warsaw Concerto Boston Pops, Arthur Fiedler, conductor; Leo Litwin, pianist	Victor 11-8863
174	3	3	3.	Chopin's Polonaise Jose Iturbi	Victor 11-8848
5	—	4	4.	Liszt: Second Hungarian Rhapsody Philadelphia Ork, Stokowski, director	Victor 14422
58	4	5	5.	Bluebird of Happiness Jan Peerce, RCA Victor Ork.; S. Lewin, director	Victor 11-9007, Victor 10-1454, Victor 18-1074

**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.

Weeks to date	Last Week	This Week	POSITION	RECORD	Label
20	2	1	1.	I Can Hear It Now Album (Five Records) Edward R. Murrow, Narrator	Columbia MM-800
24	1	2	2.	Chopin's Favorites (Three Records) First Piano Quartet	Victor MO-1227
5	—	2	2.	Beethoven: Fifth Symphony NBC Symphony Ork.; Toscanini, director	Victor DM-840
26	—	4	4.	Rachmaninoff Concerto No. 2 in C Minor (Five Records) Artur Schnabel, pianist, NBC Ork.; Vladimir Golschmann	Victor 1075
9	2	4	4.	Encores First Piano Quartet	Victor MO-1263

**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 4,970 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last Week	This Week	POSITION	RECORD	Label
11	1	1	1.	KISS ME KATE ALBUM (Six Records) A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-H. Clark-J. Diamond	Columbia C-200
8	2	2	2.	TO MOTHER (Three Records) E. Arnold	Victor P-239
18	4	3	3.	I CAN HEAR IT NOW ALBUM (Five Records) Edward R. Murrow	Columbia MM-800
12	4	4	4.	STAN KENTON ENCORES ALBUM (Three Records) S. Kenton Ork-J. Christy	Capitol CC-113
16	3	5	5.	WORDS AND MUSIC (Four Records) L. Hurne-B. Garrett-M. Rooney-J. Allyson-J. Garland-A. Sothern -L. Hayton Ork	MGM 37
117	—	6	6.	GLENN MILLER (Four Records) Glenn Miller	Victor P-148
24	3	7	7.	ROSES IN RHYTHM (Four Records) F. Carle	Columbia C-174
8	—	7	7.	JAZZ AT PHILHARMONIC, VOL. IX (Three Records) L. Jacquet-J. Jones-F. Phillips-H. Jones-H. McGhee-R. Brown-B. Hayes	Mercury JATP Vol. 9
1	—	7	7.	A CONNECTICUT YANKEE (Three Records) Big Crosby-R. Fleming-W. Bendis-Sir C. Hardwicke	Decca A-899
8	—	10	10.	SEQUENCE IN JAZZ (Three Records) W. Herman	Columbia C-177

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RIDERS IN THE SKY  
THE LITTLE OLD CHURCH NEAR LEICESTER SQUARE

M-G-M 10404

AS YOU DESIRE ME  
I'LL REMEMBER APRIL

M-G-M 10308



## ART LUND

IF I COULD BE WITH YOU  
NOW IT LIES, HOW IT LIES, HOW IT LIES

M-G-M 10406

YOU WAS!  
GET A LITTLE SUMMER IN YOUR KISSES

M-G-M 10365



## ART MOONEY

THE HEART OF LOCH LOMOND  
MERRY-GO-ROUND WALTZ

M-G-M 10405

AGAIN  
FIVE FOOT TWO, EYES OF BLUE

M-G-M 10398



## NORO MORALES

THE PEANUT VENDOR  
MY HEART AT THY SWEET VOICE

M-G-M 10407

ISLA VERDE  
EL SOPON

M-G-M 10340



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| 4. Somebody         | 10. For Better or for Worse |
| 5. In a Crowded Bus | 11. Starlight               |
| 6. When We Walk By  | 12. Lovely To Love          |

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## The Billboard MUSIC POPULARITY CHARTS

# Juke Box Record Plays

Based on reports received last three days of Week Ending April 29

PART  
V

### MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Billboard's weekly survey among 3,556 operators in all sections of the country. List 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	Last Week	This Week	POSITION	Record	Artist	Label
11	1	1	1	CRUISING DOWN THE RIVER	R. Morgan Ork.	Decca 24566-ASCAP
6	2	2	2	FOREVER AND EVER	R. Morgan Ork.	Decca 24569-ASCAP
7	6	3	3	FOREVER AND EVER	P. Como-M. Ayres Ork.	Victor 20-3347-ASCAP
12	4	4	4	CARELESS HANDS	S. Kaye Ork.	Victor 20-3321-ASCAP
17	7	5	5	RED ROSES FOR A BLUE LADY	V. Monroe Ork.	Victor 20-3319-ASCAP
11	5	6	6	SUNFLOWER	R. Morgan Ork.	Decca 24568-ASCAP
5	15	7	7	NEED YOU	J. Stafford and G. MacRae-P. Weston Ork.	Capitol 15393-ASCAP
12	3	8	8	CRUISING DOWN THE RIVER	Blue Barron Ork.	MGM 10346-ASCAP
4	14	9	9	"A" YOU'RE ADORABLE	P. Como-Fontaine Sisters-M. Ayres Ork.	Victor 20-3381-ASCAP
13	8	10	10	RED ROSES FOR A BLUE LADY	G. Lombardo Ork.	Decca 24549-ASCAP
16	9	11	11	FAR AWAY PLACES	B. Crosby-K. Darby Choir	Decca 24532-ASCAP
6	11	12	12	CARELESS HANDS	M. Torme-S. Burke Ork.	Capitol 15379-ASCAP

### WARNING!

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8	13	13	13	"A" YOU'RE ADORABLE	Jo Stafford and G. MacRae-P. Weston Ork.	Capitol 15393-ASCAP
22	10	14	14	SO TIRED	R. Morgan Ork.	Decca 24521-ASCAP
7	26	15	15	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F-ASCAP
2	22	16	16	RIDERS IN THE SKY	V. Monroe Ork.	Victor 20-3411-ASCAP
5	—	17	17	YOU, YOU, YOU ARE THE ONE	R. Morgan Ork.	Decca 24569-BMI
3	19	18	18	I DON'T SEE ME IN YOUR EYES ANYMORE	D. James-H. Smart, London 391; Jackie Brown Quartet, MGM 10336; M. Law-B. Martin Ork, Spotlite 511; Three Suns, Victor 20-3322; E. Griffin, Rondo R-186	Decca 24576-BMI
4	22	19	19	EVERYWHERE YOU GO	G. Lombardo Ork.	Decca 24549-ASCAP
2	26	20	20	AGAIN	G. Jenkins Ork-Joe Graydon	Decca 24602-ASCAP
1	—	21	21	AGAIN	M. Torme-P. Rugolo Ork.	Capitol 15428-ASCAP
14	17	22	22	GALWAY BAY	B. Crosby	Decca 24295-ASCAP
17	15	22	22	FAR AWAY PLACES	P. Como-H. Rens Ork.	Victor 20-3316-ASCAP
19	18	24	24	POWDER YOUR FACE WITH SUNSHINE	E. Knight-The Stardusters	Decca 24530-ASCAP
1	—	25	25	BARROOM POLKA	R. Morgan Ork-The Rhythmairs	Decca 24608
1	—	25	25	CARELESS HANDS	B. Crosby-K. Darby Singers	Decca 24616-ASCAP
3	24	28	28	SO TIRED	K. Starr	MGM 10310-ASCAP
1	—	28	28	FOREVER AND EVER	M. Whiting	Capitol 15386-ASCAP
9	—	30	30	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. De River	Capitol 15372-ASCAP
8	—	30	30	BEAUTIFUL EYES	A. Mooney	MGM 10357-BMI
3	—	30	30	FOREVER AND EVER	G. Fields	London 362-ASCAP
1	—	30	30	FIVE FOOT TWO EYES OF BLUE	B. Strong Ork.	Tower 1456
1	—	30	30	I'M BITIN' MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592-BMI

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The Billboard

MUSIC POPULARITY CHARTS

PART VI

Race Records

Based on reports received last three days of Week Ending April 29

TRADE SERVICE FEATURE

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	Record	Artist	Label
12	1	1	HUCKLEBUCK <i>Hoppin' John</i>	P. Williams	Savoy 683—ASCAP
3	3	2	HOLD ME, BABY <i>Jitterbug Parade</i>	A. Milburn	Aladdin 3023
4	4	3	DRINKIN' WINE, SPO-DEE-O-DEE <i>Blues Mixture</i>	"Stick" McGhee	Atlantic 873
4	5	4	CLOSE YOUR EYES <i>Candle Glow</i>	H. Lance	Sittin In-514—ASCAP
3	10	4	TROUBLES BLUES <i>Honey, Keep Your Mind On Me</i>	C. Brown	Aladdin 3024—BMI

WARNING!

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6	2	6	ROCKIN' AT MIDNIGHT <i>Judgment Day</i>	R. Brown-His Mighty, Mighty Men	De Luxe 3212
16	8	7	BOOGIE CHILLEN <i>Sally Mae</i>	J. L. Hooker	Modern 627
1	—	8	LITTLE GIRL, DON'T CRY <i>Moosey</i>	B. M. Jackson and His Buffalo Bearcats	King 4288
4	15	9	HUCKLEBUCK <i>Sympathetic Blues</i>	R. Milton	Specialty 328—ASCAP
23	8	10	CHICKEN SHACK BOOGIE <i>It Took a Long, Long Time</i>	A. Milburn	Aladdin 3014—ASCAP
1	—	11	TELL ME SO <i>Deacon Jones</i>	The Orioles	Jubilee 5005—BMI
6	11	12	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1505—ASCAP
4	6	13	HUCKLEBUCK DADDY <i>Sugar Baby</i>	J. Preston	Gotham G-175
4	11	14	D'NATURAL BLUES <i>Little Girl Don't Cry</i>	L. Millinder Ork	Victor 20-3351
2	15	14	CARAVAN <i>A Senorita's Bouquet</i>	B. Eckstine	MGM 10368—ASCAP

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	Record	Artist	Label
13	1	1	HUCKLEBUCK	P. Williams	Savoy 683—ASCAP
3	11	2	TROUBLE BLUES	C. Brown	Aladdin 3024—BMI
4	11	3	DRINKIN' WINE, SPO-DEE-O-DEE	"Stick" McGhee	Atlantic 873
8	4	4	AIN'T NOBODY'S BUSINESS (Parts I and II)	J. Witherspoon	Supreme 1505—ASCAP
3	6	5	HOLD ME, BABY	A. Milburn	Aladdin 3023
8	2	6	ROCKIN' AT MIDNIGHT	R. Brown	De Luxe 3212
14	5	7	BOOGIE CHILLEN	J. L. Hooker	Modern 627
4	—	7	T-BONE SHUFFLE	T-Bone Walker	Comet T-53
3	8	9	CLOSE YOUR EYES	H. Lance	Sittin In-514—ASCAP
1	—	10	CONFESSION BLUES	Maxine Trio	Downbeat 171
2	—	10	TELL ME SO	The Orioles	Jubilee 5005—BMI
17	2	12	WRAPPED UP IN A DREAM	Do Ray and Me	Commodore C-7505—ASCAP
5	—	12	GET YOURSELF ANOTHER FOOL	C. Brown	Aladdin 3020
2	—	12	ROAMIN' BLUES	L. Jordan and His Tympany Five	Decca 24571
2	9	12	LITTLE GIRL, DON'T CRY	B. M. Jackson and His Buffalo Bearcats	King 4288
1	—	12	HOOGIE BOOGIE	J. L. Hooker	Modern 663
1	—	12	HUCKLEBUCK DADDY	J. Preston	Gotham G-175
1	—	12	HOBO BLUES	J. L. Hooker	Modern 663

ADVANCE RACE RECORD RELEASES

<b>A New Shade of Blue</b> J. Moore's Three Blazers (This Is) V 22-0025	<b>Don't Try To Explain</b> S. Churchill-R. Hermann Ork (Savannah Sings) Manor 1180
<b>Aviator Papa</b> Lolly-Pop Jones-E. Morris (What's on) De Luxe 3218	<b>Drinkin' Wine Spo-Dee-O-Dee</b> W. Harris (She Just) King 4292
<b>Barrel House Stomp</b> Big Jay McNeely-J. Otis Ork (Midnight in) Excelstor OR 536	<b>Even, Even</b> The Pig Footers (Strollin') Mer 8135
<b>Be Kind Blues</b> Back Porch Boys (Sweet Woman) Apollo 406	<b>Florida Hurricane</b> St. Louis Jimmy-Muddy Waters & His Blues Combo-Sunnyland Silm (So Nice) Aristocrat 7001
<b>Black Coffee</b> G. Bell-T. Napoleon Trio (I'll Never) Manor 1178	<b>Gimmie!</b> C. Samuels (Jumping at) De Luxe 3219
<b>Boogie</b> Snooky (Telephone Blues) Swingmaster 15	<b>Girl Town</b> D. Bartholomew (High Society) De Luxe 3217
<b>Box Car Boogie Baby</b> Erline "Rock & Roll" Harris (Rock and) De Luxe 3220	<b>Going to California Blues</b> King Perry & His Sextet (Sarah, Sarah!) De Luxe 3216
<b>Careless Love</b> The Four Tunes (You're Heartless) V 22-0024	<b>Hey, Mr. Freddy</b> C. Chatman-Al Star Combo (When Your) Aristocrat 8001
<b>Chicken a La King</b> A. King Ork (Standing Room) Uptown 125	<b>High Society Blues</b> D. Bartholomew Ork (Girl Town) De Luxe 3217
<b>Chittlins &amp; Rice</b> Champion J. Dupree Ork (Come Back) Apollo 407	<b>I'll Never Be Satisfied</b> St. Louis Jimmy-Sunnyland Silm Ork (Shame on) Mer 8137
<b>Close to Train Time</b> Chubby (Hip Shakin') Newsome & Her Hip Shakers (New Orleans) De Luxe 3213	<b>I'll Never Cry</b> G. Bell-T. Napoleon Trio (Black Coffee) Manor 1178
<b>Come Back Baby</b> Champion J. Dupree Ork (Chittlins &) Apollo 407	<b>It's Just a Riff</b> Prince Cooper Trio (That's All) Exclusive 94X
<b>Don't Tell a Man About His Woman</b> Hot Lips Page Ork (The Egg) Col 30189	<b>Jumping at the Jubilee</b> C. Samuels (Gimmie!) De Luxe 3219
	<b>Knowledge</b> M. L. Williams (Oo-Bla-Dee) King 15003



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COULD I? I CERTAINLY COULD (1-176\*)
- BABY, IT'S COLD OUTSIDE Dinah Shore and Buddy Clark  
MY ONE AND ONLY HIGHLAND FLING 38463 (1-200\*)
- IT'S A CRUEL, CRUEL WORLD  
"A"—YOU'RE ADORABLE Tony Pastor 38449  
(The Alphabet Song) (1-179\*)
- YOU RED HEAD Dick Jurgens 38436  
WOMEN! WOMEN! WOMEN! (1-166\*)
- EVERYWHERE YOU GO Doris Day 38467  
AGAIN (1-211\*)

\*Columbia 7-inch Microgroove Records.

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HEAR YE!...  
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SLIM WHITMAN

"I'LL DO AS MUCH FOR YOU SOMEDAY"

(Written by Ed G. Nelson & Ed Nelson Jr., ASCAP)

RCA VICTOR 21-0038



HANK WILLIAMS

"I'VE JUST TOLD MAMA GOODBYE"

(Written by Sunshine Slim Sweet & Curly Kinsey, BMI)

MGM 10401



ROME JOHNSON

"RIO GRANDE VALLEY"

(Written by Ronnie Perkins & Fred Rose, ASCAP)

coupled with

"DOWN IN MY NECK OF THE WOODS"

(Written by Fred Rose, ASCAP)

MGM 10385



RED SOVINE

"PLEASE DON'T LET ME LOVE YOU"

(Written by Ralph Jones, BMI)

MGM 10403

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The Billboard MUSIC POPULARITY CHARTS PART VII Folk Record Section

Based on reports received last three days of Week Ending April 29

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
11	1	1	1	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
7	3	2	2	CANDY KISSES	G. Morgan	Columbia 20547—BMI
27	4	3	3	TENNESSEE SATURDAY NIGHT	Red Foley-The Valley Boys	Decca 46136—BMI
10	2	4	4	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
5	6	5	5	I'M BITING MY FINGER-NAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
2	11	6	6	DON'T ROB ANOTHER MAN'S CASTLE	E. Tubb and Andrews Sisters-Texas Troubadours	Decca 24592—BMI

WARNING!

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5	8	7	7	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
8	7	8	8	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
5	—	8	8	CANDY KISSES	R. Foley	Decca 46151—BMI
10	13	10	10	CANDY KISSES	Cowboy Copas	King 777—BMI
6	5	11	11	TILL THE END OF THE WORLD	E. Tubb	Decca 46150—ASCAP
27	8	12	12	I LOVE YOU SO MUCH IT HURTS	J. Wakely and Cowboy Band	Capitol 15243—BMI
1	—	12	12	TENNESSEE BORDER	B. Atcher	Columbia 20557—BMI
2	—	12	12	TILL THE END OF THE WORLD	J. Bend	Columbia 20549—ASCAP
47	—	15	15	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
33	—	15	15	TENNESSEE WALTZ	P. W. King and His Golden West Cowboys	Victor 20-2680—BMI
1	—	15	15	DADDY, WHEN IS MOMMY COMING HOME?	E. Tubb	Decca 46150
1	—	15	15	MONEY, MARBLES, AND CHALK	P. Page-Z. Masher	Ork. Mercury 5251—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

The original Carter Family is holding a kind of reunion at WNOX, Knoxville. Mother Maybelle and the Carter Sisters, who recently inked with Victor, have been at WNOX and are currently united with A. P. Carter, originator of the Carter Family, for years a Victor feature. . . . Carter is spending several weeks in Knoxville. . . . Red Foley is now doing his noon show over WSM, Nashville, with his wife, Eva, formerly one of the Melody Maids, WLS, Chicago. In addition to his station chores, Red is learning to fly and is also busy with his Homefolk Music, a mail order sheet music business. . . . The WROL, Knoxville, has a large folk talent cast, including Archie (Grandpappy) Campbell, Earl Scruggs and Lester Flatt and the Foggy Mountain Boys, and the Johnson Twins, Station Manager Charley Devois is looking for additional entertainers.

Moon Mullican (King) is now working at KPBX, Beaumont, Tex., with a trio, including Moon's piano, Jimmy Harper's drums and Muff Colin's electric guitar. . . . Melody Trail platters have inked Fred Thornton and the Sons of the Golden West to a recording pact. The Thornton group is working out of Fresno, Calif. Tex Mitchell Music, Inc., is handling Melody Trail in the Northern California area from its Fresno office. . . . Dave Landers, leader of the Dave Landers Trio, KMOX, St. Louis, has cut his first sides for MGM Records, with the deal set up by Herald Goodman, the folk music promoter. . . . Ruthie Cassell, wife of Pete Cassell, the Blind Minstrel (Mercury), reports that Pete will do a good deal of summer touring this season, with booking by Connie B. Gay. . . . Rex Allen (Mercury), who recently inked a seven-year deal with Republic pictures, reports that he will do all the songwriting for his first picture, with his theme, "Arizona Waltz," as basis for the background music. Rex is busy doing radio appearances on Coast outlets.

Earl and Bill Bolick, the Blue Sky Boys (Victor), have moved from WNAO, Raleigh, N. C., to WCYB, Bristol, Tenn. . . . Eddy Arnold's first two flickers for Columbia will be "Feudin' Rhythm" and "Hoedown," with the first set for a June 15 shooting date. . . . Ken Montana and Texas Lil, comedians, return to WRAK, Williamsport, Pa., May 8, after working at KTHS, Hot Springs, with Patsy Montana (Victor). Ken is Patsy's brother. . . . Chuck McKasson, who worked South Texas territory for five years, has moved to WGBF, Evansville, Ind., where he does a half-hour d.j. show daily. . . . Johnny Tyler (Victor) has moved to the Silver Spur, Dallas nitery, and is working daily over KSKY there. . . . Bob Shelton, one of the famed Shelton Brothers, is heading a new jamboree at Waxahachie, Tex., with traveling names as feature attractions. . . . Song spinner Tommy Dilbeck into Hollywood for a month from his Dallas holdings.

(Continued on page 34)



Billboard

MUSIC POPULARITY CHARTS

PART VII

Folk Record Section

Based on reports received last three days of Week Ending April 29



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
9	3	1	LOVE SICK BLUES	Hank Williams and His Drifting Cowboys	MGM 10352—BMI
10	1	2	DON'T ROB ANOTHER MAN'S CASTLE	Eddy Arnold	Victor 21-0002—BMI
11	2	3	CANDY KISSES	George Morgan	Columbia 20547—BMI
3	7	4	I'M BITING MY FINGERNAILS AND THINKING OF YOU	E. Tubb-Andrews Sisters-Texas Troubadours	Decca 24592—BMI
31	6	5	TENNESSEE SATURDAY NIGHT	Red Foley-The Cumberland Valley Boys	Decca 46136—BMI

WARNING!

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

8	9	6	PLEASE DON'T LET ME LOVE YOU	G. Morgan	Columbia 20547—BMI
8	8	7	TENNESSEE BORDER	R. Foley	Decca 46151—BMI
52	11	8	BOUQUET OF ROSES	Eddy Arnold, the Tennessee Plowboy and His Guitar	Victor 20-2806—BMI
5	10	9	CANDY KISSES	R. Foley	Decca 46151—BMI
3	—	10	DON'T ROB ANOTHER MAN'S CASTLE	E. Tubb and Andrews Sisters-Texas Troubadours	Decca 24592—BMI
1	—	11	ALL I NEED IS SOME MORE LOVIN'	G. Morgan	Columbia 20563
5	—	12	TILL THE END OF THE WORLD	J. Wakely and Cowboy Band	Capitol 15368—ASCAP
2	8	13	RAINBOW IN MY HEART	G. Morgan	Columbia 20563
2	13	13	BLUE SKIRT WALTZ	F. Yankovic and His Yanks-The Marlin Sisters	Columbia 12394-F—ASCAP
1	—	15	TENNESSEE BORDER	Tennessee Ernie	Capitol 15400—BMI

ADVANCE FOLK RECORD RELEASES

- A Package Tied in Blue
- R. Kirk (Lovesick Blues) Mercury 6189
- Alfred
- R. Allen & The Arizona Wranglers (Cottage in) Mercury 6192
- All I Need Is Some More Lovin'
- Montana Slim & His Big Hole Bronco Busters (There's a) V 21-0090
- Are You From Dixie?
- Hugh & Shug's Radio Pals (Five Foot) Coral 64069
- Blow Out All the Candles (Happy Birthday to You)
- R. Stewart & His Kentucky Colonels (When I'm) King 778
- Burglar Man
- C. Boone (Milk 'Em) Mercury 6191
- Careless Hands
- J. Denis & His Ranchers (Old Pardner) London 428
- Cottage in the Clouds
- R. Allen & The Arizona Wranglers (Alfred) Mercury 6193
- Cowboy's Heaven
- G. Autry (There's an) Col 20544
- Don't Be Ashamed of Your Age
- B. Willis & His Texas Playboys (Silver Lake) MGM 10415
- Everybody's Sweetheart
- A. Gibson & His Mountain Melody Boys (I'm Backin') Mercury 6194
- Five Foot Two, Eyes of Blue
- Hugh & Shug's Radio Pals (Are You) Coral 64069
- Four Lovely Letters
- J. Denis & His Ranchers (More Fish) London 433
- Frettin' and Foutin'
- The Texas Rangers (There's an) MGM 10416
- Hadacol Boogie
- B. Nettles & His Dixie Blue Boys (I'm Footloose) Mercury 6190
- How Did You Know?
- J. (Tex) Watson-The Melody Rangers (I Can't) Mercury 6193
- I Can't Get You Out of My Mind
- J. (Tex) Watson-The Melody Rangers (How Did) Mercury 6193
- I'm Backin' Up
- A. Gibson & His Mountain Melody Boys (Everybody's Sweetheart) Mercury 6194
- I'm Footloose Now (And Free to Run)
- B. Nettles & His Dixie Blue Boys (Hadacol Boogie) Mercury 6190
- I've Got News for You
- J. Davis & His Sunshine Band (There's a) Cap 57-40157
- Lovesick Blues
- R. Kirk (A Package) Mercury 6189
- Match Box Blues
- Shelton Bros. (When They) King 780
- Mean Mama Blues
- E. Tubb (Yesterday's Tears) Dec 46162
- Milk 'Em in the Mornin' Blues
- C. Boone (Burglar Man) Mercury 6191
- More Fish in the Sea
- J. Denis & His Ranchers (Four Lovely) London 433
- Old Pardner
- J. Denis & His Ranchers (Careless Hands) London 428
- Ole Faithful
- G. Autry (When It's) Col 20543
- Rounded Up in Glory
- G. Autry (There's a) Col 20543
- She Went With a Smile
- Johnnie & Mack & Their Tennessee Mountain Boys (Trails and) V 21-0061
- Silverlake Blues
- B. Willis & His Texas Playboys (Don't Be) MGM 10415
- Shipping Around
- F. Tillman (You Made) Col 20581
- Take Me Back to My Beeds and Saddle
- G. Autry (The Last) Col 20541
- The Last Roundup
- G. Autry (Take Me) Col 20541
- There's a Bluebird on Your Window sill
- Montana Slim & His Big Hole Bronco Busters (All I) V 21-0090
- There's a Gold Mine in the Sky
- G. Autry (Rounded Up) Col 20543
- There's a Smile on the Face of the Moon Tonight
- J. Davis & His Sunshine Band (I've Got) Cap 57-4157
- There's an Empty Cot in the Bunkhouse Tonight
- G. Autry (Cowboy's Heaven) Col 20544
- There's an Old Rail Fence
- The Texas Rangers (Frettin' and) MGM 10416
- Trials and Tribulations
- Johnnie & Jack & Their Tennessee Mountain Boys (She Went) V 21-0061
- When I'm in My Indiana Home
- R. Stewart & His Kentucky Colonels (Blow Out) King 778
- When It's Round-Up Time in Heaven
- G. Autry (Ole Faithful) Col 20543
- When They Baptized Sister Lucy Lee
- Shelton Bros. (Match Box) King 780
- Yesterday's Tears
- E. Tubb (Mean Mama) Dec 46162
- You Made Me Live, Love and Die
- F. Tillman (Shipping Around) Col 20581

Century Songs

(A BMI AFFILIATE)

Presents



EDDIE KIRK

Exclusive  
CAPITOL  
Recording Artist

"THE GODS WERE ANGRY WITH ME"

CAPITOL NO. 15176

Written by FOREMAN BILL—KYA, San Francisco

By CENTURY SONGS, INC.

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"THE GODS WERE ANGRY WITH ME"  
VICTOR NO. 21-0023

TENNESSEE ERNIE'S  
"COUNTRY JUNCTION"  
CAPITOL NO. 15430

THANKS TO: NELSON KING, WCKY, Cincinnati, for introducing "THE GODS" in the Cincinnati area, and RANDY BLAKE, WJJD, Chicago, in the Chicago area

FOR PERSONAL APPEARANCES: Wire, Write or Phone

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**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**  
**PART VIII**  
TRADE SERVICE PUBLISHER

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Possibilities**  
**PART IX**  
TRADE SERVICE PUBLISHER

Based on reports received last three days of **Week Ending April 29**

Based on reports received last three days of **Week Ending April 29**

**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
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ARTIST	TUNES	LABEL AND NO.	COMMENT
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**POPULAR**

**SYLVIA MARLOWE**  
 (Decca 24205)  
**18th Century Barrelhouse**  
 An early piece by Ramus in a modern arrangement by Lou Singer for harpsichord and ork. Pleasing novelty rates some jock play.  
**Cookoo-Cuckoo**  
 Another early work similarly clefted by Miss Marlowe herself. Long-hair piece is just as pleasing without the self-conscious modernization.

**POPULAR**

**JOHNNY MOORE'S THREE BLAZERS**  
 (Victor 22-0020)  
**Blues for What I've Never Had**  
 The Blazers debut on Victor with an original blues. New singer Lee Barnes shows promise while the group turns in its usual fine background.  
**How Could I Know?**  
 Barnes doesn't quite convince but does okay in handling the lyric of this pretty ballad.

**EDDIE "GIN" MILLER**  
 (Rainbow 70066)  
**Fallin' the Jack**  
 Old-time pianist wraps up the oldie in barroom style with prominent trap drumming to help. Danny Kaye made the tune big in England, and Miller "recites" a chorus in strong Cockney accent, so it might be done there.

**BILLY O'CONNOR & HIS QUINTET**  
 (Supreme 1517)  
**If She Can Cook Like She Can Love**  
 No special appeal in this casual rundown of a novelty trifle.

**Avalon**  
 Another oldie cut in real jazz - ma - tazz fashion, with clickity-clack drumming featured.

**I'll Never Let You Go**  
 Slow ballad performance doesn't hold interest beyond opening bars.

**MARY LOU WILLIAMS**  
 (King 15003)  
**Knowledge**  
 Miss Williams' clean bop piano, and Idries Sulteman's liquid trumpet chorus are standouts in an ultra-musical but mild-tempered, bop side.

**THE NAVY QUARTET**  
 (Solo 80-10-008)  
**There's No Hiding Place Down There**  
 Capable group gets off a fair spiritual rendition.

**Oo-Bla-Dee**  
 Fancho Hagood sings what is probably the first true bop ballad on wax. It's actually a lovely, fragile piece that tells an amusing story. Warbler does great by the music, as does the smart ork group.

**Blow the Man Down**  
 Pleasant harmonizing of the chantey.

**BOB CARROLL**  
 (Joanne Lee)  
 (Taylee TL 201)  
**One Smile From You**  
 Warbler shows good voice, somewhat of the Tony Martin type, but tune and organ backing don't provide him with much opportunity to spread himself.

**FREDDIE FISHER & HIS SCHNICKEL-FRITZ BAND**  
 (King 15002)  
**We'll Have Soup**  
 Not much zip in the vocal delivery of a typical Schnickelfritz nut song, the orking punches okay.

**Sugar Blues**  
 Organ solo is atrociously corny but in no way commercial.

**Schnickelbop**  
 This concoction is an amusing takeoff on bop, with scatting and instrumental work cornering up some familiar bop phrases. Jocks should like this one.

**ARTIE WAYNE-DICK LANE TRIO**  
 (The Skylarks)  
 (Black & White 872)  
**Candy Kisses**  
 Wayne and vocal group take the tune as a rhythm ballad, and so doing miss all its charm. A waste of a fine singing voice.

**LARRY VINCENT**  
 (Pearl 24)  
**My Little Pup With the Patent Leather Nose**  
 Novelty tune and Vincent's Uncle Don type delivery may have some appeal for moppets, but as an adult pop item it's feeble fare.

**I'm Gonna Miss You, Baby**  
 Warbler shows what he can do in a relaxed, attractive rendition of a Bop slow ballad.

**Tell Me I'm the One**  
 Weak formula sentimentalizer gets a weak rendition.

**DICK SMITH & THE ACE TRIO**  
 (Magic AC006)  
**How's Things?**  
 A fair ballad in the things-we-used-to-do-together genre, with Smith delivering in good voice but shy on projection.

**Love Is a Game**  
 Lifeless delivery of a no-punch ditty.

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 Lifeless delivery of a no-punch ditty.

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**THE BILLBOARD PICKS:**

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

**THE HUCKLEBUCK**.....Tommy Dorsey.....Victor 26-3427  
 This persuasive novelty blues, which has been riding high, wide and handsome as a race click, gets a jump treatment here from Tommy Dorsey that could catch on the way his "Boogie Woogie" did some years back. Trumpeter Charlie Shavers does the vocal honors smartly, in addition to blowing a decorative horn passage. Other pop versions that may ride are Frank Sinatra's on Columbia and Benny Goodman's on Capitol.

**BABY, IT'S COLD OUTSIDE**.....Margaret Whiting-Johnny Mercer, Capitol 57-567  
 Like the Buddy Clark-Dinah Shore version on Columbia—a pick last week—this duet rendition of the new Frank Loesser novelty should go places fast with the jocks, jukes and home spinners. It's actually two melodies going along together, dovetailing phrases in highly entertaining fashion. Margaret and Johnny execute it with trigger-timing, and still manage to keep things nice and relaxed.

**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 1,200 of them the disk jockeys think tomorrow's hits will be:

1. CRY AND YOU CRY ALONE.....Deep River Boys.....Victor 22-0013
2. A WONDERFUL GUY.....Margaret Whiting.....Capitol 52-542
3. MY ONE AND ONLY HIGHLAND FLING.....Je Stafford-Gordon MacRae.....Capitol 57-566
4. A CHAPTER IN MY LIFE CALLED MARY.....Gordon MacRae.....Capitol 15425
5. AS YOU DESIRE ME.....Sarah Vaughan.....Columbia 38462
6. A WONDERFUL GUY.....Dinah Shore.....Columbia 38460
7. BALI HA'I.....Frank Sinatra.....Columbia 38446
8. FIVE FOOT TWO, EYES OF BLUE.....Art Mooney.....MGM 10398
9. REDHEAD.....Eddy Howard.....Mercury 5274
10. SOME ENCHANTED EVENING.....Je Stafford.....Capitol 57-544

**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 4,970 of them, the record retailers think tomorrow's hits will be:

1. BABY, IT'S COLD OUTSIDE.....Dinah Shore-Buddy Clark.....Columbia 38463
2. FIVE FOOT TWO, EYES OF BLUE.....Art Mooney.....MGM 10398
3. HOW IT LIES, HOW IT LIES, HOW IT LIES.....Evelyn Knight-Bing Crosby.....Decca 24616
4. RIDERS IN THE SKY.....Bing Crosby.....Decca 24618
5. SIMILAU.....Peggy Lee.....Capitol 15416
6. EVERYWHERE YOU GO.....Evelyn Knight-Bing Crosby.....Decca 24612
7. MY ONE AND ONLY HIGHLAND FLING.....Je Stafford-Gordon MacRae.....Capitol 57-566
8. MERRY-GO-ROUND WALTZ.....Guy Lombardo.....Decca 24624
9. SOME ENCHANTED EVENING.....Je Stafford.....Capitol 57-544
10. KISS ME SWEET.....Sammy Kaye.....Victor 20-3420

**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 3,558 of them, the juke box operators think tomorrow's will be:

1. RIDERS IN THE SKY.....Bing Crosby.....Decca 24618
2. KISS ME SWEET.....Sammy Kaye.....Victor 20-3420
3. A CHAPTER IN MY LIFE CALLED MARY.....Sammy Kaye.....Victor 20-3420
4. CARELESS HANDS.....Bing Crosby.....Decca 24616
5. FIVE FOOT TWO, EYES OF BLUE.....Ken Griffin.....Rondo R-186
6. A WONDERFUL GUY.....Fran Warren.....Victor 20-3403
7. FIVE FOOT TWO, EYES OF BLUE.....Art Mooney.....MGM 10398
8. HOW IT LIES, HOW IT LIES, HOW IT LIES.....Evelyn Knight-Bing Crosby.....Decca 24612
9. SINGLE SADDLE.....Vaughn Monroe.....Victor 20-3411

**SONGS WITH GREATEST RADIO AUDIENCES**

(Continued from page 23)  
 Story of My Life (R).....Massey  
 Streets of Laredo (F) (R).....Famous-ASCAP  
 Sunflower (R).....Famous-ASCAP  
 Three Wishes (R).....Herbert Music  
 Underneath the Linden Tree (R).....La Salle-ASCAP  
 You Broke Your Promise (R).....Pic Music-ASCAP

**FOLK TALENT AND TUNES**

(Continued from page 32)

Gene Autry (Columbia) is transcribing four "Melody Ranch" programs, which will be used during July, while the entire Autry entourage takes a vacation. Autry just finished another pic for Columbia and will do a short tour into Texas. . . . Johnny Bond (Columbia) is being scouted by Warner Bros. for a singing part in a forthcoming pic. Bond is writing a kiddie album for Columbia, called "Rufus and the Coyotes," which will be cut by Rufe Davis, who will do the talking, singing and sound effects. Since returning from a recent Autry tour, Bond has been doing guest spots at Foreman Phillips' Country Barn Dance, Compton, Calif. . . . Don Kidwell, new WWVA addition, has cut his first sides for Mercury. . . . Valley View Park, Hellam, Pa., will operate this year under the management of Nemo Lippert, of the Range Riders, WNOW, York, Pa. This park was not included in the comprehensive list of folk music parks across the country (The Billboard, April 9). . . . The park will operate Sundays, with an occasional week-day date when a name is in the territory. Valley View Park opened April 24. . . . Art Lazarow, the Disko Kid, who just joined WKMH, Dearborn, Mich., after a stint at WEXL, Royal Oak, Mich., will emcee a new two-hour live show from Ypsilanti each Saturday night, half of which will be aired by WKMH. Elton Adams (Mercury), Charlie Jones and His Kentucky Corncrackers, the George Sykes Trio and Little Willie were on the opening April 9 show.

(Continued on page 123)

# New Dough Puts Castle in Swim

HOLLYWOOD, April 30. — Castle Records, Inc., Hollywood indie platter launched some months ago by David Miller, has been reactivated with addition of new financing and is set to invade the field with full scale releasing set-up. Miller will head new corporation, with Seymour Amster as veepee and Milton H. Klein, secretary.

Set for immediate release on Castle are four tunes previously etched by Rudy Vallee for the now-defunct Enterprise label. Sides include Vallee's Version of Whiffenpoof Song, Stein Song, Alouetta and It's Time To Sing a Good Night Song. Miller said he was currently negotiating with Vallee for a new exclusive pact.

Castle's first recording session, held last week, included etching of four originals by thrush Lesly Gray, backed by George Wile's ork. Also currently in release are three Abbott and Costello comedy routines, including Who's on First, At the Races and Down on the Farm.

In addition to waxing spurt, Miller announced plans to launch a pub-berly subsid, to be called Castle Music Publishing Company. Ditties lined up include Did You Ever Stop To Think, I Wish I Had a Wishbone, Oh My, Oh, Me, and Like a Melody Played in Blue.

## N. Y. Record Molders Meet

NEW YORK, April 30.—The recently formed Record Molders Association, comprised of local pressing plant operators, holds its next membership meeting at the Hotel New Yorker Thursday (5). According to Harold R. Kaplan, council for the organization, the purpose of the meeting is to adopt a constitution and by-laws and to elect permanent officers and a board of directors.

## Hilliard Heads Coral Disk A&R

NEW YORK, April 30. — Jimmy Hilliard, for several months with the Decca Record Company in Chicago and recently ensconced in New York, has been named artists and rep chief of Decca's Coral label. Prior to joining Decca, Hilliard for several years was Mercury's a and r head. He was also musical director of WBBM, Chicago flagship of the Columbia Broadcasting System.

Hilliard's post with Coral is regarded as giving the label new stature as a separate entity, altho, of course, it will continue to be operated under Decca guidance.

## Radio Franks Called Pirates

NEW YORK, April 30.—Broadcast Music, Inc. (BMI), Melody Lane Publications, Embassy Music Corporation and Porgie Music Corporation have filed combined suit in Federal Court against the Radio Franks Circo's Inc., for alleged infringement of four copyrighted tunes. The action seeks an injunction and damages, in no event less than \$250 for each publisher.

The complaint charges that early this year, and on various other occasions, the Radio Franks spot, at 40 East 58th Street, publicly performed for profit the following tunes: BMI's It's a Big, Wide, Wonderful World, Melody's Deep in the Heart of Texas, Porgie's I Don't Know Enough About You and Embassy's This Love of Mine. The spot had no license for such performances, complaint alleges.

## Decca Throws Party For Gordon Jenkins

HARTFORD, Conn., April 30.—Decca Records, Inc., of New York, and the Poster & Lester Company of Hartford, area Decca distributor, were host to over 100 persons, representing the Connecticut phonograph record and allied amusement fields, at a reception at Club Algiers, suburban Farmington night club, honoring Gordon Jenkins, the pianist and orchestra leader, Monday night (25).

Jenkins' location visit was the last stop on an extensive good will tour thru Connecticut key cities, including Bridgeport and New Haven.

## Pearl Records Sets 3 Tunes With Pubs

CINCINNATI, April 30.—Larry Vincent, head of Pearl Records, Covington, Ky., reports that his firm turned over four of its songs to publishers this week.

Bob Mellin Company took Mama Won't Let Me Go Fishin' With You; Two Cents, Three Eggs and a Postcard and The Tender Bartender went to Abe Olman, of Metro Music interests, and General Music Company acquired Tell Me I'm the One.

## Mayfair Inks Stu Wayne

PHILADELPHIA, April 30.—Stu Wayne, KYW disk jockey who conducts the morning Musical Clock program, has been inked by the Mayfair record label to cut kiddie wax. The spinner has built up a big audience among the moppets in incorporating the spinning of kiddie records during the show calling it Tunes for Tiny Tots.

# Mercury Plastic To Debut May 15 at 69 Cents a Dip

CHICAGO, April 30. — Mercury Records' answer to price cutting on the part of certain labels will be the release of all future disks after May 15 on nonbreakable plastic at no increase over the current 79-cent price. The conversion of the future Mercury releases to non-breakable plastic follows two years of experimentation by Irving Green, Mercury prexy and plastics engineer, during which he produced and patented Mercoplastic, a special compound which is claimed to have approximately the same reproduction advantages as vinylite.

All pop, race, hillbilly and international 10 and 12-inch releases of May 15 and after will be the new nonbreakable plastic, with all Mercury classics, both past and future, converting to the nonbreakable material after the same date. The entire Jazz at the Philharmonic album line will also be converted to Mercoplastic after that date. According to current plans, Green expects to convert the three Mercury pressing plants at

St. Louis, Los Angeles and Phillipsburg, N. J., to the nonbreakable disk production by July 15. First Mercoplastic disks were tested last month, when all d. j. packages sent out by the firm contained the new platters.

Tests, according to Green, have shown that the major advantages of the Mercoplastic disks are: (1) Less breakage, which will aid distributors and retailers by cutting down all the bookkeeping and return mailing coincidental with breakage; (2) increased plays per disk, with the platter having already been tested in Mercury labs and showing that the new material will outwear shellac by 200 to 300 per cent, and (3) less weight, with the new platter compound 30 per cent lighter than shellac.

BRIDGEPORT, Conn., April 30.—Altho it was his first Bridgeport appearance, Eddie Hamilton drew 812 persons to the Ritz Ballroom last Sunday night (24). Admission was \$1.

## ★ PEARL RECORDS ★ PEARL RECORDS ★

The Fishing Song recorded by **DOTTIE BARLOW** getting bigger every day

### "MAMA, WON'T LET ME GO FISHIN' WITH YOU"

- ★ "My Little Pup With the Patent-Leather Nose" Recorded by Larry Vincent. Try this one.
- ★ "I've Come Back to Say I'm Sorry," beautiful ballad.
- ★ "Buster Astor" #72 in our specialty line—a laugh riot.

If your distributor can't supply you, write us.

PEARL RECORDS BOX 229 COVINGTON, KY.

# Mercury RECORDS

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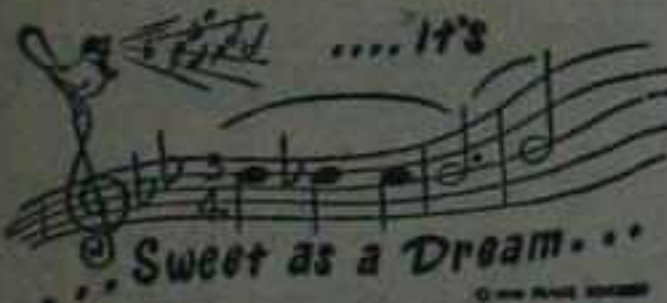
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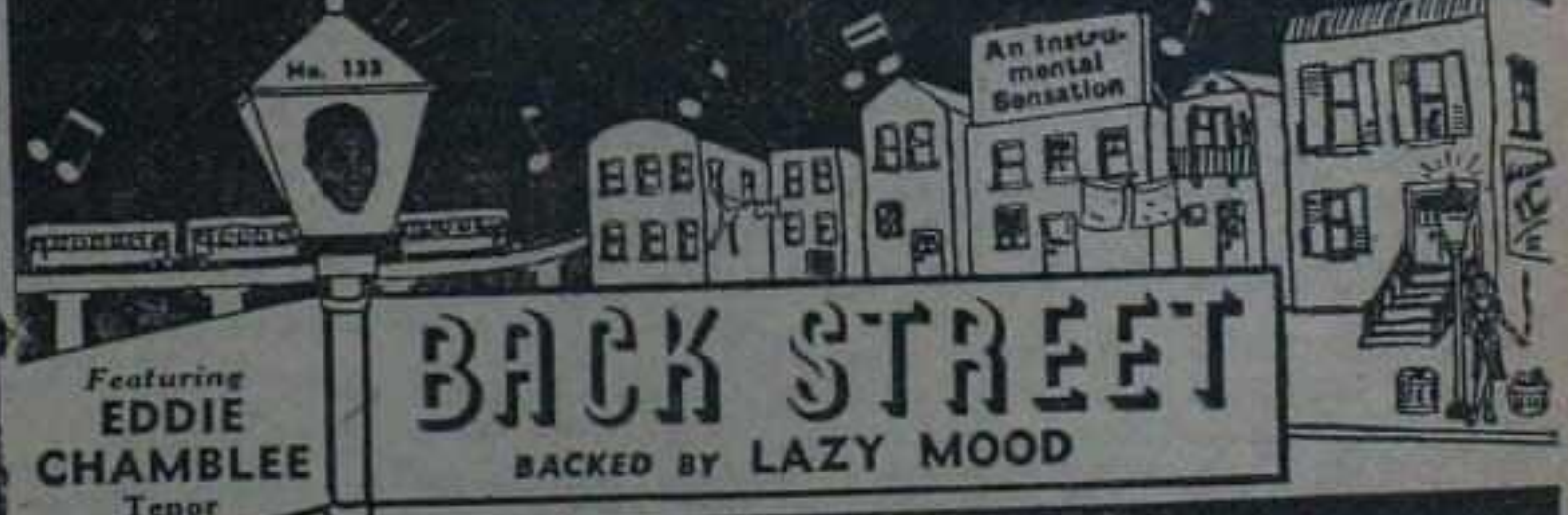
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The **Billboard** MUSIC POPULARITY CHARTS  
**PART X**  
**Advance Information**  
 Based on reports received last three days of Week Ending April 29

The **Billboard** MUSIC POPULARITY CHARTS  
**PART XI**  
**Album Reviews**  
 Based on reports received last three days of Week Ending April 29

**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. James (A Million) London 430
- A Letter to Mother  
P. Dixon (Every Day) Pearl 25
- A Million Miles Away  
D. James (A Chapter) London 430
- A New Shade of Blue  
B. Eckstine (Night After) MGM 10422
- A Rosewood Spinet  
J. Webb-Brite Sisters (The Blue Skirt) Spotlight 513
- A Wonderful Guy  
S. Fields Ork (You're Heartless) MGM 10423
- After What You Said Last Night  
Z. Lane-Dante (Lament to) De Luxe 1191
- After You've Gone  
O. Mason (Sunday) Rondon R181
- Again  
L. Rucker & C. McLin Combo (I Need) Aristocrat 10001
- All Over Italy  
P. Seala & His Banjo & Accordion Ork (There's Nothing) London 409
- All Right, Louie, Drop the Gun  
G. DeWitt-The Paulette Sisters-Spotlite Ork (Grieving for) Spotlite 517
- As the Girls Go  
B. Clark (Father's Day) V 20-3451
- Baby, It's Cold Outside  
D. Cornel-S. Kaye Ork (Whispering Waters) V 20-3448
- Baby, It's Cold Outside  
E. Williams-R. Montalban-MGM Studio Ork-G. Stoll, Dir. (My Heart) MGM 30197
- Baby, Won't You Tell Me Why?  
L. Guarneri Quartet-J. Dee (Stockin' Pull) Villa VR-1001
- Baby Your Mother  
P. Regan-J. Crawford (That Wonderful) Coral 60059
- Barroom Polka  
A. Mooney Ork (There's Something) MGM 10418
- Barroom Polka  
L. Welk Ork (Merry Go) Mercury 5294
- Basin Street Blues  
H. Jeffries-B. Baker Ork (These Foolish) Exclusive 93X
- Now the Man Down  
The Navy Quartet (There's No) Solo So-10-008
- (There's a) Bluebird on Your Windowsill  
G. Towne Ork (The Omp Pah) Regent 153
- Boogie Woogie Bowl  
B. Perkins Trio (Fool Again) Swing-Master 17
- Bran' New Dollie  
Count Basie Ork (Cheek to) V-20-3449
- Bride and Groom Boogie  
T. Bradshaw's Ork-J. Pine (Six Shooter) Manor 1181
- But Nobody  
J. Nichols-N. Temple Ork (Great Guns) London 431
- Cabaret  
A. Grant-D. Bregman Ork (I Do) King 15004
- Cabaret  
P. Page (Whispering) Mercury 5290
- Can I Kiss You Goodnight?  
Kirby Stone Quintet (Nine Five) Coral 60062
- Canadian Capers  
T. Weems Ork (Stammerin') Mercury 5287
- Candy Kisses  
A. Wayne-D. Kane Trio-The Skylarks (I'm Gonna) Black & White 872
- Check to Check  
C. Basie Ork (Bran' New) V 20-3448
- Check to Cheeck  
Z. Elman Ork (That Wonderful) MGM 10421
- Cole Slaw  
J. Dorsey Ork (Parade of) Coral 60063
- Corn  
W. Burchlic Ork (Tillie) Mercury 2084
- Noel Coward Album G. Tarpine Ork (3-10") Cap CC-146
- I'll Follow My Secret Heart . . . Cap 57-554
- I'll See You Again . . . Cap 57-553
- Mad About the Boy . . . Cap 57-554
- Someday I'll Find You . . . Cap 57-555
- We Were Dancing . . . Cap 57-553
- Zigzagger . . . Cap 57-553
- Cumbanchero  
J. August (Nola) Mercury 5288
- Deep as the River  
The Johnston Brothers (Portrait of) London 429
- Don't Bring Lulu  
T. B. Lack Ork-J. Conway-D. Edwards-The Wayfarers (Somebody's Knocking) Dana 2041
- Don't Get Around Much Anymore  
D. Ellington Ork (Singin' in) Col 28464
- Dreamer With a Penny  
D. Falligan-H. Winterhalter Ork (The Right) MGM 10420
- Easy Living  
C. Barnett Ork (O' Henry) Cap 57-592
- Every Day Should Be Mother's Day  
P. Dixon (A Letter) Pearl 25
- Every Time I Meet You  
A. Lund-J. Thompson (The Beautiful) MGM 10419
- Father's Day  
B. Clark (Bran' New) V 20-3451
- Every Time I Meet You  
M. Whiting-F. DeVol Ork (It Happens) Cap 57-590
- Fiddie-a-DeDelphia  
P. Martin Ork (Penelope) Exclusive 97X
- Fine and Dandy  
E. LeMar Ork (The Lady) Cap 37-594
- Fool Again  
B. Perkins Trio (Boogie Woogie) Swing-Master 17
- Gossip  
J. Long Ork (Without Your) Signature 15260
- Great Guns  
J. Nichols-The Keynotes N. Temple Ork (But Nobody) London 431
- Grieving for You  
J. Cooper-The Paulette Sisters-The New Yorkers (All Right) Spotlite 517
- Happy Talk  
K. Kallen-M. Miller Ork (I'm Gonna) Mercury 5291
- I Do, I Do, I Do  
A. Grant-L. Carlyle-D. Bregman Ork (Cabaret) King 15004
- I Found a Million-Dollar Baby (In a Five and Ten Cent Store)  
The Sportsmen-B. May Ork (Me and) Cap 57-593
- I Love You  
K. Kyser Ork (Sweet and) Col 30479
- I Need You When  
L. Rucker-C. McLin Combo (Again) Aristocrat 10001
- I Wonder  
D. Grissom-R. Callender Trio (Please Believe) Exclusive 100X
- If I Could Be With You One Hour Tonight  
K. Starr-W. Manone Ork (Tin Roof) Rex 23005
- If I Only Had One Day To Love  
B. Pannell & His Gentlemen of Distinction (You All) Fanfare 102
- I'm Blowing a Kiss Into the Night  
L. Guarneri Quartet (Rollin' Pin) Villa VR-1000
- I'm Gonna Miss You, Baby  
A. Wayne-The Dick Kane Trio-The Skylarks (Candy Kisses) Black & White 872
- I'm Gonna Wash That Man Right Out of My Hair  
K. Kallen-M. Miller Ork (Happy Talk) Mercury 5291
- I'm Lost  
King Cole Trio (Pitchin' Up) Excelcor OR 105
- I'm the Girl Who Married the Man on the Flying Trapeze  
B. Kay (Put You) Col 38493
- In the Twi-Twi-Twilight  
The Wayfarers (When You) London 370
- It Happens Every Spring  
M. Whiting-F. DeVol Ork (Every Time) Cap 57-590
- It's a Cruel, Cruel World  
C. Daley (Kiss Me) Dec 24629
- I've Been Hit  
Hoggy Carmichael (Ten to) Dec 24631
- I've Got the Sweetest Man  
D. Bell (There Should) Coral 63008
- Katy's Polka  
C. Hudny Ork (Sweetheart) Bravo S-5509
- Kiss Me Sweet  
C. Daley (It's a) Dec 24629
- Lament to Love  
Z. Lane-Dante (After What) De Luxe 1191
- Later On  
G. Palmer (Song Man) Miracle M-507
- Legend of the Roses  
P. Woolley (The Monkey) Pine Arts PA 1002
- Listen to the Mocking Bird  
B. Carlyle Ork (You Broke) Coral 60064
- Lora-Belle Lee  
J. Bradford (Lucille) V 20-3447
- Love Sat Down Beside Me  
B. Pannell & His Gentlemen of Distinction (Who Has) Fanfare 101
- Lucille  
J. Bradford (Lora-Belle) V 20-3447
- Me and My Shadow  
The Sportsmen-B. May Ork (I Found) Cap 57-593
- Merry-Go-Round Waltz  
L. Welk Ork (Barroom Polka) Mercury 5294
- Mister Sun  
The Four Tunes (The Sheik) Manor 1173
- My Heart Beats Faster  
P. Williams-R. Montalban MGM Studio Ork-G. Stoll Ork-G. Stoll, Dir (Baby, It's) MGM 30197
- My Little Pup With the Patent Leather Nose  
L. Vincent (Tell Me) Pearl 24
- My Mistake  
R. Goff-C. Stapleton Ork (The Light) London 427
- Need You  
J. Cooper & M. Scott-The Paulette Sisters-B. Martin Ork (You're So) Spotlite 518
- Night After Night  
B. Eckstine (A New) MGM 10422
- Nine Five O  
Kirby Stone Quintet (Can I) Coral 60062
- No Moon at All  
M. Osborne (Thank You) Coral 60058

(Continued on page 106)

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	.....	ups
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. Caliber of Material	15
4. Manufacturer's Distribution Power	10
5. Exploitation Aids (Record company and other advertising-promotion, film, legit and other plus)	10
6. Interpretation	15
7. Record Quality	5
8. Manufacturers' Production Efficiency	5
9. Packaging (art work binding wrapping)	10

**A COLLECTION OF FIREMAN SONGS—The Jesters (4-10") 68**

Stretch In; The Man Who Fights the Fire; Our Firemen Should Not Be Forgotten; Our Gallant Firemen; The Fire of '49; My Ragtime Fireman; She Lived Next Door to a Firehouse; I'm a Fireman's Love; Fireman, Save My Child; A Fireman's Job for Me; My Johnnie in the Fire Brigade; Fire Down Below; The Man With the Ladder and the Hose; A Fire Laddie; The Village Fire Brigade.

Altho the songs here are less familiar than the recently issued "Automobile" and "Railroad" songs, they are mostly products of the same era, and are related in style. There is, however, less variety than in the other collections. The melodies are swiny and retentive, the lyrics are often humorous and the Jesters harmonize them with the proper old-time spirit—but in a lump, it's a bit too much of the same thing. People who remember the years that produced them will probably have no complaints, however.

**JUKES** Not suitable.  
**JOCKS** Colorful period pieces to draw from.

**SCHUMANN: Symphony No. 4 in D Minor, Op. No. 120—The Cleveland Ork-G. Szell, director (3-12") 67**

Columbia MM-821

This symphony, actually the second Schumann composed, could be the link connecting Mendelssohn and Brahms, tho it lacks the unbridled youthful enthusiasm of the former, and the tremendous capacity for formal development of the latter. It is nevertheless a melodious, theroly romantic creation, with passion, pomp and misadventure. The "scherzo" movement, its most unpretentious portion, is most satisfying. Szell's interpretation doesn't attempt to camouflage the disjointed nature of the composition, tho he does get a handsome sound from his orchestra. Set has strong competition in the Brno Walter-London Symphony version.

**JUKES** Not suitable.  
**JOCKS** Merits some whirls on symphonie shows.

**TCHAIKOVSKY: Symphony No. 6 in B Minor, Op. 74 (Pathetique) —Arturo Toscanini and the NBC Symphony Ork (5-12") 85**

Victor DV 27

This is a Red Seal Deluxe edition in unbreakable vinyl—and deluxe in every other sense. Toscanini gives a blazing, passionate reading to the popular "Pathetique," one of Tchaikovsky's best loved works. The NBC ork performs with a brilliance to match its conductor's. No gaudy histrionics here, but a dynamic, pulsating performance. The recording is excellent, the surface, as might be expected, superb. In spite of the turmoil of the new speeds, there certainly must be enough 78's around willing to shell out the extra price for these vinyl platters of a great performance of a great standard work to make it a less than perfect.

**JUKES** Not suitable.  
**JOCKS** Full symphony takes time to an hour—long except for the most indefatigable long-hair spinners.

**MOZART: CONCERTO FOR FLUTE AND HARP IN C, K. 299—Sir Thomas Beecham, conductor, the Royal Philharmonic Ork—Rene LeRoy, flute-Lily Laakins, harp (3-12") 79**

Victor DM 1292

This new recording of an extremely lovely work replaces a 1932 version on which the same harpist performed. It is a sensitive, fragile piece of music that exploits the special character of these solo instruments to the utmost, requiring from them more in the way of style than technique. Beecham, of course, is a past master at Mozart, aware of every subtlety. He has obtained a quiet, breathy character in the recording sound that further enhances the

beauty of his conception. All in all, this set is a real gem. Liner notes are informative musically and historically.

**JUKES** Not suitable.  
**JOCKS** A must for long-hair spinners.

**HORACE HEIDT PRESENTS DICK CONTINO ALBUM—D. Contino-H. Heidt Ork (4-10") 75**

Magnolia MA 501

Contino Boogie; Twilight; Lady of Spain; Sorrento; Czardas; Canadian Capers; Sunrise Serenade; Cribbribbin.

Contino was discovered by Heidt thru his Philip Morris Youth Opportunity shows, and currently heads one of the road companies. Lad has evidently built a large following, and this set should sell wherever he has appeared. As an accordionist he doesn't appear to be anything sensational, altho his renditions are all adequate. Most of these are concert pieces, taken at production tempos. Only "Twilight Time" and "Sunrise Serenade," taken at easy dance tempos, shape up as juke bets. Selection, of course, is sure-fire, and appearance of set is a plug.

**JUKES** Sides mentioned above.  
**JOCKS** All sides make for pleasant listening.

**AN INVITATION TO DANCE—C. Thornhill Ork (3-10") 80**

Victor F-243

Autumn Nocturne; Lullaby of the Rain; Sleepy Serenade; Where or When; There's a Small Hotel; I Don't Know Why.

Claude Thornhill has re-sliced six of the sides which did the most for his ork on the Okeh and Columbia labels for the Victor company. Packaged together they make a mellow, moody and danceable set. They also serve up all the tastefulness and good sound which has been the Thornhill trademark since he went into the band biz around 1940. The Thornhill vocal group, The Snowflakes, sing on two of the sides, "Small Hotel" and "I Don't Know Why." The remainder are instrumental and all spot Thornhill's distinctive piano styling.

**JUKES** All sides still spin-worthy.  
**JOCKS** Must stuff for all pop spinners especially the all-night guys.

**SMETANA: EXCERPTS FROM THE BARBERED BRIDE—Sir Thomas Beecham, conductor, the Royal Philharmonic Ork (2-12") 80**

Victor DM-1294

Overture; Polka; Dance of the Comedians.

These excerpts from the great Czech composer's famous comic opera have been staples in the concert repertoire for many years, and while all have been available in adequate single recordings, this grouping should enjoy a brisk, continuous sale. It affords the opportunity to have the two parts of the Overture in automatic coupling, and most important, it offers superior conducting by Beecham. The excellent recording offers besides his dynamic, humor-packed interpretations, a wide undistorted range of sound.

**JUKES** Not suitable.  
**JOCKS** Lively stuff for a wide audience.

**SCRIABIN: POEME D'EXTASE, Op. 54—San Francisco Symphony Ork, Pierre Monteux, conductor (2-12") 80**

Victor DM-1578

A noble work is nobly performed here. This tone poem, full of exquisite colors and sensuous harmonies, is an intricately and masterfully woven fabric in music. In the graceful, delicate tradition of Debussy and Ravel, it is indeed a poem of ecstasy. Monteux is brilliant in his reading, with the orchestra rising superbly to his direction. A must for amateurs of modern music—and it is modern, despite the fact that Scriabin penned it in the first decade of this century. The two records come packaged in Victor's new paper envelope.

**JUKES** Not suitable.  
**JOCKS** Fine program for classical aizers.

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**VOX JOX**

A National Accounting of Disk Jockey Activities

**JAZZ JOX . . .** Paul Jackson, pilot of "This Is Jazz," at WSNY, Schenectady, N. Y., recently got a letter from a high schooler asking for info on Dixie jazz for her senior essay. Jackson obliged with a program devoted to her request, and an invite for the young lady to read her treatise on the show. . . . Eddie Sherman, Fall River, Mass., high school junior, does a "Mops and Bops" show at WALE there, and announces at the Sunday jam sessions at the Latin Quarter in Fall River. Recent guests at the bashes have been Howie McGhee, Fats Navarro and Roy Eldridge. . . . Mac McGarry, WBEC, Pittsfield, Mass., writes, "Bop and good big band jazz seem to be seeping thru the corn here. Been pushing Woody, Ventura and warblers like Eckstine—I think if more jocks would get with it there wouldn't be such an overwhelming demand for corn." . . . And Greg Gregory, KERP, echoes virtually the same sentiments from El Paso, Tex., writing, "Eckstine still tops, but lots of bop fans here, too, with Woody, Ventura and, of course, Dizzy the favorites." . . . Bill Edwards, WJDA, Quincy, Mass., spices his daily "1300 Club" with plenty of jazz, both modern and mouldy. . . . Ed Peiss, KVOC, Casper, Wyo., features all the new bop releases on his "Sugar and Spice with Ed Peiss." . . . Paul Jackson celebrated the third anniversary of his "This Is Jazz" show over WSNY, Schenectady, N. Y., recently. It's the oldest all-jazz show in the area, he says. . . . Bob Watson, WSB, Atlanta, is doing a weekly bop session in an attempt to familiarize his collegiate audience with the mystery of progressive music, with guest musicians pitching in. . . . Seventeen-year-old Kurt Alexander does a bop platter show, concert style, at WCAV, Norfolk. . . . Greg Gregory, who recently played host to Illinois Jacquet on his KERP (El Paso) show, reports "bop music is catching on like wildfire in this area." . . . Howard Garland, WGBA, Columbus, Ga., is trying to convert his listeners to bop and progressive music, but concedes: "So far, efforts have been hopeless." . . . Bud Schenck, WTRF, Bellaire, O., has started a jazz show featuring current jazz disks and collectors items.

**CLEVELAND CLATTER . . .** Hal Morgan, whose "Morgan's Musical Inn" is heard regularly over WGAR, is introducing a new feature to the program May 6. Dubbed "College Corner at the Inn," the new seg will be aired each Friday from 12 to 12:30 a.m., with a member of a fraternity and a sorority from near-by campuses on as guests. The guests will be given the opportunity to relate the activities of their respective groups. The representatives selected for the weekly appearances will be determined by the number of post cards, letters or telegrams received by Morgan from each group. Those who write in also requested to send along the names of six selections they would like to hear during their choice's guest appearance. College papers in the area have been giving the idea considerable publicity. Grant Wilson, pianist, provides background for Morgan's mouthings, offers a number of specialties during the program, and serves as a stooge for Morgan's nifties.

**WESTERN WAX WHIRL . . .** Jay Giles, WCNT, Centralia, Ill., is taking pledges for a fund for rebuilding the hospital recently razed by fire at Effingham. . . . Paul Crowley, WJPD, Ishpeming, Mich., has a new son. . . . Phil Haines, WTRC, Elkhart, Ind., programed an old Edison cylinder platter of a thing called "Snow Dear." "It isn't any worse listening than 'You Can't Be True, Dear,'" says Phil. . . . Jack Davis, WQUA, Moline, Ill., has some \$2,000 worth of prizes to give out in his "Laughing Lady" contest, in which listeners are to identify the recorded laugh of a famous fem. . . . Todd Purse, WJLB, Detroit, appeared last week with Billie Holiday in the stageshow at the Paradise Theater.

**FOLK FARE . . .** Tex Ritter guested recently with Ed Lambert, folk spinner at WCAV, Norfolk. . . . Ed Carter, WACE, Chicopee, Mass., joined in singing with a cowboy platter not long ago, and now he's being hailed as Cactus around the studio.

**Lopez, 25 Years on Stand,  
Hits Peak Without Waxing**

(Continued from page 4)

from \$750 (for special charity affairs) up to \$4,500 for a one-nighter. Of these, Lopez's personal share usually averages 75 per cent of the take for local dates, and about 60 per cent for out-of-town dates.

Radio-wise, he is especially busy, with six half hour coast-to-coast shows weekly from the Taft over the National Broadcasting Company (NBC) web, and with three 15-minute TV shows weekly for DuMont. Since the TV show started in November, over 105 guest stars have appeared on it. On all air shows, the sponsor pays the men, and Lopez gets his separately. The men in the band, incidentally, average steadily between \$150 and \$200.

A deal with NBC Thesaurus, calling for 60 transcribed numbers annually, is now in its sixth year. Lopez

is silent partner in a publishing house, but doesn't take an active interest.

A unique but substantial source of Lopez's revenue is numerology. Here he is considered a top prognosticator, and his book on the subject is a consistent royalty earner. In writing for periodicals he rates a buck per word. For changing names, industrial and personal, his fee often runs to \$500.

Musically, Lopez has made a successful effort to keep up with the times. He himself continues as a feature at the piano, but makes increasing use of the celeste.

In applying numerological prognostication to himself, Lopez sees a desirable recording pact within the next six months, and has been busy analyzing the market to determine exactly what the public wants to buy. So far his mathematics haven't been bad.

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Billboard **MUSIC POPULARITY CHARTS**

PART XII



# The Honor Roll of Popular Songwriters

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## NO. 18—JEAN SCHWARTZ

By Jack Burton

At the start of a spectacular career that covered 30 crowded years on Broadway, Jean Schwartz must have been a grievous disappointment to his sister, Rosa. In Budapest, Hungary, where Jean was born November 4, 1878, she probably dreamed of developing another Franz Liszt, under whom she had studied, when she gave her brother his first piano lesson and found he was a most promising pupil.

When the family emigrated to New York in the early 1890's and went to live on the East Side, where finding a piano to practice on was a daily problem, her dream was soon shattered, as Jean came under the influence of a new world environment that helped shape a far different musical future for him than Rosa had planned.

While working as an office boy in a cigar factory, Jean first heard about the bright lights of Broadway from the firm's stage-struck bookkeeper, Leon Friedman, who later became a leading theatrical press agent. In his next job, night cashier in a Turkish bath, he struck up an acquaintance with scores of Broadway celebrities, and his stage fever mounted with the heat in the steam rooms. And when he secured a position as piano player at Siegal-Cooper's, in the first sheet music department ever to be installed in a department store, he switched his affections completely from Rossini and Beethoven to rags and ballads.

Rosa should have known at the outset that Jean never would have been a successful concert pianist. His hair

was too sparse for such a long-hair role.

In 1899, when he was playing and plugging the hits of 50 years ago for the entertainment of the crowds which made the rotunda under the circular staircase of the department store on Sixth Avenue between 18th and 19th streets their favorite meeting place, Jean Schwartz composed his first published work, *Dusky Dudes' Cake Walk*. In 1901 he left the music counter at Siegal-Cooper's for another piano stool on the stage of Weber & Fields Music Hall, where he lent atmosphere to one of the scenes in *Hoity-Toity*.

That same year, what proved to be one of Tin Pan Alley's greatest song-writing teams was formed when Jean Schwartz and William Jerome collaborated on their first song, *When Mr. Shakespeare Comes to Town*, which was interpolated in *Hoity-Toity* and bore the pseudonym of John Black as its composer. For the next 15 years their names were linked not only on the covers of many of the best sheet-music sellers, but on the lobby boards of the nation's theaters from coast to coast.

### Jerome and Schwartz

The team of Jerome and Schwartz was both versatile and prolific, an ideal combination of an experienced lyricist and a youthful composer well grounded in music. At first they specialized on comedy songs that helped pack the theaters where Eddie Foy, Harry Bulger and Thomas Q. Seabrook were playing, and on Irish

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.

songs with which Blanche Ring stopped the show at every performance. Then they contributed complete scores to musical comedies that made Broadway and road history, their most notable successes being *Piff Puff Puff*, which ran for a full year at the New York Casino, and *The Ham Tree*, which served McIntyre and Heath as a starring vehicle for five years and played to an average weekly business of \$18,000 at a box-office top of only \$2.

Billy Jerome, who ran away from his home at Cornwall-on-the-Hudson, N. Y., at the age of 18 to join a minstrel troupe, had already achieved headline billing at Tony Pastor's when he started writing with Jean Schwartz, and his wife and vaudeville partner, Maude Nugent, was the author-composer of *Sweet Rosie O'Grady*, one of the early million-copy sellers. While at the height of their collaboration, the team of Jerome and Schwartz played the Keith and Orpheum circuits. Later Schwartz appeared as a pianist with the Dolly Sisters, and married Jenny Dolly.

With the dissolution of the team of Jerome and Schwartz, Jean put his creative talents on display at the New York Winter Garden, writing scores for *The Honeymoon Express* in which Gaby Deslys and Al Jolson co-starred. *Make It Snappy*, Eddie Cantor's first starring vehicle, and several of his annual *Passing Shows* and other Shubert revues on which Sigmund Romberg collaborated. During the period he wrote two songs with J. Lewis and Sam Young that have become standard numbers in the Al Jolson repertoire: *Hello, Central, Give Me No Man's Land*, and *Rock-a-Bye Your Baby to a Dixie Melody*, the latter being revived in *The Jolson Story*.

In 1930, after 30 active and fruitful years in Tin Pan Alley and the theater, Jean Schwartz said farewell to Broadway with a song, *Au Revoir, Pleasant Dreams*, and boarded the *Santa Fe Chief* for California, where he now spends most of his time. He has any misgivings today about shattering his sister's dream, he has the consolation of knowing that *Chinatown, My Chinatown* outshines anything Franz Liszt ever wrote.

## ★★★ JEAN SCHWARTZ'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE ★★★

### Popular Songs

- 1899—**DUSKY DUDES' CAKE WALK**  
(Instrumental.) Remick Music Corporation.
- 1901—**ANY OLD PLACE I HANG MY HAT IS HOME SWEET HOME TO ME**  
Lyrics by William Jerome. Remick Music Corporation-Jerry Vogel Music Company, Inc.
- I'M TIRED**  
Lyrics by William Jerome. Remick Music Corporation. This song was introduced by Eddie Foy in "The Strollers."
- RIP VAN WINKLE WAS A LUCKY MAN**  
Lyrics by William Jerome. This song was sung by Harry Bulger in "The Sleeping Beauty and the Beast."
- NURSERY RHYMES**  
Lyrics by William Jerome. Remick Music Corporation. This song also was introduced in "The Sleeping Beauty and the Beast."
- WHEN MR. SHAKESPEARE COMES TO TOWN**  
Lyrics by William Jerome. This song was introduced in the Weber & Fields production, "Hoity-Toity."
- 1902—**I'M UNLUCKY**  
Lyrics by William Jerome. Remick Music Corporation. Sung by Eddie Foy in "The Wild Rose."
- MISTER DOOLEY**  
Lyrics by William Jerome. Remick Music Corporation. Introduced by Thomas Q. Seabrook in "A Chinese Honeymoon," this comedy song credited most of the great achievements of history to the saloon-keeping sage of Archer Road, created by Finley Peter Dunne.  
(Available on Decca No. 18551 in Album A-354, Knickerbocker Serenaders.)
- SINCE SISTER NELL HEARD PADEREWSKI PLAY**  
Lyrics by William Jerome. Remick Music Corporation. This song was introduced in "The Little Duchess."
- THE GAMBLING MAN**  
Lyrics by William Jerome. Remick Music Corporation.
- JUST KISS YOURSELF GOOD-BYE**  
Lyrics by William Jerome. Remick Music Corporation.
- 1903—**BEDELIA**  
Lyrics by William Jerome. Remick

- Music Corporation. This was one of Blanche Ring's biggest hits, and introduced by her in "The Jersey Lily."  
(Available on the following records: Columbia No. 38205, Jan Garber and his orchestra; Decca No. 18551 in Album A-354, Knickerbocker Serenaders.)
- HAMLET WAS A MELANCHOLY DANE**  
Lyrics by William Jerome. Remick Music Corporation.  
Eddie Foy sang this song in "Mr. Bluebeard," the musical extravaganza that was playing the Iroquois Theater, Chicago, the afternoon of December 30, 1903, when the playhouse caught fire and 803 lives were lost, most of them in a rush for the exits. This disaster resulted in the adoption of stricter fire laws for theaters throughout the country that made the installation of asbestos stage curtains and the marking of all exits mandatory.
- 1905—**MY GUIDING STAR**  
Lyrics by Thurland Chattaway.
- MY IRISH MOLLY-O**  
Lyrics by William Jerome. Remick Music Corporation-Mills Music, Inc.  
This song was introduced by Blanche Ring in "Sergeant Brus," the musical comedy in which Sallie Fisher achieved stardom largely thru her singing of "Dearie."
- GOOD-BYE, MAGGIE DOYLE**  
Lyrics by William Jerome. Mills Music, Inc.  
This song was introduced in "The White Cat."
- 1906—**CHINATOWN, MY CHINATOWN**  
Lyrics by William Jerome. Remick Music Corporation.
- MY IRISH ROSIE**  
Lyrics by William Jerome. Harms, Inc.  
An interpolated number in "The Little Cherub."
- 1907—**HANDLE ME WITH CARE**  
Lyrics by William Jerome. Harms, Inc.  
This was a "Ziegfeld Follies" production number.
- 1908—**WHITE WASH MAN**  
Lyrics by William Jerome. Shapiro, Bernstein & Company, Inc.
- WHEN THE GIRL YOU LOVE IS LOVING**  
Lyrics by William Jerome. Shapiro, Bernstein & Company, Inc.  
This was written for the second annual edition of the "Ziegfeld Follies."
- 1909—**MEET ME IN ROSE TIME, ROSIE**  
Lyrics by William Jerome. Shapiro,

- Bernstein & Company, Inc.  
Sung by Will Oakland, the last of the great contra-tenors, in Cohan and Har- ris Minstrels.
- THE HAT MY FATHER WORE ON ST. PATRICK'S DAY**  
Lyrics by William Jerome. Remick Music Corporation.
- FRANCO-AMERICAN RAG**  
Lyrics by William Jerome. Remick Music Corporation.
- THE COONEY SPOONEY DANCE**  
Lyrics by William Jerome. Remick Music Corporation.  
The above two numbers were introduced in "The Silver Star" in which Adeline Genee starred.
- 1910—**I'LL MAKE A RING AROUND ROSIE**  
Lyrics by William Jerome. Remick Music Corporation.
- 1913—**SIT DOWN, YOU'RE ROCKING THE BOAT**  
Lyrics by William Jerome and Grant Clarke. Mills Music, Inc.-Fred Fisher Music Company, Inc.
- WHERE THE RED, RED ROSES GROW**  
Lyrics by William Jerome. Mills Music, Inc.
- 1914—**BACK TO THE CAROLINA YOU LOVE**  
Lyrics by Grant Clarke. Mills Music, Inc.-Fred Fisher Music Company, Inc.
- I LOVE THE LADIES**  
Lyrics by Grant Clarke. Mills Music, Inc.-Fred Fisher Music Company, Inc.
- 1915—**HELLO, HAWAII, HOW ARE YOU?**  
Lyrics by Bert Kalmar and Edgar Leslie. Mills Music, Inc.-Edgar Leslie, Inc.
- GOOD-BYE VIRGINIA**  
Lyrics by Grant Clarke. Mills Music, Inc.-Fred Fisher Music Company, Inc.
- IN WINKY BLINKY CHINATOWN**  
Lyrics by William Jerome.
- 1917—**ALL BOUND ROUND WITH THE MASON-DIXON LINE**  
Lyrics by Sam Lewis and Joe Young. Warock Music, Inc.-Mills Music, Inc.  
(Available on Decca No. 24001 in Album A-1917, Bob Grant's orchestra.)
- WHEN THE GIRLS GROW OLDER THEY GROW A LITTLE BOLDER**  
Lyrics by Sam Lewis and Joe Young. Warock Music, Inc.-Mills Music, Inc.-Famous Music Corporation.  
This song was introduced by Harry Tighe in "Follow Me."

- 1915—**I'M SIMPLY CRAZY OVER YOU**  
Lyrics by E. Roy Goffe and William Jerome.  
This song was introduced in "Har- Up"
- 1918—**ROCK-A-BYE YOUR BABY TO A DIXIE MELODY**  
Lyrics by Sam Lewis and Joe Young. Mills Music, Inc.  
(Available on Decca No. 23612 in Album A-469, Al Jolson; Decca No. 24805, Album A-1918, Ray Bensen's orchestra.)
- HELLO, CENTRAL, GIVE ME NO MAN'S LAND**  
Lyrics by Sam Lewis and Joe Young. Warock Music, Inc.-Mills Music, Inc.  
Al Jolson made both of the two songs above smash hits in "Sinbad."
- RUM-TUM-TIDDLE**  
Lyrics by Sam Lewis and Joe Young. Remick Music Corporation-Mills Music, Inc.
- SAHARA (WE'LL SOON BE DRY LIKE YOU)**  
Lyrics by Alfred Bryan. Remick Music Corporation.
- WHY DO THEY ALL TAKE THE NIGHT BOAT TO ALBANY?**  
Lyrics by Sam Lewis and Joe Young. Warock Music, Inc.-Mills Music, Inc.
- 1919—**I'M GONNA BREAK THAT MASON-DIXON LINE**  
Lyrics by Alfred Bryan.
- 1924—**GARDEN OF LOVE**  
Lyrics by Ted Seymour. Harms, Inc.
- ORCANDY DAYS**  
Lyrics by Ted Seymour. Harms, Inc.  
The above two songs were introduced in "Innocent Eyes," the musical comedy in which Mistinguett, the darling of the "Folies Bergere," and her million-dollar legs made their American debut.
- 1930—**AU REVOIR, PLEASANT DREAMS**  
Lyrics by Jack Meskill. Crawford Music Corporation.  
This served as Ben Bernie's closing signature on the radio.  
(Available on Decca No. 23287, Ben Bernie and his orchestra.)
- 1931—**ONE LITTLE RAINDROP**  
Lyrics by Harry Richman. Lyrics by Jack Meskill, Davis, Coles & Engle.
- 1933—**LITTLE YOU KNOW**  
Lyrics by Milton Ager.  
Lyrics by Joe Young. Agr, Yelland, Bornstein, Inc.

**TROUBLE IN PARADISE**  
With Milton Ager. Lyrics by Ned Wever.  
Advanced Music Corporation.

**TRUST IN ME**  
With Milton Ager. Lyrics by Ned Wever. Ager, Yellen & Bornstein, Inc.

**Stage Musicals**

**PIFF PAFF POUF**  
Book by Stanislaus Stange, lyrics by William Jerome, and presented by a cast headed by Eddie Foy, Alice Fisher, John Hyams and Grace Cameron. Remick Music Corporation.

**UNDER OUR LOVELY UMBRELLAS**  
**THE MELANCHOLY SUNBEAM AND THE ROSE**  
**MARCONI**  
I DON'T WANT ANY WURZBURGER  
WE REALLY OUGHT TO BE MARRIED  
UNDER THE COO-COO TREE  
DEAR OLD MANHATTAN ISLE  
THE GHOST THAT NEVER WALKED  
MY UNKISSED MAN  
GOOD NIGHT, MY OWN TRUE LOVE  
CORDELIA MALONE  
LOVE, LOVE, LOVE  
LUTI  
I'M SO HAPPY  
DOLLY DIMPLES  
FOR YOU  
RADIUM DANCE  
MARCH OF THE FLAGS

**LIFTING THE LID**  
Book by John J. McNally, lyrics by William Jerome, and starring Corrine in a cast that included Fay Templeton, Virginia Earle, Eddie Leonard, Julius Tannen, Louis Harrison, Stella Mayhew and Maude Lambert, Mills Music, Inc.

**HOME WITH THE MILK IN THE MORNING**  
**NOTHING DOING IN THE OLD, OLD TOWN**  
**ALBANY**  
**TEXAS DAN**  
**HOW TO GET IN CENTRAL PARK**  
**OH MARIE**  
**MY SYNDI-CATE**

There were three interpolated numbers in this production, as follows:  
**MAKING EYES**  
By Harry Von Tilzer.  
**WHAT YOU WANT AND WHAT YOU GET**  
By R. A. Brown.  
**ROSY**  
By J. B. Mullen.

Following "Lifting the Lid," an after-piece, "The Whole Damn Family" was presented with the following songs:  
**NOBODY BUT YOU**  
**TURN OVER**  
**MY FIRST SMOKE**  
**I LOVE YOU**  
**BORNEO**  
**A MOONLIGHT BUGGY RIDE**  
**THE HAM TREE**

Book by George V. Hobart and lyrics by William Jerome. The famous black-face comedians, McIntyre and Heath, used this as a starring vehicle for five years with a cast that included Forrest Huff, David Torrence, Jobyna Howland and W. C. Fields, who played the role of Sherlock Baffles and did a travesty on tennis. Mills Music, Inc.

**WALKING**  
**DESDEMONA**  
**SWEETHEARTS IN EVERY TOWN**  
**THE MERRY MINSTREL BAND**  
**GOOD-BYE, SWEET OLD MANHATTAN ISLE**

In order to popularize this song, the words of the chorus were printed in the program where the musical numbers were listed.  
**HONEY, LOVE ME ALL THE TIME**  
**THE HAM TREE BARBECUE**  
**WHEN THE CAT'S AWAY**  
**ON AN AUTOMOBILE HONEYMOON**

**FRITZ IN TAMMANY HALL**  
Book by John J. McNally, lyrics by William Jerome, and presented by a cast headed by Joseph Cawthorn, Julius Tannen, Ada Lewis, Melville Ellis, George Ausito Moore and Stella Mayhew. Mills Music, Inc.

**IN OLD NEW YORK**  
**EAST SIDE LIL**  
**MY SWEET**  
**WHEN YOU'RE IN LOVE**  
**IN BAD MAN'S LAND**  
**MY DEAR LITTLE WISE OLD BOWERY**  
**EAST SIDE WALK**  
**I'M A WOMAN OF IMPORTANCE**  
**I DON'T WANT A LITTLE CANOE**  
**YANKEE DOODLE BOODLE**  
**THE MAN BEHIND THE CLUB**  
**THE TAMMANY BALL**  
**THE DEAR OLD FARM**  
**MY IRISH DAISY**  
**IN TAMMANY HALL**

**LOLA FROM BERLIN**  
Book by John J. McNally, lyrics by William Jerome, and starring Lulu Glasser in a cast that included Gladys Zell and Ralph Hers. Harma, Inc.

**MADCHENLIED**  
**ALTDUETSCHER LEIBERSREIM**  
**I THINK OF YOU THE WHOLE YEAR ROUND**  
**I'D SOONER BE A HAS-BEEN**  
**UNTER DEN LINDEN**  
**BENEATH THE MOON**  
**JUST HOME FROM COLLEGE**  
**POOR LITTLE FOOLISH MAN**  
**SIGNS**  
**THERE'S NOT ANOTHER GIRLIE IN THE WORLD LIKE YOU**

**IN HAYTI**  
Book by John J. McNally, lyrics by William Jerome, and starring McIntyre and Heath in a cast that included Carl McCullough, Adelle Rowland and Marion Stanley.

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**May 14 Issue**

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- RAYMOND HUBBELL
- A. BALDWIN SLOANE
- KARL HOSCHNA
- WILLIAM C. HANDY
- HARRY CARROLL
- WALTER DONALDSON

... And others

**1910—UP AND DOWN BROADWAY**  
Book by Edgar Smith and lyrics by William Jerome. Irving Berlin was featured with his partner, Ted Snyder, in this revue, the cast of which was headed by Eddie Foy, Ernest Hare, Emma Carus, Anna Wheaton and Adelaide and Hughes. Remick Music Corporation.

**1913—THE HONEYMOON EXPRESS**  
Book by Joseph W. Herbert, lyrics by Harold Atteridge, and a revue in which Al Johnson and Gaby Deslys headed the following cast: Harry Fox, Harry Pileer, Melville Ellis, Ada Lewis, Fanny Brice, Doyle and Dixon and Yancesi Dolly.

**1913—THE PASSING SHOW OF 1913**  
With Albert W. Brown. Book and lyrics by Harold Atteridge. The cast was headed by Herbert Corthell, Carter De Haven, Wellington Cross, May Boley, Lew Brice, Charles King, Sydney Grant, Besale Clayton, John Charles Thomas, Charlotte Greenwood, Sadie Burt, George Whiting and Mile. Anne Dancrey, of the "Folies Bergere" of Paris.

**1914—WHEN CLAUDIA SMILES**  
Book and lyrics by Anne Caldwell, and presented by a cast that included Blanche Ring, Harry Conor, Charles Winninger and Harry Hilliard. M. Witmark & Sons.

**1914—WHEN CLAUDIA SMILES**  
Book and lyrics by Anne Caldwell, and presented by a cast that included Blanche Ring, Harry Conor, Charles Winninger and Harry Hilliard. M. Witmark & Sons.

**YOU'RE MY BOY**  
**WHY IS THE OCEAN SO NEAR THE SHORE**

By Arthur Weinberg and Clarence Jones.  
**THE BOYS ALL FALL FOR ME**  
**LET US DANCE THE BOSTON**

**1919—HELLO, ALEXANDER**  
Book by Edgar Smith and Emily Young, lyrics by Alfred Bryan, and starring McIntyre and Heath in a cast that included Vivian Holt, Lillian Rosedale, Johnny Burke, Eva Puck, Dan Quinlan, Lou Clayton, Sam White and Gilda Gray. Remick Music Corporation.

**1920—CENTURY REVUE**  
Book by Howard E. Rogers, lyrics by Alfred Bryan, and presented by a cast headed by Tot Qualters, Jessica Brown, Milo and Vivienne Oakland.

**1920—THE MIDNIGHT ROUNDERS**  
Book by Howard E. Rogers, lyrics by Alfred Bryan, and presented by a cast headed by Walter Wolf, Mile. Madelon La Varre, Ted Lorraine, Gladys Walton, Lew Hearn, Harry Kelly, Vivienne Oakland and Tot Qualters.

**1921—THE PASSING SHOW OF 1921**  
Books and lyrics by Harold Atteridge, and starring Eugene and Willie Howard in a cast that included Marie Dresler, Harry Watson, Janet Adair and J. Harold Murray. M. Witmark & Sons.

**1922—MAKE IT SNAPPY**  
Book and lyrics by Harold Atteridge, and with a cast headed by Eddie Cantor, Lew Hearn, J. Harold Murray, Nan Halperin, George Hale and Tot Qualters.

**1923—TOPICS OF 1923**  
With Al Goodman. Book and lyrics by Harold Atteridge and Harry Wagstaff Gribble, and with a cast headed by Alice Delysia, Jay Gould, Jack Pearl, Harry McNaughton, Nat Nazzaro Jr. and Ethel Shutta.

**1923—ARTISTS AND MODELS OF 1923**  
This production was based on a revue staged by the Illustrators Society of New York, to which James Montgomery Flagg, Rube Goldberg, Clare Briggs, Fontaine Fox, H. T. Webster and Harry Herzhfeld were contributors.

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**FLOWER OF THE WOODLAND**  
**CARMENCITA**  
**MUSIC OF LOVE**

**1927—A NIGHT IN SPAIN**  
Book by Harold Atteridge, lyrics by Vincent Bryan, and presented by a cast headed by Phil Baker, Sid Silvers, Ted and Betty Healy, Jay Brennan, Helen Kane, Grace Hayes and Marion Harris.

**1928—SUNNY DAYS**  
Book and lyrics by Clifford Gray and William Cary Duncan, and with a cast headed by Jannette MacDonald, Frank McIntyre, Billy B. Van, Carl Randall and Lynn Overman. Harma, Inc.

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# Trade Eyes Palace Flesh Bow

## Interest Ups As RKO Plans Kick-Off Bill

### Schwartz Is Optimistic

NEW YORK, April 30.—The opening bill of the Palace will be Lorraine Rognan, Cooke and Brown, Jack Parker, Mage and Carr, and the Marvellos, with three acts yet to be added for the May 19 kick-off.

The house policy, the calling for one-week stands, will also include a four-weeker for the emcee. Phil Regan is the tentative choice, tho so far the deal is in the talking stage. There is an odd arrangement involving the booking of Lorraine Rognan. The latter is going in for very small dough, with the understanding that she'll turn over her end to the Cancer Fund. The deal will be publicized, and RKO has indicated it will aid her by giving her as much dough as possible.

The reopening of the Palace is being watched closely. There are houses in many parts of the U. S. toying with the idea of putting in flesh to back the poor flickers that aren't pulling them in. A full-scale vaude show is something the ops have been shy of. For one reason the talent agencies have no time to arrange such shows unless they have a major attraction around whom they'll build a package, and booking a seven or eight-act bill requires a full knowledge of little known performers and production ability to set such a show to run well. With flesh only recently getting a fillip, there are only a handful of people in the biz today qualified to put such a show together.

### Schwartz Optimistic

Trade wisenheimers don't give the Palace much of a chance for varied reasons, chiefly the lack of top attractions. Sol A. Schwartz, RKO topper, who probably knows vaude from the back to the front of the house as well as anybody around, said he's well aware of the obstacles. The Palace is planning to run with small acts; it's opening right in the face of summer; biz is bad. Yet, he said, he feels the new policy has a better than an even chance of making the grade.

Schwartz was particularly emphatic in pointing to a showbiz cycle which began a new phase with the rise of TV. The old family acts, the novelities that made vaude a living thing and is now in such demand by TV, has died because of disuse. "Where are all the new acts to come from? All the old-timers making big dough in radio come from the old vaude (See Palace Flesh Bow on page 43)

## 800-Seater Makes Bow in Montreal

NEW YORK, April 30.—The Bellevue Cafe Casino, Montreal, is the last cafe to open in that area, and based on capacity, is probably the largest in town.

The spot, operated by Harry Holmoak, and booked by Miles Ingalls, has about 800 seats and follows a policy of admissions, 50 cents week days, \$1 week-ends, no minimum. The budget for the opener was about \$4,000, calling for a 10-girl line, Joe Howard, Ben Beri, Three Wiles, and three other acts for the productions. The 4G budget, however, won't be maintained. The spot expects to cut to about \$3,000.

## --Or Tony Martin?

NEW YORK, April 30.—A group of performers, including Danny Thomas and Maxie Rosenbloom, were standing around in Lindy's, when a gushing fem approached Rosenbloom.

"I thought you were wonderful in pictures and in person. I want to thank you and say how splendid you were."

Rosenbloom listened to the whole thing with his mouth open, and when the lady walked off, he turned to the group and said, "Look at her. She thinks I'm Danny Thomas."

## SF RKO Wails At Carson's 18G

SAN FRANCISCO, April 30.—The failure of the RKO Golden Gate to do business with the Jack Carson show sent cries of anguish to New York. The theater does a usual business of about \$15,000. With shows—it plays spots only—the take gets up to as high as \$54,000.

The Jack Carson show, which closed April 20, took in about \$18,000, which house insiders say is barely enough to pay for operating expenses. The show had Bob Alder, Marion Hutton and George Mann assisting Carson.

Danny Kaye, who played the house some time ago, did \$54,000, while Betty Hutton pulled \$46,000.

## Hartford IATSE Testimonial

HARTFORD, Conn., April 30.—Members of Local 84, International Alliance of Theatrical Stage Employees (IATSE), of Hartford, will hold a testimonial dinner honoring Harvey A. King, veteran Hartford stage manager, on his 80th birthday, on the stage of Loew's Poli Palace Theater here May 9 at 11:30 p.m.

## Strike Talk Renewed; Roxy Claims Staff Cut Rights

NEW YORK, April 30.—Strike talk is again starting at the Roxy, with claims made by the Roxy that it has a right to reduce chorus and singing groups, against counter-claims made by American Guild of Variety Artists (AGVA) that firing was "retaliatory."

A. J. Balaban, Roxy's managing director, said the house was experimenting with a change in policy that calls for a reduction of personnel, a condition, he said, AGVA had been told about. The house, which reduced its dancers and singers by 18 people, intends to replace them with mixed fiddles to work on stage to offset the loss of people on its big stage.

Balaban said the discharge of the 18 people was necessary to help cut expenses. He pointed out that the Roxy was the only house on the street with major stage production problems using big names. "With the kind of pictures we've been getting we can't carry the freight. Every girl costs us several hundreds of dollars for costumes and accessories, exclusive of salary."

Balaban also emphasized that under the AGVA contract the house had a right to change its policy even if it involved a reduction in staff.

"Besides," explained Balaban,

## N. Y. Cap, Strand Deny Plans of Dropping Vaude

NEW YORK, April 30.—Both the Capitol and the Strand denied any plans to drop stage shows in the foreseeable future, with the Capitol already booked into next September and the Strand booked into August.

Trade circles pointed to the Capitol's low grosses of 10 years or so ago, after the house suspended its stage shows. For weeks the house barely did \$8,000, a condition that finally led Loew's to put flesh back.

There are weeks the Capitol doesn't do too well, but in most cases it is the fault of the pictures. But even on the bad weeks it makes money.

The Strand, say theatermen, presents a different problem. It has suspended shows from time to time to run a couple of reissues, and it may do so again. Its chief headache is trying to keep a Warner house going on Broadway against competition that has capacity. Flicker supply is also a stumbling block. Right now the Strand is booked into August but it doesn't mean that shows can't be canceled. But if there is any immediate change in policy, the top Warner brass deny knowing anything about it.

## San Fran Class Spot Folds, Blame 20% Tax

SAN FRANCISCO, April 30.—The House of Harris, one of the city's top niteries, closed Monday (25) night. Owner Tommy Harris blamed the 20 per cent federal cabaret tax for the shutdown.

"The tax is slowly strangling the night club industry in this country," Harris said.

He said that 422 night clubs in the U. S. closed last year, most of them because of the 20 per cent slice. One of the victims was the Bal Tabarin, largest club here.

"Dewey Barto (AGVA topper) told me 'if you wanted to do this (cut personnel), why didn't you wait four weeks?'. I told Barto that if it was the four weeks that was worrying him we'd pay off those dismissed and give them their four weeks."

### Barto's Denial

Barto denied making such a statement and said he was trying to work things out in a friendly fashion.

AGVA said when it made the recent settlement and signed the new contract with the Roxy, it assumed all difficulties were over. However, a few days after the contract was signed, seven singers were laid off. A few days later seven more dancers were laid off. "We interpreted this as a retaliatory measure."

A number of meetings were held to discuss these dismissals, the last of which occurred Tuesday (26) at 6 a.m. AGVA demanded that those dismissed be rehired, and the meeting wound up with the understanding (by AGVA) that it would be done. On Wednesday (27), however, the Roxy fired seven more people, including the AGVA deputy.

Another meeting with the Roxy has been arranged for Monday (2), the results of which will be turned over to the AGVA's executive board, Thursday (5), for action.

## Talent Dearth Closes Slapsy; Goes to Burly

HOLLYWOOD, April 30.—Slapsy Maxie's, local class niterie, will become a burly house beginning May 9. Owners Sy and Charles Devore disclosed plans this week-end to switch from a straight niterie fare to girls shows, introing new price and show policies. Failure to find sufficient top drawing acts was the reason behind the switch, coupled with the fact that burly houses in Southern California are doing top biz while class spots continue to fare badly.

New show, to be called Slapsy's Scanties will feature a line of gals, strippers and comics, but will have no burly name acts at the outset, limiting show to a \$2,000 top budget. Spot will charge \$1 admission, eliminating cover or minimum tariffs. Club will offer three shows nightly, at 8:30, 10:30 and 12:30.

## Detroit Bowery Wins Judgment Reversal; Marine Bar a Loser

DETROIT, April 30.—Two night spots were involved in Federal Court decisions by Judge Arthur F. Lederle here this week.

The Bowery won a reversal of a \$30,686 judgment plastered on it several weeks ago by default. The judgment resulted from operation of the Nevada-Biltmore in Las Vegas by Frank Barbaro, Bowery op, and was obtained by his Las Vegas partner, Ralph H. Staughton. The court reversed the award made when the Bowery failed to specify Barbaro's present relation to the club officially. Barbaro contended he was acting as an employee and the club was not liable for his obligation in the lawsuit. Judge Lederle ordered the club to make a disclosure of the facts involved.

In the other case, Koeber's Marine Bar, East Side spot, was ordered to pay \$8,378 in disputed cabaret taxes. The case dates from two years ago and is based on the layout then used by the club, which has since moved down the street to a smaller place. The spot argued it was not subject to the tax on drinks served in the bar in the old location because the bar was in a separate room from the floor show. However, the court ruled that an open door between the two rooms made all drinks subject to tax.

## Cincy State Pares Weekly Vaude Time

CINCINNATI, April 30.—The State Theater, West End house which recently adopted a full-week Negro vaude policy to supplement film fare, is cutting stage attractions to three or four days weekly, according to Carl Brown, house manager.

Duke Ellington teed off vaude presentations the week starting April 8 and the Louis Armstrong ork came in the week of April 22. Both attractions drew okay business but not sufficient to warrant a full week's stay, Brown said. The theater has canceled bookings for Count Basie and Nellie Lutcher because good supporting acts could not be obtained.

The abbreviated stage policy begins May 6 with the Ravens. Ella Fitzgerald comes in May 13.

## Albuquerque Spot Opens

ALBUQUERQUE, N. M., April 30.—The Beacon Supper Club premed Monday (25) with new manager and co-owner, Jack Metz, teaming up with Nick Mondoray, performer and former owner of the Club Mondoray in Las Vegas, Nev. Mondoray is emcee. Also on the bill are Frances Du Bay, dancer, and Dorothy Machele, singer.



# EMA-ARA Sets Rule B Study

CHICAGO, April 30.—Local agents and bookers girded for study of the Rule B revision here Thursday (28) at the meeting of the Entertainment Managers' Association (EMA), Midwest chapter of the Artist Representatives' Association (ARA). Approximately 80 members attended. Jack Russell, new prexy of EMA-ARA, explained the seriousness of the impending meeting between ARA and executives of the American Guild of Variety Artists (AGVA), in that Rule B includes all regulations affecting act booking. Committees appointed to study the booking business will report preliminary findings by May 5, when the board of governors of EMA-ARA meets. A meeting of the membership May will pass on the board's suggestions, after which recommendations will be played to Jack Katz, legal counsel for ARA in New York. Chairmen of committees studying Rule B recommendations are Lyman Goss, club dates; Sam Roberts, theaters; Lou Lohan, night clubs, and Boyle Woolfolk, outdoor. Outside of Rule B discussion, EMA-ARA has decided to make a recommendation to ARA, in which the agents' group will be joined by Jack Irving, Midwest regional AGVA chief, that settlement of Midwest-originated claims, brought by agents and acts, be made in Chicago. At present, claims brought to AGVA for arbitration must be heard by the Chicago executive board which, in turn, sends its recommendations to the AGVA national executive board for decision.

# Anchorage Now Lets Clubs Run to 2 A.M.

ANCHORAGE, Alaska, April 30.—The city council has amended the ordinance allowing city night clubs to remain open until 2 a.m. weekdays and 3 a.m. Sundays, under the following conditions: Music by live entertainers, pro entertainment after midnight, special public dance permit, federal cabaret tax, dance floor at least 250 square feet. The Tune Toppers, formerly with Ken Murray's Blackouts, have signed with the South Seas. The management picked up their six-week option and exchanged it for a three-month contract. Head man Joe DiLalla says the combo plans no changes with the new ordinance in effect. Besides the South Seas, three other clubs have applied for the special permits: Bar Flies Club, Aleutian Gardens and the Village Bar. Meanwhile across the street from the city limits half a dozen clubs continue to operate as usual. April 16 found vocal-piano man Ray Coffin switching from the 1042 to sign a year's contract with the Totem Club. Coffin will be remembered in Las Vegas and along the Coast as a fast patter man with leaning toward classic folk songs. The out-of-town clubs are open all night.

# VAUDEVILLE REVIEWS

## Capitol, New York

(Thursday, April 28)

Capacity, 4,627. Prices, 70 cents to \$1.50. Five shows daily. House booker, Sidney Piermont. Show played by Eric Madriguera's ork.

The new show is a pleasant affair, well paced and mildly interesting, with the big interest coming from the outstanding job turned in by Donald Richards.

Richards, fresh out of *Along Fifth Avenue*, showed what is probably one of the best male voices to be heard in the Capitol in a long time. He sings everything full voice but with such meticulous enunciation and projection that every word is distinct. With it he phrases intelligently, giving a sparkle to old tunes. The crowd went for him.

Sibyl Bowan's standard impersonations were funny because they were skillful delineators. She opened fast with chatter that was amusing contrast to her class appearance and finished to big hands.

### Sanborn Scores

Fred Sanborn's panto was as good as ever, tho this time he had Madriguera straightening for him in some funny bits. His xylophone routine got amusing results and his wife's (unbilled) black hooded quickie appearance pulled surprise yocks.

Lane and Claire, novelty dance and acro team, made for a fast opener. Two cute pony-sized kids went right into their bare-footed number for giggles and maintained the pace with their fast flips while exchanging a funny paper.

The band show kicked off with Madriguera's ork (17) giving out with his Decca recording of *Jungle Rhumba*, winding up the show with his label, *Adios*. Biggest number in the middle spot was the *Pagannini Polka*, with seven fiddles (some double on other instruments) downstage for an interesting number.

Patricia Gilmore, looking very pretty, did a pleasing job as the fem singer on the bill. Her opener, *Again*, received a powerful lighting assist, a white pin spot and red foots lighting up her skirt for an almost ethereal effect. Her next, *Kiss Me Now*, lifted the pace and paid off to good mutting.

Flicker, *Adventure in Baltimore*.  
Bill Smith.

## Seattle Palomar Adds Acts

SEATTLE, April 30.—Three-a-day vaude has come to John Danz's Palomar Theater here. Acts booked by Jerry Ross for the April 25 week included the Four Gobs, the Skating Millers, Clem Foust, Jack Lester and Bill Nelson. Ray Watkins' ork is in the pit.

Palomar has been featuring nothing but flicks since last Christmas week.

## Chicago, Chicago

(Friday, April 29)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows week-days, six shows week-ends. House booker, Harry Levine. Show played by Louis Basil's house band.

Janet Blair and the Blackburn Twins, co-headliners, put the current show across. Miss Blair is a contrast to many film names who come unprepared to offer anything of value. She's 100 per cent improved over her last trip around with the addition of the cleating duo. The handsome male tap duo came on ahead of La Blair, doing well in their own spot with a rhythm tap that was tops. Their mirror number was marred by faulty precision with their cane handling.

Boys close by doing a romantic routine with a dummy, dressed in the same pink gown as Miss Blair, who comes on carried by the boys, after they return for their pseudo encore. Miss Blair did three songs, with her novelty interpretation of *True to You in My Fashion*, hitting best. Then the Blackburns return to work with her on two swell routines. Their parody on *Once in Love With Amy*, in which they substitute "Janet," won a mitt. Miss Blair shows grace and charm in her first terp work. While the duo's work with her was a bit rough, their over-all job shows that the act has class.

Victor Borge runs thru his standard routine, with his phonetic punctuation bit showing signs of wear. Audience reaction to the start of the bit was so weak that he jokingly commented on it. Borge, who won attention in one span he spent at the mike kidding, spent too much time at the keyboard.

The Rudells have dolled up their costuming, now wearing full dress suits, while the gal comes on in a brief black lace outfit. Won attention all the way with a mixture of comedy and straight trampoline.

Louis Basil's band again opened with a short jump specialty. Basil should throw in a production bit to break the monotony.

Pic, *Flamingo Road*.  
Johnny Sippel.

## Det. Slices Two Houses' Tax

DETROIT, April 30.—City Council, sitting as board of review for tax purposes, sliced reductions of \$18,000 and \$16,000 respectively off the State and United Artists theaters. The management contended that the two big downtown houses were entitled to "special obsolescence deductions" for stages, orchestra pits and dressing rooms not in use. Neither house has had stage shows in at least 15 years as a regular policy. The United Artists was never a flesh house, but equipment has been taxed all these years.

# Stem Holds to Hefty 443G; Para 97, Cap 46, Roxy 110

NEW YORK, April 30. — Stem vaude-pic houses had another strong week with a \$443,000 gross, as compared to a big Easter week's take of \$515,000. The Music Hall, Roxy and Paramount were the houses with the biggest grosses.

Radio City Music Hall (6,200 seats; average \$115,000) continued to attract big business with its combo of *The Glory of Easter*, Harrison and Fisher, Paul Haakon and *A Connecticut Yankee*. The gross last week was \$150,000, as compared with its gigantic \$170,000, the second frame with the bill.

Roxy (6,000 seats; average \$89,000) is still doing excellent biz the second week with Vivian Blaine, McCarthy and Farrell, Leo De Lyon, Joan Hyl-doff, the Rookies, the Ice Show and *Mr. Belvedere Goes To College*. Receipts were \$110,000 as compared to \$162,000 for the opener.

Paramount (3,654 seats; average

\$76,000) grossed a stunning \$97,000 the first week, with its new bill consisting of Duke Ellington and his ork, Billy Eckstine, Howell and Bowser, Peck and Peck and *The Undercover Man*.

Capitol (4,627 seats; average \$66,000) slipped to \$46,000 for its last seven days with Art Mooney's ork, Rose Murphy, James Barton, Stan Kavanagh and *City Across the River*. The gross the previous week was \$68,000. The new attraction (reviewed this issue) is Eric Madriguera and his ork, Donald Richards, Fred Sanborn, Sibyl Bowan and Lane and Claire. Pic, *Adventure in Baltimore*.

Strand (2,700 seats; average \$45,000) was off to \$40,000 the second week with its show, as compared to a first week's 60G. The bill has Lionel Hampton's ork, Mantam Moreland, Kitty Murray and *My Dream Is Yours*.

## Cafe Biz Lowest in 2 Years

WASHINGTON, April 30.—February receipts in the country's eating and drinking places were the lowest in two years, it was announced by the government this week. The estimated gross was \$896,000,000, compared with \$992,000,000 in January, 1949, and \$930,000,000 in February of last year.



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**DECCA & RONDO RECORDS****NIGHT CLUB REVIEWS****Cotillion Room, Hotel Pierre,  
New York**

(Tuesday, April 26)

Capacity, 285. Price policy, \$3-\$4 minimum. Shows at 9:15 and 12:15. Owners, Pierre Hotel. Booking policy, non-exclusive, with Stanley Melba buying. Publicity, Madeline Riordan. Estimated budget this show, \$800. Estimated budget last show, \$700.

The new show is distinctive because of the work and appearance of Eric Thorson. Tall, muscular, blondish Thorson, doing a repeat date here, is an ideal classroom act. He's good looking, handles himself well, sings a fine song, has a commercial act and, what is perhaps equally important, is a natural for the fem trade.

Thorson was obviously nervous when he started. He oversold and overmugged. But once he hurdled the first two numbers, he had them right in his palm. He used standards and pops with special lyrics added, working them into a story. He did some longhair numbers to show voice quality and wound it up with a multilingual medley, using Norwegian, Irish and Yiddish lyrics to wrap it up for an almost show-stopping finale.

**Indian Dancers**

The opening act, Sujata and Asoka, an East Indian dance team, showed a lurid set of costumes and little else. Coming from the concert stage, after one week at the now shuttered Embassy, the pair do what is said to be authentic Tibetan dances. As to its authenticity we have no opinion. But its commercial value to an audience accustomed to the American versions of East Indian terps is questionable. Even the narrating of Stanley Melba, attempting to explain the movements of the pair, tho it helped some, did little to sustain interest. One reason is that the team's movements are in one tempo, a sustained tiresome beat; another is their dully arranged music. A fire dance by the boy was good for flash effects but little more.

The Stanley Melba band did its usual excellent show-cutting chores. Ralph Lane's rumbas alternated on the dance sets in satisfactory manner.  
Bill Smith.

**Vine Gardens, Chicago**

(Thursday, April 28)

Capacity, 100. Price policy, \$2.50 minimum with 50 cent cover charge. Shows at 8:30, 11:30 and 1:30. Exclusive booker, Paul Marr. Publicity, Helen Weiss. Estimated budget this show, \$2,800. Estimated budget last show, \$2,800.

Parlay of the Lind Brothers and Ada Lynn turned into a winner here, with both acts showing the eclat and savvy that's associated with the big time. The Lind Brothers have commercialized their excellent harmony warbling into something that's technically perfect yet easily understood. Where previously they stressed the singing end of their act, they've now added gestures, props and little vocal nuances that put their work across. At show caught, the boys had to do 10 numbers, mixing them perfectly to hold attention. With male harmony singers going big on pop records, these boys deserve a listen from waxery biggies.

Ada Lynn has graduated into the comedienne class. Utilizing top material written by Sherry Cloth, the vivacious blonde shows a personality with tinges of Cass Daley and Martha Raye. She's also acquired poise that makes it possible for her to inject repartee with the customers. A WAC bit with lines changed to fit a Girl Scout routine is her top item. The gal is loaded with material. She does six numbers, each sparkling with originality.

Ruthie Daye fitted well into the fast moving show, opening with a spirited display of rhythm tapping. While the gal needs something to take her act out of the straight tap class, she injected enthusiasm into her cleating that won top mitting.

Mel Cole's foursome and Pancho's rumba combo did a good job of tune presentation.  
Johnny Sippel.

**Bill Miller's Riviera,  
Fort Lee, N. J.**

(Wednesday, April 27)

Capacity, 1025. Price policy, \$3.50-\$5 minimum. Shows at 8:30 and 12:30. Operator, Bill Miller. Booking, non-exclusive. Publicity, Ed Weiner. Estimated budget this show, \$15,000.

Midsummer weather jammed the spot, inside as well as outside. But if the car parkers moved fast, the new headwaiter was lost in a fog. The usual complaint about bad tables were loud and furious—a typical New York opening.

The show was elaborate and expensive, but outside of Danny Thomas, the pacing was dull and the flash effects this big room needs so badly were left to the line, a 21-girl package.

Danny Thomas was better than ever. He slipped from pathos to farce with the agility of a mountain goat. His situation gags rocked 'em; his dramatic asides hushed 'em. His sardonic allusions, mixed with ironic philosophical observations on radio commercials, picture casting and saloon bosses, were barbed but delivered with a finesse and timing that were amazing. To say it brought laughter is the understatement of the year. The banshee yells and shrieks were deafening. The only criticism to find in Thomas's act is his preaching. The average customers aren't interested in Thomas's religion. They pay their dough to be entertained. And as an entertainer, Thomas has no equal.

**Damone Misses**

Vic Damone, sporting his new nose, was just a blob of light in the distance from where we sat. However, even up close, his choice of songs—mostly soft ballads geared for small intimate rooms; and the Riviera is hardly that—missed badly. The boy needs full voiced numbers to register. He finished to a good hand where he usually gets terrific applause.

Betty Jane Smith is a fine little dancer. Her size, however, (she's about 5 feet) was a real handicap. This stage needs big people to project properly.

The production singing chores were capably taken care of by Judy Lynn and Jeffery Clay. Both have excellent voices and both are good looking people. But having them work up-stage and stageside killed their effect. Miss Lynn showed a very interesting voice, full and rich. With better numbers and more imaginative staging she'd stand out. Clay has a big voice tho his numbers gave it little opportunity to be properly heard.

The Donn Arden productions were very attractive. The costumes were well designed by Billy Livingstone, showing enough to make them provocative, and where they didn't show, they clung like skins to a grape. The music and lyrics of Benny Davis and Abner Silver were listenable, with *This Time of the Year* showing good potentials.

Walter Nye's band cut a music laden show with rare skill. The Lecuona Cuban Boys supplied the rumba rhythms.  
Bill Smith.

**Cocoanut Grove, Hotel Ambassador, Los Angeles**

(Tuesday, April 26)

Capacity, 860. Price policy, \$1.50 cover week nights, \$2 Saturdays. Shows at 9:30 and midnight. Owner, Hotel Ambassador. Operator, J. E. Benton. Booking policy, non-exclusive. House bookers, J. E. Benton and A. V. Tozzi. Press, A. V. Tozzi. Estimated budget this show, \$8,000. Estimated budget last show, \$5,500.

Conservative Cocoanut Grove's staid walls are rocking and rolling to the bouncy beats of Frankie Laine, who scored solidly during his surprise booking here last summer, and again is wowing patrons. Laine's appeal has graduated from the bobby-sox brigade to a wider and more substantial scope.

Laine intros each selection with background commentary that goes a long way in guiding the uninitiated (See *Cocoanut Grove*, opposite page)

**Lookout House, Covington,  
Kentucky**

(Monday, April 25)

Capacity, 600. Price policy, \$2.50 minimum. Shows at 8 and 1. Operator, Lookout House, Inc. Manager, S. D. Alex. Booking policy, Frank Sennes, exclusive. Estimated budget this show, \$8,000. Estimated budget last show, \$4,500.

Kentucky Derby Revue, brainchild of Manager Sam D. Alex, is geared for the race horse coterie and represents a five-act parlay that incorporates pleasant musical scoring, good singing, comedy and ace terpsichory.

Following a flicker flashback of Col. Matt Winn's annual equine extravaganza, the Burns Twins and Evelyn win solid palms with their stylized tap maneuvers. Gal executes difficult toe taps as easily as her male partners turn in ace toe and heel cleatings of standard turns.

George Prentice and his puppets garner immediate audience reception. Prentice's expert string pulling with a long line of characters is as easily digestible as the house's excellent cuisine, his Judy routine still topping his bag of tricks for laughs.

Handling the comedy is the affable Don Rice, whose turn is replete with gaffed trombone, telephone and cap pistol gimmicks, all of which went well here. Rice is a hard worker and his projection is good, but turn could stand the addition of juicer gab material to replace the dated stuff. Grabbed chuckles for his constant audience milking and occasional dips into low comedy. Take-offs on John L. Lewis, President Truman and an inebriate proved the best of his impressions.

Garnering show's best mitts was the novel and imaginative ballroomology offered by Yvonne, Clavel and Farrar (two fems and a lad). Tastily turned out in formal white garb, trio packs all the grace and flexibility dished up by the standard boy and gal turns. Excellently worked out boleros and rumbas are carried out with expert timing. Butterflies, spins, somersaults and varied other capers done in unison by the attractive brunet and blond, with the lad on the heavy end, brought down the house. Waltzed-off after two call-backs.

Youthful Bob Dixon handles the emcee chores smoothly and clicks solidly with good barying of heart throbbers like *Because* and *Somebody Loves Me*.

Bob Snyder's ork continues its crackerjack show and dance-cutting chores. Bruce Brownfield is still the Steinway ace in the Wonder Bar.  
Bob Doepker.

**Mocambo, Hollywood**

(Wednesday, April 28)

Capacity, 325. Shows at 10:30 and 12:30. Price policy, \$3 minimum week nights, \$4 Saturdays. Booking policy, non-exclusive. Owner, operator, Charles Morrison. Press, Charlotta Rogers. Estimated budget this show, \$3,500. Estimated budget last show, \$3,500.

This swankery was filled to capacity and screen celebs studded the ringside to give songstress Rosalind Courtright a resounding welcome home. The tastefully attired, fitian-tressed chantoosey wooed and won her audience from the start with her warm personality, which she injects into every selection, and her ability to sell a song.

She opened with a cycle of songs that ranged from ballads to comedy, and wound up with a brace of oldies that had everyone joining in. Audience participation gimmicks seldom go over at the Mocambo, but Miss Courtright made it click this time. Favored by patrons were her versions of *Johnny*, *Get Your Girl*, *Let a Smile Be Your Umbrella*, *It's More Fun Than a Picnic*, *You Must Do It With a Twinkle in Your Eye*, *Life on the Wicked Stage* and *What It Seems To Be*.

Her style is a bit dated, sticking closely to beat, melody line and lyric and avoiding frills. This, coupled with her full and throaty voice, makes Miss Courtright's offerings a welcome relief from the many styles hitting the lobbies these days. Terp tempi were capably furnished by Eddie Oliver and Latinaires combos.

Lee White

Old Knick Music Hall, New York

Capacity, 450. Price policy, \$7-14 minimum. Shows at 8 and 11:30. Operator, Paul Killiam. Booking, non-exclusive. Publicity, Dreyfus-Lynn. Estimated budget this show, \$600.

This spot, situated between the East Side slums and the chi-chi Sutton Place district, is apparently catching on with its brand of raucous corn that is unabashed as it is commercial. That old gimmick of let-the-customer-get-into-the-act is an ideal business puller for the lads with a latent desire to talk back to the actors.

The show policy calls for an old seller, usually in three acts, each pointing a moral. The cast, ranging from good to excellent, gets a whack at reading lines and experience not easily obtained. The heroine is properly virtuous; the hero is a muscular lame-brained guy, and the villain, who gets his comeuppance, is shifty and a conniving 'so-and-so. It all makes for big yocks, with actors talking back to customers and customers ad libbing all over the joint.

Old Flickers Hilarious

All acts double from the set play to solios, and some of them are so bad they're almost the acme of hilarity, a condition obviously aimed for. Between the set shows there are old flickers with narrations (very funny) by Paul Killiam. A three-piece band does the show and plays for dancing. Singing waiters chime in between orders, giving it the old try with equally amusing results.

The current cast consists of Jerry Bergen, Narita, Gene Barry, Nina Varela, Bettina Thayer, Bob McMenamin, Johnny Silver, Gloria Leachman and Walter Klavun.

Jerry Bergen pulls all the stops with panto, double talk and bits to do a great job. Narita is interesting to look at and her Latin accents are funny to hear. Gene Barry showed an ability to read lines that marks him for better things once somebody drops in to take a look at him. Bettina Thayer is pretty and acts well enough to show promise. Gloria Leachman is probably the best prospect for a real show. She's attractive, acts well and reads lines with assurance. All the other members of the cast range from fair to promising.

Bill Smith.

Jordan Pulls 984 at Albany

ALBANY, N. Y., April 30.—Attendance was 984 at a dance featuring Louis Jordan at the Mid-City Ballroom here April 15. Tickets were \$1.50 in advance, \$1.75 at the door. The dance was sponsored by Marty Ross, WPTZ disk jockey.

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IN SHORT

New York:

Jimmy Curfio, for seven years with the Loew booking office, will join Al Rickard May 13 to assist on his book. . . . The "Stop the Music" unit will start doing theaters again in a few weeks. Acts are being sought, and dates are now being set. . . . Bill Lawrence will go back to the Blue Angel for a \$50 raise. The old option called for \$250 for five weeks, but the Music Corporation of America (MCA), which bought a portion of his contract, insisted on a new deal.

Maxie Rosenbloom swears he "lectured on journalism" before the faculty of the University of Pittsburgh. "Toughest audience I ever worked to. Nobody would laugh," said Rosenbloom. . . . Some of the acts working for Lionel Hampton are giving their notice. They claim they're being worked too hard and have to do benefits. The American Guild of Variety Artists (AGVA) says it's investigating.

Gene Baylos, due to go to the Chez, Chicago, may get himself a job at Pierre's Cotillion Room when he returns to New York. . . . The Plaza's all set for its fall and winter season. It reopens in September with Evelyn Knight, to be followed by the DeMarcos and then Paul Draper and Larry Adler.

Julie Wilson, who closes the St. Regis Maisonette, had the longest run in that room of any performer. She opened December 21 and bowed out May 2. . . . No shows at the Waldorf-Astoria's Starlight Roof this summer. Bands only. . . . Benny Rubin, with two TV shows weekly, may soon have a third. . . . Cafe James bought last week by Joey Kaufman. . . . Roxy fired seven more kids last week and right after it signed a contract with AGVA. The kids want to strike. AGVA's Barto, they say, gives them only conversation.

Bill Lawrence's contract has been bought by MCA and the same office is romancing Vic Damone. . . . Harvey Stone broke the house record at a split-weeker in the Brooklyn Patio. . . . Henny Youngman will do a series of flicker shorts for TV shows. . . . The Majestic, Brooklyn, is using a sapo-lieoed version of burley.

Here and There:

Baro and Rogers open at the Palladium, London, June 6. . . . Cholly Storm, following a 43-week engagement at Bon's Grill, Milwaukee, opened at Jim Broderick's Bowl Center, Harvey, Ill. . . . Louis (Kid) Kaplan, ex-world's featherweight champion who retired recently from the night club business in Hartford, is now a salesman there.

Sterling Young and his band opened April 26 in the Keystone Room of the Hotel Texas, Fort Worth. It's a California combo. . . . Harry King and his ork opened April 24 at the Skyliner Club, night spot just out of Fort Worth. The Skyliner, dark for many weeks, has been reopened by W. D. Satterwhite, who also operates the Rocket Club. . . . Ali Bey's Blue Moon Steak House in Fort Worth, just redecorated, will present a floorshow and orchestra nightly. Red Smith, the "Musical Plumber," and Dorothy Baxter, singer, opened the floorshow April 26. . . . As old as they are, strip tease acts are packing 'em in at three Fort Worth night spots. Lucky Pierre's, a night club, with Scotti, strip teaser, made such a hit that Wayside Inn has booked Sherry Lynn and Midway's Inn is featuring Torchy.

Boggiano and Lynch Hunt Nitery Spot

NEW YORK, April 7.—Johnny Boggiano and Jack Lynch are looking for an East Side location where they plan to open a class nitery. Boggiano was formerly part owner of the Versailles, disposing of his interest last March. Lynch is the co-manager of the Latin Casino, Philadelphia.

If a site is found and a deal made, Lynch will leave the Philly cafe for New York. Boggiano has had talks with the owners of the now shuttered Manny Wolfe's Chop House, the Embassy and Le Directoire, but so far nothing has been set.

New Ops of Philly Click Add Stage Show Policy

PHILADELPHIA, April 30.—With the Levine family taking over active control of Frank Palumbo's Click, the policy of the room will include stage shows in addition to the name bands. Since its opening the Click has been housing the name bands, and the music parade will be continued.

Louis Prima opened last night (29). The stage budget will be a moderate one, using only three acts, with the band filling in to make for a full hour of floor show fare twice a night.

COCOANUT GROVE

(Continued from opposite page) listener. His stage manner is unassuming, warm and friendly. Lad clicked with his audiences when he admitted having the opening night jitters with such sincerity that he won everyone in the house.

In addition to injecting his characteristic beat, Laine puts plenty of

So, What's New?

NEW YORK, April 30.—Jerry Rosen, indie agent, was explaining to Julie Oshins why he wanted him on the Benny Rubin show. "I just want you around for laughs."

"For laughs, eh?" said Oshins, "Okay, let's talk money."

"Oh, that's different," said Rosen. "That's not a laughing matter."

feeling into his vocal renditions. Cheers greeted his heart-and-soul versions of You Know You Can Depend on Me, September in the Rain, Black and Blue, You're Just the Kind of a Girl That I'd Like To Fall for Me, and a revival of I Wish You Were Jealous of Me. Encores included old Laine faves like River Ste. Marie and That's My Desire. He was tastefully accompanied by Carl Fischer's piano and the Leighton Noble band. Latter crew also provided dance tempi between shows. Lee Zhito.

HOWARD AND WANDA BELL

April 21-May 4, Thunderbird Hotel, Las Vegas, Nev. May 9-May 22, Pappy's Showland, Dallas, Tex. May 24-June 6, Southern Club, Houston, Tex. June 9-June 22, Rocket Club, Ft. Worth, Tex. June 27-July 10, Washington Hotel, Shreveport, La. July 17, Fair Dates.

AL MARTIN AGENCY, Boston, Mass. MANAGEMENT: MCA

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PALACE FLESH BOW

(Continued from page 41)

days. They're not going to be around forever. TV wants new acts. We've got other houses, we also want new acts, where are they to come from?"

Schwartz explained RKO wasn't a philanthropic organization. It was trying to make a buck like any other enterprise. "But to make a buck today you have to experiment. The band shows aren't holding up too well, with a few exceptions. The top attractions cost too much. The answer is vaude. Not the corny stuff that helped kill it. We think there are acts around that are fresh, who haven't been seen, who can make the grade. If we're wrong we'll know it soon enough. In any event we'll give the new Palace policy plenty of time to make good."

Dan Friendly, circuit booker, who buys all the talent for the chain's big houses, said he didn't know there were so many acts available within his limited budget. With his new chore, finding eight acts weekly for the Palace, he's snowed under with agents submitting everything from animal to six-person acts.

The 1,700-seat Palace will be tentatively scaled from 90 cents to \$1.20.

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# Equity Members Reconvene on Video Question

(Continued from page 3)

zation produced early last February by the subcommittee, composed of presidents and members of the various branches of the Associated Actors and Artistes of America (4-A's), (*The Billboard*, March 5). Further, the television committee is to have power to negotiate on the basis of that plan without recourse to either Equity Council or membership. The council is to urge that all other branches of the 4-A's grant similar power to their respective committees. If the other branches are unwilling or unable to do so within 30 days Equity is to take the lead by calling a general meeting of all 4-A's membership in New York to consider and make recommendations on the plan. Equity Council is expected to take action on the resolution at its next weekly meeting Tuesday (3).

Also adopted yesterday was a resolution enabling all branches of 4-A's to act upon amendments to its own constitution via a referendum to their members as well as by a general membership meeting. This will permit the American Federation of Radio Artists (AFRA) and the American Guild of Variety Artists (AGVA) which cannot hold such membership meetings to act on the 4-A's constitutional amendments.

The meeting drew an attendance of 550. Clarence Derwent presided.

## Broadway Opening

### THE HAPPIEST YEARS

(Opened Monday, April 25)

#### LYCEUM THEATER

A comedy by Thomas Coley and William Roerick. Staged by James Neilson. Setting by James Russell. Company manager, William Tisdale. Stage manager, Shelly Hull. Press representatives, Sol Jacobson and Lewis Harmon. Presented by Gertrude Macy.

Martha Johnson.....	Judy Farrish
Richard Johnson.....	Douglas Watson
Alida Wentworth.....	Jessie Busley
Clara Graves.....	Peggy Wood
Bertram Graves.....	Richard Bishop
Roger Littlefield.....	James Goodwin
Joan Miller.....	Louisa Horton
Florence Graves.....	June Walker
Morton Graves.....	Loring Smith

Gertrude Macy has lined up an excellent roster of players for the Thomas Coley-William Roerick comedy, *The Happiest Years*. But despite superior qualifications, their combined efforts don't click off particularly happy hours at the Lyceum.

Messrs. Colby and Roerick have come up with a tenuous little campus frolic about a G. I. Bill of Rights student with mother-in-law trouble. He wants to teach biology. Mama wants him to be a go-getter. It takes three acts to convince her that he's on the right track. Meanwhile, she badgers the hell out of him about anything from furnace-grooming (he is living with his in-laws) to an imagined romance with a college librarian. A pewsitter wonders why the lad didn't up and justify her suspicions. The authors make the booklender a lot more attractive and intelligent than his namby-pamby spouse. Also they have made mama-in-law such a complete, nagging, stupid bore that it's incredible that he doesn't buy a gun instead of just going off on a bender. However, the lad loves his wife, who eventually gives evidence of inheriting somewhat of her long-suffering papa's common sense, so everything turns out salubriously at the Lyceum as far as the Graves family is concerned.

#### Peggy Wood Returns

A reporter wonders, too, why Peggy Wood picked such an unsympathetic vehicle for a Broadway return. Perhaps it is a tribute to her talents that she can make an obnoxious character as progressively irritating as her interfering mother-in-law. Certainly she works very hard at it, but it comes across a dull and thankless chore. In fact, the only bright moments of *Years* stem from the second act advent into the Graves household of Loring Smith and June Walker, as an ebullient salesman and his wife who thinks he's a card. What they have to say and do is often less than amusing, but the pair's splendid sense for comedy timing makes a laugh grow in frequently barren fields. Richard Watson as the studious ex-G. I. and his somewhat dim-witted spouse have little to do but make the right answers to mama and be alternately hurt and confused. A good young actress like Louisa Horton is fairly wasted on the imagined love menace. One of these days, she's going to get the part that her ability deserves. Jessie Busley makes a lot of a character bit as another, more elderly librarian, and Richard Bishop adds what he can as the hen-pecked head of the family.

James Russell has designed a lived-in-looking college bursar's living room for the actors to work in. But Coley and Roerick have given them small-time stuff to work with. *Years* is gaited for barn or community theater. It's out of its class on Broadway. **Bob Francis.**

### Bello Takes Deer Lake

PHILADELPHIA, April 30.—Alvin J. Bello, local attorney, has taken over the Deer Lake Theater, outside of Reading, Pa., and will reopen it with summer stock in June. The cowbarn has been enlarged and modernized, its new look including new upholstered seating, painting and landscaping.

## "Liberty" Saves Philly Season

PHILADELPHIA, April 30.—The current legit season, which took an early dive after limping along for many weeks, gets a new lease with a June 13 premiere of the eagerly awaited Robert Sherwood - Irving Berlin musical, *Miss Liberty*. The show is slated for three weeks at the Forrest Theater.

The booking saves the current season from the doubtful distinction of being the shortest in the past decade. During recent years, local legit usually called it a season in late May or even mid-June. Until the *Miss Liberty* booking, the closing performance of *Present Laughter* at the Forrest promised to ring down the curtain on the current season tonight (30). The other three Shubert houses here have already shuttered until next season.

## 'Medium' & 'Phone' Released to Barns

NEW YORK, April 30.—Gian-Carlo Menetti's twin operas, *The Medium* and *The Telephone*, are released for the first time to summer stock. They will tour as a barn package with Marie Powers, Evelyn Keller and Leo Coleman in their original *Medium* roles. The cast of *Telephone* is not yet set.

The twin bill has been signed by Sarah Stamm for the June 27 opening of her Casino Theater, Newport, R. I.

## Cornell Vehicle in Low Gear; Due in Fall

NEW YORK, April 30.—Rehearsals for *That Lady*, Katharine Cornell's next starring vehicle, are set to start in early September under the direction of Guthrie McClintic.

Adapted from Kate O'Brien's novel, *For One Sweet Grape*, the play has been undergoing final revisions by the author during a two-month stay here. Miss O'Brien returns to England in May. Miss Cornell will summer as usual at Martha's Vineyard before going into production.

### ELT Skeds "King John"

NEW YORK, April 30.—Equity Library Theater turns to the Bard with four performances of *King John* starting May 6 at the Weidman Studio. The historical drama got its last Broadway showing 34 years ago with the late Robert B. Mantell in the title role. Hans von Twardowski is staging the downtown production. Sets are by Mel Bourne, with costumes supervised by Kathy Berle. Jack Bittner heads the cast, with support from Marian Winters, Ken Tower, Sara Taft, Richard Wilder, Virginia Downing, Keith Taylor and Paul Lilly.

### Conn. Train To 'Lend an Ear'

BRIDGEPORT, April 30.—The New Haven Railroad will run another show train to Broadway Tuesday (3). The attraction this time is *Lend an Ear* at the Broadhurst Theater. Because Charles Gaynor, author, composer and lyricist of *Ear*, has a wide acquaintance in the Naugatuck Valley, the service has been expanded to include stops at Waterbury, Naugatuck, Seymour, Ansonia and Derby-Shelton, in addition to New Haven and Greenwich.

### Actors' Fund Vote May 20

NEW YORK, April 30.—The annual meeting of the Actors' Fund of America is skedded for 2:30 p.m. May 20 at the Fulton Theater. The agenda calls for election of officers and trustees and accounting reports on expenses for the past year.

## Out-of-Town Opening

### GAYDEN

(Opened Monday, April 25)

#### PLYMOUTH THEATER, BOSTON

Play by Mignon and Robert McLaughlin. Staged by Lex Richards. Set by Willis Knighton. Costumes by Emmeline Roche. General manager, Robert Willey. Company manager, Irving Becker. Press representatives, Dan Lipky and Phillip Bloom. Stage manager, Hugh Hennie and Ernestine Perrie. Presented by Gant Galtner.

Emily Archer.....	Carol Wheeler
Agnes.....	Hazel Jencks
Grace Sibbey.....	Fay Bainter
Dr. Ned Whitaker.....	Clay Cleme
Gayden Sibbey.....	Jay Robins
Folly Dalton.....	Ottie Krug

Gayden marks the theatrical debut of a pair of high-powered fiction writers. The McLaughlins, Mignon and Robert, are noted individually and collectively for their glossy, expensive short stories, their high-toned stunts on the staffs of various slick magazines.

Now they offer a play which is curious amalgam of some of the slick magazine techniques (including a few obvious tricks which may be effective in print, but don't come off on the stage), plus a central theme which dips into the neuroticism, perversion and psychopathy which are so popular today in pseudo-serious fiction.

#### Postwar Problem

Despite its easy tricks, *Gayden* has a central idea and character which have a special meaning for these postwar years. While the war has nothing to do with the perversion retailed here, it seems to be something of a symptom of these times—hence its immediate meaning. It simply is an example of the monsters that a loveless marriage is and a mother complex can produce. In this case the monster is the *Gayden* of the title. His mother has pampered him apparently in the most insidious way until he becomes a warped, perverted excrescence. He is thought to have been instrumental in the suicide of a cousin, to have seduced one girl and ruined another. At the same time he is shown as a hopeless homosexual (This is an apparent contradiction which the authors have not cleared up.) *Gayden* is cruel, selfish and crooked morally. He seems to take the delight of a fiend in making people squirm.

And then, finally, when his mother has saved a young girl from *Gayden's* clutches, she realizes that she will have him on her hands forever until he destroys her, too. The play is often false and theatrical. But you can't deny its tensions, and the morbid fascination it draws.

Fay Bainter shows that she has been away from Broadway too long. Hers is a superb job of acting which magnetizes complete attention, even tho she be silent and still. Jay Robinson plays the phony esthete son in a flamboyant, distasteful manner, altho he is nonetheless effective. The other roles are rather shadowy, but they are soundly played. Willis Knighton's one setting is fine. **Bill Riley.**

### Hartford Skeds 'Oklahoma!'

HARTFORD, Conn., April 30.—The Bushnell Memorial, local legit theater, is set to present *Oklahoma!* for three days, starting May 5. Local angle on the booking is that current Theater Guild troupe spots Marilyn Landers, 20-year-old Hartfordite, in the fem lead. She is the daughter of George E. Landers, Hartford division manager of the E. M. Loew's Theaters Circuit. The show is due here at \$4.20 top.

### Preem for "Mannerhouse"

NEW HAVEN, Conn., April 30.—A world preem will be given Thomas Wolfe's drama, *Mannerhouse*, by the Yale Dramatic Association at Yale University Theater here. Campus thespians will give three performances, starting Thursday (5).



## BROADWAY SHOWLOG

Performances, Thru April 30, 1949

### Dramas

	Opened	Perfs.
Anne of a Thousand Days (Shubert)	12- 8, '48	166
A Streetcar Named Desire (Barrymore)	12- 3, '47	559
At War With the Army (Booth)	3- 8, '49	63
Big Knife, The (National)	2-24, '49	76
Born Yesterday (Henry Miller)	2-24, '46	1,360
City of Kings (Blackfriars Guild)	2-17, '49	87
Death of a Salesman (Morosco)	2-10, '49	92
Detective Story (Hudson)	3-22, '49	44
Diamond Lil (Coronet)	2- 5, '49	72
Edward, My Son (Martin Beck)	9-29, '48	243
Goodbye My Fancy (Fulton)	11-17, '48	189
Life With Mother (Empire)	10-28, '48	221
Light Up the Sky (Royale)	11-18, '48	188
Madwoman of Chalfont (Belasco)	12-27, '48	144
Master Roberts (Alvin)	2-13, '48	464
Private Lives (Plymouth)	10- 4, '48	240
Silver Whistle, The (Billmore)	11- 4, '48	163
The Trailor (48th Street)	3-31, '49	36
Two Blind Mice (Cort)	3- 2, '49	69

### Musicals

All for Love (Mark Hellinger)	1-22, '49	113
Along Fifth Avenue (Imperial)	1-13, '49	124
As the Girls Go (Winter Garden)	11-13, '49	199
High Button Shoes (Broadway)	10- 9, '47	632
Kiss Me, Kate (Century)	12-30, '48	138
Lend an Ear (Broadhurst)	12-16, '48	156
Love Life (46th Street)	10- 7, '48	236
South Pacific (Majestic)	4- 7, '49	28
Where's Charley? (St. James)	10-11, '48	232

### OPENINGS

The Happiest Years..... 4-25, '49 (Lyceum)

### COMING UP

(Week of May 2)

Medea (City Center)	5- 2, '49
Bruno and Sidney (New Stages)	5- 2, '49
Mrs. Gibbons' Boys (Music Box)	5- 4, '49

### Year's D. C. Famine Gets One-Day Break

WASHINGTON, April 30.—A 42-week professional theater drought in the nation's capital will be interrupted May 18 when Judith Anderson and the New York company put a single performance of *Medea* at the outdoor Sylvan Theater. The Sylvan, set on a sloping hillside on the Washington Monument grounds, will add a touch of authenticity to the play, which was first performed on an Athens hillside in 1813. Sponsored by the U. S. Department of the Interior, the play can seat some 2,200, with space on the grassy hill for several thousand more. Acoustics may be poor, however, especially if the wind is blowing from the direction of the nearby airport.

### Conn. Plans Tax Bite On Silo Circuit Ops

BRIDGEPORT, Conn., April 30.—The Connecticut Legislature's Finance Committee has submitted a bill both to the Senate and House, which would make it mandatory for summer theater operators to pay a State tax. The measure provides that each person planning to operate a summer theater must file a registration statement with the tax department in Hartford, listing officers and other information.

### New Revue for Catholic U.

WASHINGTON, April 30.—A new intimate revue, with sights trained on Broadway bow, will be showcased at the Catholic University here for two weeks beginning May 6. The revue, titled *Thank You, Just Looking*, has a score by Jay Gorney and lyrics and sketches by Walter and Jean Kerr. Gorney wrote the music for *Meet the People* and did a similar chore for this season's short-lived *Heaven on Earth*. The Kerrs were responsible for such Stem items as *Sing Out Sweet Land* and the recent *Jenny Kissed Me*.

### Revisions for 3d "Glory"

WILLIAMSBURG, Va., April 30.—Paul Green's third edition of *Common Glory* will open at the Lakeside amphitheater here July 1 to a practically complete face-lifting. The script has been almost entirely rewritten and several new scenes interpolated. In addition, the whole production has been restaged by Director John Baird. Myra Kinch has been signed to stage the ballet.

### Horton Leases Hayloft

NEW YORK, April 30. — Claude Horton has leased the Cragmoor (N. Y.) Theater from Parker Mills for the summer. Henry Baker and Isobel Elsom will be associated with Horton.

## ROUTES

Dramatic and Musical

- Allegro (Great Northern) Chicago.
- Annie, Get Your Gun (Music Hall) Houston, Tex., 3-5; (Texas) San Antonio 6-8.
- Ballet Theater (Opera House) Boston.
- Finian's Rainbow (Shubert) Chicago.
- Horn Yesterday (Royal Alexandra) Toronto.
- Brigadoon (Murat) Indianapolis.
- Gayden (Plymouth) Boston.
- Great Waltz (Curran) San Francisco.
- Harvey, with Joe E. Brown (Broadway) Denver.
- Harvey, with Frank Fay (Virginia) Wheeling, W. Va., 3-5; (Weller) Zanesville, O., 4-7.
- High Button Shoes (Hanna) Cleveland.
- I Know My Love (Geary) San Francisco.
- Inside U. S. A. (Toll Auditorium) Cincinnati.
- Man and Superman, with Maurice Evans (Lyceum) Minneapolis 2-4; (Municipal Aud.) St. Paul 5; (College Aud.) Madison, Wis., 7.
- Mr. Adam (Blackstone) Chicago.
- Mr. Roberts (Erlanger) Chicago.
- Oklahoma (Auditorium) Worcester, Mass., 3-4; (Bushnell Aud.) Hartford, Conn., 5-7.
- Oklahoma (Auditorium) Kalamazoo, Mich., 3-4; (Quimby) Fort Wayne, Ind., 5-7.
- O Mistress Mine (Auditorium) Memphis 4; (Temple) Birmingham 5-6; (Lanier Aud.) Montgomery 7.
- Present Laughter (Academy of Music) Northampton, Mass., 4; (Shubert) New Haven, Conn., 5-7.
- Red Shoes (Belwyn) Chicago.
- Red Shoes (Majestic) Boston.
- Streetcar Named Desire (Paramount) Toledo, O., 5-7.

## Foreign Opening

### LES FOURBERIES DE SCAPIN

(The Knaveries of Scapin)

THEATRE MARIGNY, PARIS

A farce by Moliere. Staged by Louis Jouvet. Set and costumes by Christian Berard. Stage manager, L. Darlouis. Presented by the Madeleine Renaud-Jean-Louis Barrault Company.

Argante.....	Charles Mahieu
Geronte.....	Pierre Bertin
Octave.....	Jean Desailly
Leandre.....	Gabriel Cattand
Scapin.....	Jean-Louis Barrault
Sylvestre.....	Beauchamp
Carle.....	Jean Julliard
Zerline.....	Simone Valere
Hyacinte.....	Elsone Hirt
Nerine.....	Marie-Helene Daste
Boatmen.....	Marcel Marceau and Pierre Sennier

When top theater talents collaborate to revive and freshen up a national classic, such as Moliere's farce, *Les Fourberies de Scapin* (The Knaveries of Scapin), sheer magic may be expected. It couldn't be otherwise when the combination includes the best acting company in Paris (the Madeleine Renaud-Jean-Louis Barrault troupe), directed by Louis Jouvet in the exquisite set and costumes created by the late Christian Berard.

With superlative elements at his disposal, Jouvet has gone all-out, has planned his production with his usual meticulous care and intelligence and made the canniest use of Berard's architectural set with its twin staircases on either side of the stage and its joining ramp across the back. And what a stroke of directorial genius to have Scapin's first entrance made from the upper level, coming slowly into full view like a rising sun!

#### Barrault Not the Type

Barrault plays Scapin, the only exception in an otherwise perfect production. Physically he is not the part. Scapin ought to be rough and ready instead of lovable and logical. Barrault, essentially a mime, dances, pirouettes, glides and slides—but is not naive or knavish enough to convince that he's the man to cheat two canny, miserly, rich fathers out of enough money to pay their sons' debts and buy their sweethearts' freedom. It all ought to be hilarious, but somehow it misses, since Barrault always seems to be outside his character looking objectively on Scapin's odd foolishness.

Pierre Bertin, however, is the epitome of a stingy father. His caricature of grotesque humanity is remarkable. His picturesque get-up, silly goatee, sillier glasses, his bow-

## Burton James Guilty In Seattle Red Hunt

SEATTLE, April 30.—Burton W. James, co-director of the Seattle Repertory Playhouse, was found guilty Friday (29) of contempt of the State legislative committee investigating un-American activities. The case was heard before Superior Judge Hobart S. Dawson. James was accused of willful refusal last summer to tell the committee whether he was or ever had been a Communist. He is now appearing nightly at the Rep in *The Great Doorstep*. Albert F. Canwell, ex-chairman of the committee, who was defeated in the November election, was one of the chief witnesses against James.

Saturday (23) the trial of Mrs. Florence Bean James, who faced the same charge as her husband, resulted in a hung jury. Mrs. James will be retired next month. Albert M. Ottenheimer, a leading actor of the Rep for 20 years, was found guilty of the same contempt charge Friday, and drew 30 days in jail and \$250 fine, plus court costs. Ottenheimer announced he would appeal.

## Salmaggi To Open Pop Opera June 18

NEW YORK, April 30.—Alfredo Salmaggi inaugurates a second local season of pop-priced, al fresco grand opera in the Triborough Stadium on Randall's Island June 18. The schedule calls for 12 Saturday night productions thru September 3.

The rep includes such pop faves as *Traviata*, *Carmen*, *Butterfly*, *Aida*, *Rigoletto*, *Cavalleria Rusticana*, *Pagliacci*, *Trovatore* and *La Gioconda*. Antonia Brico, Anton Coppola, Gabriel Simeoni and Armano Aliberti will split batoning chores.

A flat tariff of \$1.25 for all the Stadium 10,000 seats will be the policy this summer.

legs and mechanical walk, his eyes turned up to heaven under his bright green parasol, all slay the customers every time he appears. The rest of the troupe are well cast, particularly Charles Mahieu as the other avaricious old dupe.

The set, of course, is a wonder of harmony. Berard's colors will be come legendary.

For quality of production and excellence of performance, *Les Fourberies* at the Marigny sets a standard, tho the farce is dated and of itself of relatively little interest. Jean White.

## 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.

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## Follow-Up Review

### EDWARD, MY SON

(Reviewed Wednesday, April 27)

#### MARTIN BECK THEATER

A drama by Robert Morley and Noel Langley. Staged by Peter Asmore. Sets and lighting supervised by Raymond Sovey. Company manager, Morton Gottlieb. Stage manager, Richard Bender. Press representatives, Richard Maney and Frank Goodman. Presented by Gilbert Miller and Henry Sherek.

Arnold Holt.....	Dennis King
Evelyn Holt.....	Adrienne Allen
Larry Parker.....	Ian Hunter
Harry Soames.....	Torin Thatcher
Dr. Waxman.....	Dayton Lummis
Cunningham.....	Waldo Sturley
Ellerby.....	Godfrey Kenton
Hanray.....	D. A. Clarke-Smith
Eileen Perry.....	Brook Byron
Prothero.....	Richard Newton
Burton.....	Godfrey Kenton
Summers.....	Waldo Sturley
Phyllis Maxwell.....	Dorothy Beattie
Betty Fowler.....	Mary Kenton

When a Broadway hit switches leads after seven months in the top bracket, it is hard to be unbiased in reviewing the performance of a replacement and its influence on the play. This is particularly true, if the original creation has left an indelible impression. Robert Morley's portrait of the ruthlessly selfish, doting father of *Edward, My Son* was so skilfully projected and so exactly right, that it is extremely difficult to adjust to anyone else in the part.

Naturally, having had a hand in his scripting, Morley knew exactly what made Arnold Holt tick, before he ever brought him to life on the stage. Therefore, he was able to give his newspaper tycoon depth and subtlety. His Arnold Holt was a heel—a heel endowed with wit and considerable charm, but a thoroly despicable party none the less. Morley took the wraps off the callous brutality of the character but rarely. But it was always there, seeping thru Holt's ingenuous self-justifications of his progressively successful rascalities. It was this subtle underscoring of viciousness which made the portrait so effective. Even with skulduggeries to his credit, ranging from arson to blackmail, Morley made the louse such a forthrightly delightful rogue, that a pewsitter was a little sorry for him even at his worst.

#### King Takes Over

Now, as of Monday (25), Dennis King has taken over the chore. King is one of our ablest actors. There is no reason why, as he becomes more familiar with the character, that he will not develop it for a similar, fully rounded performance. At the moment, however, it seems to this reporter, that he is only scratching the surface. Superficially, he is playing Holt as Morley played him. The charm is all there and the witty line twists, but the underlying iron of the man—the drive which makes him ready to steal, blackmail and trample to gratify a fanatic love for a spoiled brat — is seldom indicated. Consequently, his amoral tycoon is an amusing shell by comparison. A pewsitter can laugh at King's Holt, but he is never sorry for him.

Along with King, another who has a difficult pair of shoes to fill is Brook Byron who takes over the role vacated by Leueen MacGrath. The latter drew top critical praise for a sharp scene as the titan's discarded mistress. Miss Byron wisely makes little attempt to follow the pattern set by her predecessor and turns in an exceedingly creditable performance of her own.

However, any comparative opinion as to cast changes in *Edward, My Son* is likely captious. It is too good a play to have its continued success potential influenced one way or the other. New customers obviously can't miss the stimulus of performances which they have never seen, and certainly it must be reported that this week's congregation accepted King's interpretation with enthusiasm. Bob Francis.

## Magic

By Bill Sachs

**LUCILLE AND EDDIE ROBERTS** return to the Copley-Plaza Hotel, Boston, May 12 for two weeks, to be followed with Glenn Rendezvous, Newport, Ky., June 3-16. They are set until May 6 at the Flame Room, Duluth, Minn. . . . **Everett and Jane Lawson** wind up their current school and theater trek May 5 and are augmenting their present program with several large illusions for a theater tour to start in the East soon. They tell of catching **Croxdale**, Knoxville magish, on a school date recently, and say the latter makes his presentation click with a number of original effects. Working with Croxdale is **Bob Drake**, who does the Jackson Family, a 27-voiced presentation, over a Knoxville radio station. . . . **Dr. Jacks**, mental magician, has left the Versailles Lounge, New York, after a four-month run, and Thursday (5) moves into the Thunderbird Hotel, Las Vegas, Nev., for a four-week stand. . . . **N. A. Coplen**, connoisseur of magic and managing editor of "The Summit Sun," Summit, Miss., shoots us a glowing tribute on **Stanfield the Magician**, a youngster who has been combing that territory recently with a clever assortment of sleights, vent and escapes, using a blindfold drive as a bally. Coplen predicts that Stanfield will be a big name in magic before long. . . . **J. J. Musselman** (Aska, the Mystery Man), assisted by **Pauline**, did his full-evening show on the Shriners' Family Night at Kosair Temple, Louisville, April 22. . . . **Lieut. Lee Allan Estes**, the Safety First Magician of the Kentucky State Police, has his kiddie show in Michigan this week for the Michigan State Police. . . . **Robert L. Henderson**, Seattle magician-vent, concludes his school dates next week and is making plans to line up with a med opy or tent show for the summer.

**HARRY BLACKSTONE**, recovered from the illness which struck him low nearly a month ago, forcing him to cancel the remainder of his season's route, was released from an Atlanta hospital April 25 and left there Sunday (1) for Tucson, Ariz., where he will recuperate further before hopping to his summer home at Colon, Mich. The **United Booking Office**, New York, is laying out a route for a Labor Day opening at (See Magic on page 48)

## Schenectady Jazz Line-Up Is All Set

**SCHENECTADY, N. Y., April 30.**—Bob Wilber, Jimmy Archey, Henry Goodwin, Pops Foster, Tommy Benford, Dick Wellstood and Ralph Sutton have been inked for the Jazz Appreciation Society of Schenectady's third Jazz Band Ball to be held May 15, at the Circle Inn, Latham, N. Y. The first affair on November 21 had a group from Condon's, while the second on February 13 featured a group put together by Art Hodes. The house was packed both times.

## John Lester Syndicated

**NEW YORK, April 30.**—The newest syndicated radio columnist to join the ranks is John Lester, newly appointed to handle the chore for the Newhouse papers. A total of eight dailies or so is involved, including *The Staten Island Advance* and *The Long Island Daily Press*.

## CBS Cooking Up Several New Shows

**NEW YORK, April 30.**—The Columbia Broadcasting System (CBS) is preparing a number of new TV shows for early presentation. Although contracts have been signed, *Mama*, a video version of *I Remember Mama*, is tentatively scheduled to begin its TV career June 17. The program is owned by Carol Irwin and has an initial script by Frank Gabrielson.

John Whedon and Robert Fine are also writing a half-hour comedy show for presentation May 24. No personalities have been signed. On May 8, 7 to 7:30, *Hold It, Please*, a new audience participation show emceed by Gil Fates, starts on WCBS-TV. *Where's Westley?*, a teen-age situation comedy will occupy the 7:30 to 8 spot. Tony Minor will produce this show and Fran Schaffner will direct. Jack Sterling will emcee a new full hour variety show called *The 54th Street Little Show*, which begins May 5, 8 to 9 a.m. Barry Wood is producing and Ralph Levy directing.

*Winner Take All*, now on Thursday evening, 8:30 to 9, moves to Saturday night 7 to 7:30, beginning May 14, and Dione Lucas, Thursday evening 8 to 8:30, shifts to the 9:30-to-10 spot the same night.

## Telecoin Introduces Large-Screen Video

**PHILADELPHIA, April 30.**—Telecoin Corporation's new large-screen picture projection television was introduced here this week in the auditorium of Gimbel Bros. department store. Called "tele-video" and using an optical barrel to project the TV picture on the screen, the demonstration set carried a 6-by-8-foot screen with remote controls for station tuning.

The new set is not coin-operated and is designed primarily for bars, restaurants and institutions, also offering a 9-by-7-foot screen. For home use, Telecoin also has a 3-by-4-foot screen. The Telecoin line will be handled locally by the Gimbel store.

## Milt Stein Debuts Lido Music Pubbery

**HOLLYWOOD, April 30.**—Milt Stein, former Coast rep for Pemora Music, launched his own pubbery, Lido Music, Inc. (BMI affiliation) this week and will launch a drive on first tunes which include *You Gotta Stop and Carry On*. *Stop* has already been disked on Capitol by Ernie Felice Quartet and is currently in release.

Associated with Stein in the new firm are clefters Al Stewart and Charlie Pallos. Pallos is long-time arranger for Xavier Cugat, having worked with Latunster on basic library as well as handling arrangements for Cugat's Columbia platters.

## STERN SETS UP ET FIRM

**DETROIT, April 30.**—A new firm to produce radio transcriptions is being organized here by Harold H. Stern, under the name of Ace Recording Company. The active head will be Richard Miller, sound engineer, who has been with various local firms. The company will also handle some general recording work.

## Burlesque

By UNO

**JACKIE WHALEN** closed six weeks at the Lido Club, San Francisco, and flew to the Tivoli Theater, Melbourne, Australia, where he is featured. **Phil Regan** is the only other American act. . . . **R. D. Riggs** reopened his Follies, Los Angeles, April 22, after 11 months' closure, with **Christine Lynn**, featured; **Zadra Zane**, **Dorren LaBelle**, **Billy Ross**, **Pat Goldin**; **Michael Laney**, tenor; **Bonny Bonney**, **Lilli Byron** and **Lillian Hunt**, producer. . . . **Sam Cohn**, manager of the Hudson, Union City, N. J., threw a dinner at Lohman's April 28 for his basketball team, celebrating its winning a senior Hudson County, N. J., championship in a recent tournament. . . . **Ramona**, a **Jess Meyers** find out of the Empire chorus, Newark, N. J., is a new Hirst circuit talking-stripping principal. Currently with the **George Murray** unit, she is headed for a featured berth next season. . . . **Nat Mercy**, comic, and **Dottie Lane** (Mrs. Mercy), producer, wound up 30 weeks on the **Jack Kane** circuit and moved with their own unit, including eight **Dottie Lane** girls, to the **World of Mirth Shows**. . . . **Marcia Edgington**, strip, has joined **Gypsy Rose Lee's** troupe with the **Royal-American Shows**.

**AMY FONG** and **Mac Dennison** at the Gayety, Norfolk, May 1. . . . **Beverly Carr** has taken over as producer at the Burbank, Los Angeles, where **Peggy Bond**, **Marnee** and **Rosalie** are featured. . . . **George Tuttle** and **Murray Friedman** closed April 25 at the Yacht Club, Lakewood, N. J. George opens early in June at the Parkview Inn, Bethlehem, N. H., and Murray at the Metropole Hotel, Asbury Park, N. J. . . . **Jay J. Hornick**, Hirst exec, celebrated a second anniversary of his Footlite Cafe in Philadelphia April 20. Attending the festivities were **Jess Meyers**, **Marty Knopf**, **Eppie Oakene**, **Herman Sarota**, **Lou Miller**, **Tina Nix**, **Billy Hagan**, **Charlie Goldie**, **Amy Fong**, **Jules Arlis** and **Aaron Kohn**. . . . **Vadajan** and **Carole Abbott** are at the Toole House. . . . **Betty Rowland's** at **Zucca's**, Culver City, Calif. . . . **Billy Vail**, former burly show manager, is now publicity chief for the Automobile Club, Buffalo. . . . **Georgia Sothorn** moves from the 19th Hole, Manhattan, to the Hudson, Union City, May 8. . . . **Winnie Garrett** switches to the Roxy, Montreal, for two weeks, starting May 13. . . . **Cassandra** (Cass Mayo), Hawaiian dancer, received rave notices in Manhattan dailies over her book of poems, "Twins Ever Thus."

## CBS Quizzer Will Give Free Vacations

**NEW YORK, April 30.**—*Earn Your Vacation* is one of the new summer replacement shows that the Columbia Broadcasting System (CBS) is building for the hot weather. The program is a half-hour quiz show which will feature teachers answering the questions. Paid vacations will be the prizes.

The web expects to put the **GINNY SIMS-HARRY** musical show into one of the 15-minute across-the-board strips opening up this summer between 7 and 7:45 p.m.

## W. B. JUNKS TV PLANS

(Continued from page 12)  
waged against the studios to divorce the producing companies from their theater chains.

Warner was burned by this ultimatum and decided to stick by his theater guns and forget about video.

Warners had been carrying on extensive experimentation in theater tele at the studio as well as laying plans for film production. It is estimated that he had invested more than \$1,000,000 in video to date.

## Texas Tyler Added To Joyce Agency List

**PHILADELPHIA, April 30.**—The Jolly Joyce Agency here adds another top Western recording name to its booking stable. Negotiations were concluded for Joyce to represent Texas Tyler, of *Deck of Cards* winning fame, for parks, fairs celebrations. Tyler heads East for the Joyce dates on finishing his starring flicker *Horseman of the Sierras* for Colossal Pictures.

Jimmy Wakely, Montana Slim, Dick Thomas, the Sleepy Hollow Gang and Texas Jim Robertson are among the many Western names that will be taking in the outdoor dates for Joyce this season.

## Low Gray, Spotlite A&R Director, Dies

**NEW YORK, April 30.**—Low Gray, artists-repertoire director for the new Spotlite Record Company died of a heart attack last Monday (25). He was 52 years of age. Gray, a former musician and band leader, had been with Spotlite since its inception three months ago, and prior to that time had operated his own Embassy label, which he founded in 1945. He is survived by his widow, Evelyn.

Gray's position at Spotlite will be filled temporarily by **Shed MacWilliams**, who has been conducting dates for the diskery. MacWilliams also manages the **Sonny Dunham** ork.

## Decca 'South Pacific' Album Bows Soon

**NEW YORK, April 30.**—Decca Records has scheduled an early release date for its own album of selections from the current Broadway smash, *South Pacific*. The sides, all of which have already been issued as singles, include **Bing Crosby's** *Bali Ha'i* and *Some Enchanted Evening*, the **Gordon Jenkins-Danny Kaye** *Honeybun* and *There's Nothing Like a Dame*, **Evelyn Knight's** *Cockeyed Optimist* and *Wonderful Guy*, and **Ella Fitzgerald's** *I'm Gonna Wash That Man Right Out of My Hair* and *Happy Talk*.

## 514'S JUBILEE DINNER

**HARTFORD, Conn., April 30.**—Local 514, Torrington, the American Federation of Musicians (AFM), observed its 40th anniversary with a dinner at the Club Marquee, Torrington restaurant, Monday night (25). Representatives of other Connecticut locals of the AFM attended. **Joseph Mancini** was in charge of arrangements. Toastmaster was attorney **John A. Speziale**.

YOU NEED THE

# ROBOTCASHIER

1949 MODEL

See Page 53

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## Lee's Minstrels' Tour Successful

PETERSBURG, Va., April 30.—Lee's Minstrels successfully wound up its winter tour here last week, Leon Long reports. Unit will disband for the summer, with personnel joining other touring orgs immediately following the closer here. Plans already are under way for next winter's debut, however.

Willie and Virginia Jones opened with S. H. Dudley's *Ebony Follies* on the Cetlin & Wilson Shows and Long joined Irvin C. Miller's *Brown Skin Models* on a Southern tour.

## Mandy Green Ready For Nashville Bow

NASHVILLE, April 30.—Mandy Green From New Orleans, Minstrel Show, this week concluded local quarters work in preparation for its seasonal opening here.

Owner-Operator Horatio A. Thomas said that all canvas has been renewed and a new walk-over panel front has been completed. A new semi-trailer has been added and mid-day band concerts will be featured daily.

Show will play three-day stands for the most part in the Southeast before heading into the cotton belt.

## Miller Models Set Long Southern Tour

NORFOLK, April 30.—Irvin C. Miller's *Brown Skin Models*, currently playing the Virginia's Tidewater District, will play Portsmouth, Va., and dates in Atlanta and Columbus, Ga.; Montgomery and Birmingham, Ala., and in Mississippi and Arkansas before opening at the Palace Theater, Memphis, May 29.

William Earl and Willie Jones are handling the comedy chores, with Barney Johnson's ork providing the music.

## Adams and Rush Mull

### Return to Rep Field

PINE BLUFF, Ark., April 30.—Austin and Gladys Rush, well known in rep circles as Adams and Rush and who have been operating a wholesale grocery business here for the past seven years, are mulling plans to return to the rep field. The Rushes toured the rep circuits with such shows as Jack Kelly, Neil Schaffner and Doug Morgan and prior to their retirement spent three years at the Otto Kramp Grill, Cleveland.

They enjoyed a four-day visit here last week with Bob and Pearl LaThey, who are presenting their magic act at schools in the area, and Roy Lewis, who dropped in for a visit while on a school show booking jaunts.

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Either Singing, Musical or Dancing Act. Must be willing to double small speaking parts. State age, experience, etc. Also can place sober Boss Canvasman who can keep outfit in repair. Address:

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## A Youth Speaks:

# The Road Is Far From Dead And the Velvet's No Softer

By Robin Allen

IT HAS been with extreme interest that I've read recent articles by Will H. Locke and other repster stalwarts who have been relating experiences which occurred long years ago. These old-timers seem to think that the road is dead or that if any company is on the road everything is now velvet, with the experiences and hardships they had to face no longer the fate of the present-day troupers.

Three years ago two other actors and I formed a group known as the Piper Players. It was and is our purpose to help decentralize theater and to try to increase the employment among actors. We started on a shoestring, but, thanks to the determination of some of the many actors who have been with us, we now operate three stock companies in the summer and a touring company in the winter. It is our hope that we may continually increase our groups.

### Move Over, Pal

The following are a few of the many incidents that it has been our fortune to face. During our first tour we arrived at the high school auditorium in a small Missouri town to find the stage set for another show. Hastily checking with the principal, we discovered that because of the housing shortage the janitor had moved his living quarters on the stage. Much to the indignation of the janitor, we moved his bedroom but were warned that he always went to bed at 10 p.m. That night the show was over at 9:50.

Another time we were giving a performance in a town in Oklahoma. While the show was in progress it started to rain. The building in

which we were appearing boasted a tin roof and by the time the second act had reached its conclusion none of the actors was audible to the audience even though each was shouting at the top of his lungs. We asked the patrons if they would like us to continue and at their assent we concluded the presentation in pantomime, with only one customer asking that his money be returned. He happened to be a farmer who grew quite peeved over the fact that his newly pressed suit would be ruined by the rain. He probably thought that we were responsible for the downpour, as most people seem to think actors can do anything.

### Maneuvers, Too

One Saturday afternoon we arrived in Junction City, Kan. As we didn't open until Monday, we offered our services to the special service officer at Camp Riley on the outskirts of town, and he readily accepted. On Sunday night we presented our show to the soldiers, and, to show their gratitude, they gave us two cases of canned food which they told us contained fruit juices. They also permitted us to park our bus, in which we slept, on their field. Late that night we punched holes in the cans only to learn that instead of tomato juice we had been presented with two cases of stewed tomatoes. Next morning we were awakened at 6 o'clock to the roar of small cannons. We were parked on the soldiers' practice field.

So you see, our experiences may differ from the old-timers, but they still happen. And as far as we are concerned, the road isn't dead. Lest I forget, our groups are made up of people ranging in age from 21 to 28 years.

## REP RIPPLES

S. E. DAVIDSON has been showing 16mm. pix in the Susquehanna, Pa., area the last five months to good returns. . . . Rene Flaubert has been showing French talking films in the Manchester, N. H., area. He will go into Maine for the summer and will add short-cast flesh bills. . . . Leonard Griffin's school and hall trick has been working to fair results in the Cheyenne, Wyo., area for the last month. He has given up on his plans to debut a tent show this summer and will remain indoors. . . . Russell Towne, one-time repster, is mulling plans to set up an entertainment bureau to handle sponsor shows for Indianapolis. Towne promoted amateur dramatic shows in that area the past winter. . . . Watts Hyson, who purchased Earl Melvin's tent pic show recently, will move into Central Texas and some flesh will be added. . . . Ralph Handy, who has 16mm. pix in the Racine, Wis., sector, is readying plans to play resort towns in Central Wisconsin this summer. . . . Bailey's Texas Show has been getting fair returns at Southwestern Oklahoma locations. . . .

T. H. Snellings writes from Emporia, Kans., that he's getting together a pic and vaude show to play Southwestern Kansas and Northern Oklahoma. . . . Rolfe's Museum is in the Bonham, Tex., area where business is reported better than average. Unit is playing halls on week stands. Allan Rolfe, owner, recently purchased the museum that F. J. Ford had been showing in Western Texas. . . . Munsey's Novelty Show will add short-cast bills before heading into South Dakota territory. Unit, owned by Roland Munsey, has been presenting flesh with some museum items. . . . Guy E. Johnson has been

CHARLES STORY has 16mm. pix in the Concord, N. H., area and reports good business. . . . Flye's Show is playing spots around Billings, Mont., to okay results. . . . E. E. Burley left St. Petersburg, Fla., for Indianapolis where he will pick up his museum and oddities and play a number of sponsored dates before beginning his fair jaunt. . . . Allan Jameson has his 16mm. pix around Bangor, Me. . . . Robert D. Merridew is showing the religious pic, "King of Kings" in Worcester County, Mass. . . . Roul Harbunger writes from Gonzales, Tex., that he has been showing religious pix in that area for the past two months. He plans to open his regular pic and flesh attraction in about two weeks and then move into Oklahoma territory. . . . Bert Stahl has set his flesh and pic attraction on a series of dates in Eastern Washington and will open about June 1. Stahl will not take his tent out of storage but will play halls. He also plans to make a number of celebration dates.

showing 16mm. pix in the Dover, Dela., area for the past three months. . . . Eddie LaFrance has been playing dates under auspices with his religious pic, "Golgotha," in Quebec to good returns. . . . Gitt's Show, now a two-person outfit, will move toward Colorado for the summer after it completes its current tour around Salina, Kan. . . . Franklin Dreke's pic show has been getting good results around Winchester, Va., the past month. Unit moves into Western Pennsylvania soon. . . . Buddy Graham Players, three people, are playing around Lewiston, Idaho. Unit has scrapped its plans to go into tents and will stick to halls.

# Hiram Thesps To Make Tour Of Ohio River

## Majestic Totes Collegians

MANCHESTER, O., April 30.—Twenty-six students of Hiram College, Hiram, O., in a co-operative venture known as Operating Theater, today opened their second annual four-month showboat series on the Ohio River at Point Pleasant. Like last year, the student thespians will man and utilize Capt. Tom Reynolds' showboat, Majestic, on the trek which will see them making appearances in Ripley, New Richmond and Cincinnati, O., and Cattleburg, Ky., where it will be a feature of that community's centennial celebration July 24-30. Some 50 towns and hamlets are on the group's itinerary.

Last year dramatic students from Kent State University offered their wares on the Majestic and turned in a highly successful season over the same route. The students, who completely staff the boat, are paid no salaries but divide the net profits.

Faculty members on the boat again will be Professor and Mrs. Robert I. Pearce and Assistant Prof. W. Douglas Mitchell, with Mrs. Pearce serving as house mother.

## Malcolms With Bisbee Unit

McKINSEY, Tenn., April 30.—Cliff and Mabel Malcolm have their concessions on Bisbee's Comedians, which successfully opened the season at a week's stand here.

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## THE FINAL CURTAIN

**ARDELL**—John E., 68, film character actor, of carbon monoxide poisoning in his car at Burbank, Calif., April 25. Survived by his widow, Mary.

**CASE**—Jap P., 59, circus and carnival trouper, April 19 in Veterans' Hospital, Memphis, of a heart attack. Survived by his mother, Mrs. Gertie J. Case; a sister, Mrs. L. C. Wright and a brother, S. D. Case, all of Jackson, Miss., and a brother, G. O. Case, of the Whalen & Riley Shows. Burial April 21 in Cedar Lawn Cemetery, Jackson.

**COX**—Alphonsus P., 53, partner in the Philadelphia advertising agency and radio production firm, Cox & Tanz, April 23 in that city. A brother and a sister survive. Burial in Old Cathedral Cemetery, Philadelphia, April 28.

### In Loving Memory of Muriel W. Corbett

Who passed away  
April 30, 1946

John M. Corbett  
& Daughter  
Mary Louise Corbett

**CRAGER**—Mrs. Herb, concessionaire with Bee's Old Reliable Shows, recently in Louisville. Survived by her husband.

**DE LA CRUZ**—Martina, 74, billed as the world's smallest woman, April 24 in Waycross, Ga. She was 21 inches tall and was appearing with a carnival.

### IN CHERISHED MEMORY

#### HARRY DECKER

May 4, 1945  
Devoted Husband of ANN  
Loving Father of MARYANN

**DRAYTON**—Alfred, 68, well-known British actor, April 25 in London after an appearance as co-star in the hit, *One Wild Oat*, which is showing at the Garrick Theater there. He had been co-starred with Robertson Hare in many comedies and farces. Besides appearing in numerous movies, Drayton was seen on the London stage in *Peter's Mother*, *A Little Bit of Fluff*, *Dear Brutus*, *Bulldog Drummond*, *Our Betters*, *The Grand Duchess* and *Tell Her the Truth*. His New York appearances were in *These Charming People* and *The High Road*.

**ELLIS**—Viola, wardrobe mistress, April 21 in New York. She had been employed by Max Gordon for the past 15 years and was working for the production of *Born Yesterday*.

**FORD**—Arthur M., former owner of the old Marple and Liberty theaters, Wichita, Kan., April 24 in that city. The past seven years Ford had been employed by the Dickinson Theater Company, Kansas City, Mo., as manager of the Dunbar Theater there. Survivors include a son, Robert, and a sister, Mrs. Lauretta Haddix. Burial in Prairie Home Cemetery, Topeka, Kan.

**FREEMAN**—Marshall J., 54, formerly with the Al G. Field Minstrels, April 22 in Charlottesville, Va. He was taken ill while conducting an auction at his storage house in Charlottesville. Survived by his widow, a son and two daughters.

**JOHNSTON**—Edgar D., 87, pianist and composer, April 25 in Los Angeles. He leaves two daughters, Mrs. Logan Thomson, Cincinnati, and Mrs. Earl G. Meeks, La Jolla, Calif. Services and burial in Los Angeles April 26.

**JONSON**—Jim, 50, Irish comedian, April 10 in Dublin. He partnered with his wife, Josie Day, and later joined Jimmy O'Dea and Harry O'Donovan, playing many revues in Ireland and England. He was also

featured on the British Broadcasting Corporation's *Irish Half-Hour* show. His widow survives.

**LEWIS**—Lloyd, 57, former drama editor of *The Chicago Daily News*, April 21 in Libertyville, Ill. His widow and sister survive.

**MADDEN**—John T. (Jack), veteran Broadway performer, April 26 in Moundsville, W. Va. Most of his work was devoted to light opera and musical comedy. Among Madden's many performances was the leading role in *The Enchantress*. He retired from the theater several years ago to enter the restaurant business.

**MARTIN**—Mrs. Julia Sutter, artist and former singer, April 26 in La Crescenta, Calif. A soprano, she included in her singing career performances in Shanley's Restaurant, New York, and tours of the old vaude houses. Later she took up art. Her daughter and three sisters survive.

**McCLELLAN**—Mrs. Nellie, 74, wife of J. T. McClellan, for many years owner-manager of the McClellan Shows, April 18 in Little Rock, Ark. She also leaves a daughter, Mrs. Martha Randolph, San Francisco.

**MIDDLETON**—Charles B., actor for 53 years, April 22 in Los Angeles. Middleton, whose showbiz career began with circuses and carnivals, had appeared in vaude, owned several stock companies and portrayed 230 stage and screen roles. He appeared frequently on Broadway, his latest show being *January Thaw*, in 1945. His daughter, Mrs. William F. Ladd, survives.

**MILLER**—Herman A., 53, playwright and former professor of English and drama at Ohio State University, April 20 in Columbus, O. His widow survives.

**MITCHELL**—Oswald, 50, British film producer, suddenly in London April 27. Mitchell had been connected with British films for 25 years as a talent scout, publicity man and director. His latest film was *The Man From Yesterday*.

**PRATT**—Jack W., musician for many years with Merle Evans's band on the Ringling circus, April 6 in Toronto. Survived by a son, Bert.

**PRINGLE**—Dorothy Jessup, 46, wife of Nelson Pringle, radio newscaster, at her Hollywood home April 27. She was married to Pringle when both were in newspaper work in Honolulu. Survived by three sons, Robert, James and Peter, her parents and a sister.

### IN LOVING MEMORY W. R. (REX) RUPE

Died May 13, 1948  
I constantly think of you when I am all alone. For memory is the only friend that grief can call its own. Like ivy on the withered oak, when all other things decay, my love for you will still keep green and never fade away.  
SEE RUPE

**SPITALNY**—Herman, 66, musician and uncle of Maurice and Phil Spitalny, band leaders, April 22 in Cleveland. He formerly played for both nephews and with several pit orchestras. Two sons and a daughter survive.

**STARN**—Ruth Propp, 55, wife of Ed Starn, manager of Robbins Music Company, New York, April 26 in that city. She had formerly been secretary to Harry Van Tilzer, publisher and songwriter, and Murray Baker, also with Robbins.

**WATSON**—Frank S., 73, former cellist with the Philadelphia Orchestra, April 19 at his home in Upper Darby, Pa. Watson came to this country from England, where he was a member of the Queen's Hall Orchestra and the London Symphony Orchestra. He played with the Philadelphia Orchestra for eight years under Leopold Stokowski, with the Robin Hood Dell Orchestra in Philadelphia, and with other symphonic groups. A sister survives. Services and burial in Philadelphia April 23.

**WERRY**—J. Wilbur, 58, advertising manager of the Johnstown (Pa.) Tribune Publishing Company, April 24 in Virginia Beach, Va., of a heart attack. In the newspaper business

for 45 years, Werry started in the mail room of *The Tribune*. He was appointed advertising manager in 1925. He leaves a son, John, a member of the editorial staff of *The Tribune*. Burial in Johnstown.

**ZIEGLER**—Peter, 62, former member of the Three Ziegler Brothers and later, with his wife, known as the Two Revolving Zieglers, April 16 at his home in Canton, O. He leaves his wife, Rose, and three daughters.

**ZILBERTS**—Zavel, 69, choral director, April 25 in New York. Besides founding his own choral society, he directed groups in Madison Square Garden, Carnegie Hall and the old Hippodrome in New York. His widow and five brothers survive.

## Marriages

**BONNER-STACK**—Arthur Bonner, former Columbia Broadcasting System (CBS) staffer, now with WOR, and Marie Stack, assignment editor for CBS television news, April 30 in New York.

**CARLIN-GABER**—Roger Carlin, television chief of the Music Corporation of America, and Ruth Gaber, non-pro, April 29 in New York.

**GIDDING-COLLIGAN**—Nelson Gidding, radio writer and novelist, and Hildegard Colligan April 22 in New York.

**HUTCHINSON-KIMBALL**—John L. Hutchinson, WBNV-TV producer, and Jean Ashley Kimball April 18 in Buffalo.

**KAPLAN-REID**—John S. Kaplan, head of Pan-American Record Distributors, Detroit, and Marion Reid, former branch manager for King Records, in Detroit recently.

**KENDALL-KLAWINSKI**—Raymond Kendall, on the staff of Albert Dezel Productions, Detroit, and Dolores Klawinski in Detroit April 23.

**PALANCE-BAKER**—Walter J. Palance and Virginia Baker, legit players, April 21 in New York.

**REINSCHILD-WHITE**—Carl Reinschild, exec of Columbia Records, and Carolyn Lucia White April 23 in New York.

**SCHANG-PREUSSER**—Frederick C. Schang III, concert manager, and Mary Jane Preusser April 23 in Norwalk, Conn.

**STERLING-FORD**—James M. Sterling, airline executive and Dorothy Ford, film actress, in Las Vegas, Nev., April 25.

## Births

\* A son to Mr. and Mrs. Bruce LaBlonde April 21 in Rensselaer, Ind. Father is a member of the LaBlondes, aerial bar act; mother is the former Mary Ellen Ames, of the Helen Reynolds Skaters.

A son, Robert Lee, to Mr. and Mrs. Lee Wotasek April 13 in Somerville, N. J. Father is a carnival concessionaire.

A daughter, Kathleen Louise, to Mr. and Mrs. Bob Stevens recently. Father is owner of the Stevens Bros. Circus. Mother is an aerial performer with the show.

A son to Mr. and Mrs. Carl Ide April 8 in Newark, N. J. Father conducts the *Carl Ide Calling* show on WNJR.

A daughter, Cindy K., to Mr. and Mrs. Jerry Johnson April 18 in New York. Mother is Kitty Johnson, formerly Kitty Lane, who sang with many orks; father is general professional manager of the Southern Music Publishing Company.

A daughter, Georgia Pauline, to Mr. and Mrs. Tom Marshall. Father is a continuity writer at WNJR, Newark, N. J.

A son, Michael, to Mr. and Mrs. Ralph McKinnie April 17 in New York. Father is a member of the Columbia Broadcasting System sales staff.

A daughter, Rhonda Elaine, to Mr. and Mrs. Marty Symes recently in New York. Father is a songwriter.

A daughter to Mr. and Mrs. Jack Brickhouse April 19 in Chicago. Father is a WGN sports announcer.

A daughter to Mr. and Mrs. Pat Burke April 18 in Pittsburgh. Par-

ents are known as Pat and Sylvia, singers.

A son to Mr. and Mrs. James Chadwick April 17 in Hollywood. Father does research for Ralph Edwards; mother is a publicity woman.

A son to Mr. and Mrs. Jack Denveo April 21 in New York. Father is with Batten, Barton, Durstine & Osborn; mother is the former actress, Ann Farleigh.

A son to Mr. and Mrs. Henry Howell April 21 in San Antonio. Father is WOAI news editor.

A daughter to Mr. and Mrs. Jay Kaye April 18 in New York. Father is the radio columnist for *The Newark Evening News*; mother is the actress, Joann Dolan.

A daughter to Mr. and Mrs. Matty Malnick April 19 in Hollywood. Father is the band leader.

A son, David, to Mr. and Mrs. Sidney Shulman April 18, in Philadelphia. Mother is a ballerina known as Jean Perkiss.

A daughter to Mr. and Mrs. Mack Hoge, of Page Bros. Shows, April 28 in Princeton, Ky.

## Divorces

Mrs. Mary Hammerstein from Reginald Hammerstein, brother and business manager of Oscar Hammerstein, April 28 in Reno, Nev.

Claire James Girard, film actress, from Film Producer William Girard in Los Angeles April 26.

Actress Georgette Windsor Cushing from Harry Cushing IV in Los Angeles April 26.

## MAGIC

(Continued from page 46)

the Colonial Theater, Boston. George Alabama Florida and Lon Ramsdell have been re-engaged for front and back respectively. . . . Tommy Windsor, the magic man of Marietta, O., recently netted a sensational bit of publicity, unsolicited, when the town's mayor, Joe C. Hartline, issued an official announcement proclaiming April 9 as Tommy Windsor Day to celebrate Tommy's 25th year in show business. Virtually the whole town collaborated in honoring Windsor on the occasion, with a special show being skedded for the Hippodrome Theater there Saturday morning, April 9. In addition, Windsor rated a laudatory editorial in the April 8 issue of *The Marietta Daily Times*, a streamer in red across the front page of the same paper on April 6, and a two-page tie-up in the *Marietta Daily* on the same day, with the town's merchants paying tribute to the local son who made good. The promotion also netted him a story in various out-of-town papers, not to mention guest interviews on four different radio programs. . . . **Tiny Grant**, of *Tiny's Magic Company*, Denver, takes exception to Al Sharpe's recent criticism here of a show put on in Denver by a group of junior magicians affiliated with the Society of American Magicians. "Thru our many friends in show business," writes Grant, "I feel that I may write frankly to you on the Al Sharpe article. His is the most bitter, untrue and childish letter I have ever read. Personally, I heard from over 100 people who saw this show presented by the junior magicians and each had fine compliments for the affair. Naturally, junior magicians do not have the polish and style of a seasoned performer. Magic is not dead in Denver, except in some cases as fellows like Sharpe, who have the desire to see only one magician left in each city. Recently Sharpe announced a magic school for junior magicians and only one student enrolled. This is the apparent reason for his letter to you. Altho the SAM member mentioned in his letter is a competitor of mine in magic selling, I felt that I should write in his defense. And be assured that I have no personal reason for writing this letter except to correct a wrong that has been done." In next issue we will carry letters from several magicians who wrote to this column in support of Sharpe.



# MOUND CITY CIRCUS TOPS 1948

## Weather Hurts Dailey in Marion

MARION, Ill., April 30.—Threatening weather, plus a late train arrival, hurt Dailey Bros. here Wednesday (27), show getting only half houses at matinee and night shows.

Ann Wesley, lion fighter in the Side Show, was clawed by one of the animals during the local stand and has returned to her home in Atlanta for a few days' rest. She expects to be back with the show next week.

## Governor Lee Selects New Utah Board

### Theobald May Be Manager

SALT LAKE CITY, April 30.—Gov. J. Bracken Lee today ended the explosive dispute over the management of the Utah State Fair when he named a new fair board. The previous board resigned when the governor refused its several selections to replace Sheldon R. Brewster, secretary-manager, who also had quit. The old board refused to name J. A. Theobald, said to be the governor's choice for the Brewster vacancy.

Named to the new board were Leland B. Flint, Salt Lake, president; Mrs. Pearl Hunsaker, Brigham City; Harold Bowman, Salt Lake; Jess Conover, Ferron; Fred S. Schoss, Ogden; Fred Augsburg, Karl S. Little and Mrs. Allen Q. Howard, all of Salt Lake; Wynn S. Hanson, Collinston; John Gillman, Orem; O. A. Mickelsen, Draer; and E. A. Parson, Smithfield.

The new board is scheduled to meet next week to select a new secretary-manager. It is predicted the new manager will be Theobald, the governor's choice.

## Martina De La Cruz Dies in Waycross

WAYCROSS, Ga., April 30.—Martina De La Cruz, 74-year-old Filipino midget, who had danced before President Taft and crowned heads of Europe, died this week of pneumonia in a Waycross hospital. Martina, who was 21 inches in height, had been in ill health for the past eight years and had spent some time in a Philadelphia hospital.

Her 24-inch brother, Juan De La Cruz, 71, will continue touring with the Filipino Midget Show, which spent the past week in near-by Blackshear.

Martina's body will remain at the Mincy Funeral Home in Waycross for a year, with Catholic rites and burial in Fort Pierce, Fla., some time in 1950, it is announced by Mrs. Birdie Tolosa, manager of the troupe.

"The public may see Martina as she lies in state," Mrs. Tolosa said. "Martina has spent her life before the public and I think she would like that."

She and her brother first came to the United States in 1904 for the

## Fair Admish Tax Picture Is Brighter

### Favorable Omen Sighted

WASHINGTON, April 30.—Despite defeat in the Senate Finance Committee this week of Sen. Hugh Butler's (R., Neb.) attempt to tack an agricultural fair exemption onto a bill removing the excise tax from oleo, chances for the exemption of the admissions tax at such fairs appears brighter.

The rider was turned down in committee on a narrow 7-6 vote, with the Dems voting against the exemption and the GOP-ers voting in favor. In view of a general congressional antipathy toward riders, the narrowness of the turndown is a favorable omen. It was also pointed out that the Dems, in general, favor the oleo tax repeal and fear any riders hooked onto the measure would lessen its chances. It is possible, therefore, that on a vote concerned strictly with the exemption, some would vote in favor.

### One Vote Needed

A switch of but one Democratic vote would clear for floor action a bill exempting non-profit fairs from the 20 per cent levy. Before the Senate unit can act, however, it must await House action. All tax bills must originate in the House, according to congressional rules.

This puts the matter squarely up to the House Ways and Means Committee, which has before it a pending bill by Rep. Daniel Reed (R., N. Y.).

Last session a fair exemption went thru both the Ways and Means Committee and the House but was stymied in the Senate Finance Committee.

### Names Listed

Voting in favor of the rider to exempt aggie fairs this week were the following members of the Finance Committee: Hugh Butler (R., Neb.), Eugene Millikin (R., Colo.), Robert Taft (R., O.), Edward Martin (R., Pa.), Owen Brewster (R., Me.) and John Williams (R., Del.).

Opposing were Walter George (D., Ga.), Tom Connally (D., Tex.), Harry Byrd (D., Va.), Edwin Johnson (D., Colo.), Scott Lucas (D., Ill.), Clyde Hoey (D., N. C.) and J. Howard McGrath (D., R. I.).

## Kid Promosh Draws Okay in New Haven

NEW HAVEN, Conn., April 30.—Kiddie Wonderland, a special promotion at the Arena, opened Tuesday (26) and has drawn about a 3,000 gate daily, with a low admish of 50 cents for adults and half price for moppets.

The show is a combo cirk-carnival, featuring Hermine's Midgets as principal attraction, plus kiddie Merry-Go-Round, Whip, auto ride and fire trucks. Peak attendance is expected today Sunday (1) closing day.

St. Louis Exposition, and they had appeared in practically every country in North America and Europe.

## 831G Deficit Nixes Proposed Revamp For Ocean Beach

NEW LONDON, Conn., April 30.—A nine-year deficit of \$831,000 in the operation of city-owned Ocean Beach Park has resulted in Mayor Selleck opposing a city council-recommended reconstruction project which would cost an estimated \$75,000.

Mayor Selleck said that the finance board, park commission and city council should concentrate on finding ways and means to wipe out the \$90,000 average yearly deficit and to make the funspot self-supporting.

At the time of its establishment it was thought that the funspot would earn enough thru rentals and patronage to be self-supporting and that enough money also would be earned to pay the interest and principal on the bond issue that was floated for its construction.

## Kentucky Trek Good for King

WILLIAMSBURG, Ky., April 30.—King Bros.' tour of Kentucky, according to Owner Floyd King, has been good to date with the weather co-operating handily. Only spot lost to weather was Pineville, Ky.

Show blew its date in Russellville, Ky., last Saturday (23) due to legal matters, which were ironed out quickly, and the show moved on to Somerset, Ky., where it played to two capacity houses Monday (25).

King says his experiment of cutting prices this year has worked out well. Show gets 50 cents for kids and 75 for adults, plus tax.

The King org was the first circus to play Williamsburg in several years. Matinee drew a strong house, with capacity at night.

## New Eskimo Dog Act Set To Go

HOLLYWOOD, April 30.—A new outdoor act, billed as the Eskimo Dog Circus, will hit the fair circuit this spring under management of Dick Washburne, former public relations director of the Western Fairs' Association.

Highlight is a mass parachute jump of five dogs and a driver with full sleigh equipment. As an opener Washburne has skedded a four team track race.

Lloyd Van Sickle is featured in a driving exhibition, handling the team without whip or reins. Another feature will be a dog weight pulling contest.

Star of the show will be Louis Price. More than 30 dogs are used.

The unit also functions as a kiddie ride and carries an Alaskan gold rush exhibit.

## 20,000 at Clements Rodeo

CLEMENTS, Calif., April 30.—A crowd of 20,000 witnessed the eighth annual Clements Stampede and Western Horse Show here Sunday (24). Winners were Winfield Montgomery Jr., calf roping from a jeep; Lane Coleman, wild cow ride; Jack Chandler, saddle bronk riding; John O'Connell, bareback bronk riding, and Jerry Morgan, bull riding.

## Advance Sale 5% Ahead of Other Years

### Act Pruning Shows in Bill

By Herb Dotten

ST. LOUIS, April 30.—From a dollar-and-cents standpoint, the annual St. Louis Police Circus at Kiel Auditorium is romping ahead of any previous edition, thanks to a record advance ticket sale. The show viewed from a circus standpoint, however, does not stack up with those presented in recent years.

This was to be expected, however, since the sponsoring police organization, following its decision to shift the show from the larger St. Louis Arena to the smaller auditorium, had whittled down its attraction budget. The pruning showed up in the lightness of this year's bill as compared with that of 1948.

While not as powerful, the program whipped together by Producer Frank Wirth, is proving highly entertaining to patrons. It is paced well, but does not hew strictly to the circus line.

The auditorium provides a more intimate atmosphere than the St. Louis Arena and as a result acts like Ben Dova, comedy knockabout, and Bobby May, juggler, register big, altho neither represent typical circus fare.

The circus now appears headed to end its 19-day, 33-performance run here Sunday (8) with the largest profit its sponsors have ever scored. Not only is the show cost down, but so is the cost of the rental for the building. Sponsors also went into the show with a record-smashing program book, numbering 780 pages and carrying close to \$100,000 in advertisements. The cops this year sold 96,000 tickets, good for two admissions each, in advance of the opening. This represented an increase of almost 5 per cent over any previous advance sale. To top off the financial success, the daily box-office sale is running higher than last year.

The shift from the arena, which seats about 13,500, occurred when the arena management, headed by Arthur Wirtz, sought to up the rental. Police officials said that the arena would have cost \$60,000 for rental, plus other charges, whereas the auditorium's rental runs about \$15,000.

The auditorium seats about 9,100 for the circus, some additional seats having been installed. To compensate for the smaller seating, the circus's run was extended by four days and 12 performances from last year's 15 and 21. Matinees this year are given each Wednesday thru Sunday.

The program follows:  
1. Tournament; 2. George Keller's wild animal act; 3. Karrolls, balancing, and Ridoias. (See ST. LOUIS COPS' on page 57)

## Rotterdam, N. Y., Closed

ROTTERDAM, N. Y., April 30.—All tent shows, including carnivals and circuses, have been banned here for 1949. Action resulted from the failure of two potential sponsoring organizations, the firemen and the American Legion Post to agree on dates.

# L. A. Trailer, Vacation Show Tops '48 Event

LOS ANGELES, April 30.—The fourth annual Sportmen's Vacation and Trailer Show wound up an 11-day run at Gilmore Stadium Sunday (24). Heavy week-end attendance boosted final attendance figures to an estimated 215,000, a gain of 10,000

over last year. Using an 83-cent gate with kids half price, show drew capacity crowds during the entire engagement, Manager Mel Morrison reported. Aside from exhibits, a free outdoor show billed as the Parade of Champions held patrons on the grounds. The show featured Anders Haugen, ski jumper; Leo Couture, high diver; Chief Needahbeh, Indian emcee; Peggy McLean, table tennis champ, and her partner Lou Pagliaro; Russ Dotson's comedy divers; J. Hale Kerr's trained animals; Diana Dixon, whistler, and Garney Glover fly-caster.

## Close-Ups:

# Neighborly Approach Pyramids Joe Hughes' Hinterland Sales

By Jim McHugh

WITH THE MIEN of a preacher and the deportment of a sage, Joseph H. Hughes has been traveling the Northeast hinterlands for nearly a quarter of a century and dispensing in contractual form for later appearances, "some of the world's outstanding thrill and novelty attractions, including many imported recently thru the unassisted efforts of George A. Hamid, Inc."

Joe is as well, or even better, known than the mayor in some of the towns he visits with intent to sell. His visits to each community are frequent and lengthy enough for indulgence in his natural interest in civic affairs. As a result, his opinions have been deemed valuable and propounded in local papers with few introductory remarks on the origin of the speaker.

Few of the country folk he deals with are aware that Joe was born on 80th Street in Manhattan, since his manner does not give him away. He was brought up in the comparative quiet of Bay Shore, Long Island, and except for studying the "Help Wanted Female" column in a New York newspaper one day in 1907 Joe might today be occupied in any one of a number of prosaic enterprises peculiar to the Big City and its environs.

### Apprentice Treasurer

Joe turned to the want ads for female help after exhausting the male columns. Located therein, and obviously misplaced, was one reading: "Bright young man wanted as treasurer in theater." Frank Anderson, of Hubert's Museum, who had placed

the ad, opined that Joe was indeed a "bright young man" for having found the ad since he couldn't locate it, altho he had searched diligently, and promptly hired him to begin his apprenticeship as a show treasurer.

Hubert's Museum in those days was a wintertime hang-out for circus and carnival personnel and several of its five stories were used for the storing of Frances and Joseph Ferrari's animals. The animal acts were sometimes incorporated in the museum's program. The excitement of the times did not overshadow the need to get ahead and since penmanship was

(See Neighborly Approach, page 79)

## Lethbridge, Alta., Prize List Upped

LETHBRIDGE, Alta., April 30.—Prize lists and rodeo money for the three-day Lethbridge and District Exhibition and Rodeo have been increased. Boost, in most cases, is 20 to 25 per cent.

Gordon Hall and A. L. (Tucky) Wills will stage the rodeo and furnish the stock, with Art Lund as arena director.

Nightly fireworks displays and a downtown parade will be presented.

Wallace Bros.' Shows will furnish midway attractions and the Gus Sun Agency the grandstand show. Also scheduled is Buck Steele's Cavalcade of Stars.

Improvements costing over \$12,000 have been made on the grounds. A new road system has been built, the track improved, the midway leveled and drainage provided.

## O'Brien Unit in 15th Year At Revere; Dean Manager

REVERE BEACH, Mass., April 30.—Bill O'Brien's Side Show-Museum here is in its 15th season. The unit is operating week-ends until May, when the weather will determine the start of full-scale operations which will last thru Labor Day.

Low Dean, who has been associated with O'Brien for 17 years, is manager of the show. Gilbert Vincent, special officer, will again be in charge of the front door. Several acts have yet to be added for the season.

## Dairy Expo Signs Mounties

INDIANAPOLIS, April 30.—Royal Canadian Mounted Police will be featured nights at the International Dairy Exposition here, October 8-15, Robert D. Hammer, executive secretary, announced this week. It will mark the first appearance of the Mounties' musical org in this part of the country.

## Miller to Edmonton Post

EDMONTON, Alta., April 30.—Fred N. Miller recently was named to the staff of the Edmonton Exhibition Association.

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ACT NOW!



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- FIRE ENGINE RIDE
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FAMOUS KIDDIE RIDES

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NEW PRE-WAR PRICES  
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JOSEPH H. HUGHES

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Builders of Dependable Products  
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**Surpasses All Others**

The **HI-BALL** Ride is Tops



52 Ft. High • Fast Loading  
Ideal for Carnivals • Ideal for Parks  
THRILL • FLASH

**FRANK HRUBETZ & CO.**  
SALEM, OREGON

# Out in the Open

Jim McCall, who headed the Jim McCall Shows for several years, reports he will remain off the road this season to direct operations on his Georgia plantation. McCall and his brother-in-law, Bill Franks, former carnival owner, have adjacent farms. Franks has been devoting his time to farming and timber operations for

the past two years. . . Matt Saunders, former press representative for Buffalo Bill, is city manager for Loew's theaters in Bridgeport, Conn.

Umberto Schichtholz, European booking representative of the Ringling circus, with offices in Milan, Italy, was in New York last week to confer with John Ringling North and to view the Big One at Madison Square Garden. . . George A. Hamid, agency head, and Leon Leonidoff, producer of the Radio City Music Hall stagelights, were spectators at the Ringling circus in the Garden last week.

Rolf Knie, one of the directors of the Knie Bros.' Swiss National Circus, has arrived in New York en route to Chicago and Hollywood. Knie is in search of ideas and talent for his circus and caught the Ringling circus at Madison Square Garden Friday (29) night. . . Mr. and Mrs. Pete Kortez passed thru St. Louis last week, en route from their home in Pasadena, Calif., to Windsor, Ont. Kortez will have two Side Shows this year, one with Jimmy Sullivan's Wallace Bros.' Shows of Canada, which will be managed by Mrs. Kortez, and the other at a park in Montreal, which Pete will manage. Following the park season, the unit will play Canadian National Exhibition and London (Ont.) Fair.

James R. (Cap) Ramsey, biller, is recuperating at his home, following a recent heart attack in Lexington, Ky., where he was working with William (Bill) Oliver on Cole Bros. No. 1 advertising car. Ramsey was moved to a Dayton, O., hospital and placed under the care of two heart specialists. He hopes to be able to resume his post soon as manager of the advance advertising car for B. Ward Beam.

## Weather Improves, So Does Business, For Stevens Bros.

CHICAGO, April 30. — Opening Friday (8) in Valliant, Okla., Stevens Bros. was hit by bad weather until after Easter. Once the weather took a turn for the better, so did business.

Shows' staff includes Bob Stevens, owner-manager; Mrs. Laura Stevens, purchasing agent; Tom McLaughlin, advance; Les Garner, billing car; Al Weir, banners; Capt. Gerald Borgelin, wild animals; Farrel Blankenship, cookhouse; Mr. and Mrs. Green, pie car; Claude Garner, lot superintendent and tickets; John Grady and Oliver McLain, seat men, and Ed Leininger, equestrian director.

Concessionaires include John Helm, novelties; George Kilpatrick, candy floss, and Shorty Sheare.

The line-up:  
Display 1—Spec. 2—Beulah Shearer, La Teena and Louise Weir, ladders. 3—Clowns. 4—Bob Grubb and Paul Bejano, dogs. 5—Carmine and Alfred Sonechis, wire. 6—Clowns. 7—Concert announcement. 8—Bob Grubb, pony drill. 9—Beulah Shearer, Louise Weir, La Teena, web. 10—Virginia Lynne, chair balance. 11—Riggs Brothers, comedy bar. 12—Sonechis Family, tumbling. 13—Concert announcement. 14—Bob Grubb, Liberty horses. 15—Louise Weir, cloud-swing. 16—De Kohl Trio, juggling.

Wild West concert—Oklahoma Shorty, Beulah Mae and Kenneth Martin and Company.  
Side Show—Carl Stone, manager; Twinto Morgan, Mazie Grubb, Gene Stone, the McBride Sisters, Paul Bejano and Mickey Morgan.  
Clown alley: Paul Bejano, Bill Bailey, Dudley Riggs, Archie Silverlake, Ted Allen and Dead Pan Duke.

### New Lot for Battle Creek

BATTLE CREEK, Mich., April 30. —A new lot adjacent to Kellogg Air Field has been opened here to outdoor attractions, reports Robert F. Walter. It is located near the city limits boundary and has bus service. Walter said the lot is adequate for almost any attraction. Dailey Bros.' Circus is expected to show on the lot in late May.

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Incorporated  
NORTH TONAWANDA, N. Y.  
World's Largest Manufacturers of Amusement Devices

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Refer to Pilgrim Trust Co., Boston

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- ★ Electric power plant which includes 20 kilowatt generator, 85 h.p. gasoline engine, mounted on its own 4-wheel, rubber-tired trailer.
- ★ All the necessary cables, controls, carbons, spare parts.

THERE'S NOTHING ELSE TO BUY! IT'S COMPLETE, SELF-CONTAINED AND READY TO USE.

MOUNTED ON YOUR OWN TRUCK AT NO EXTRA CHARGE

The searchlight and power plant may be mounted on your own flat-bed truck if it is more convenient for you to operate that way. Bring your truck to us and we will do the mounting at no extra charge.

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Order extra carbons now, with this searchlight equipment, or if you already have a searchlight you may order them separately, at what is to our knowledge the lowest price ever offered. 500 pairs to a case. Minimum order is two cases. Because of rock-bottom prices, cash must accompany order.

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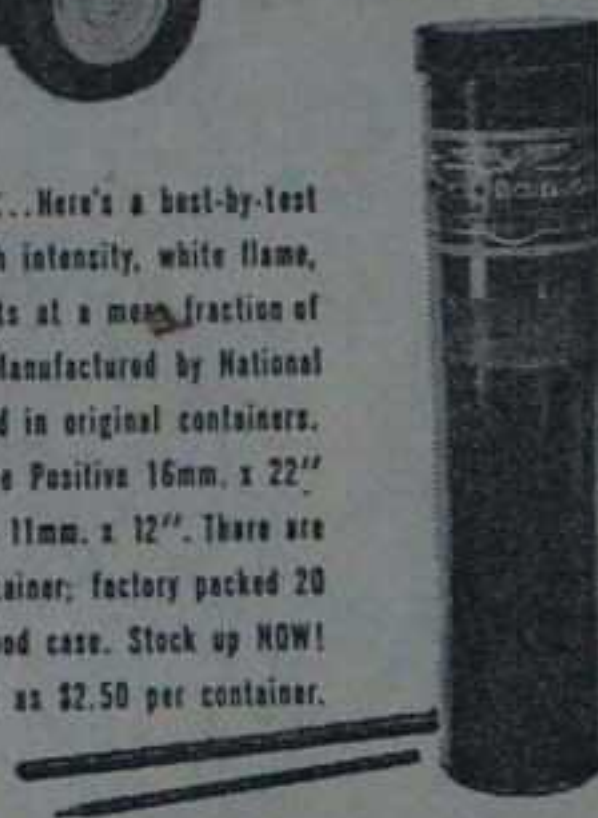
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Wholesale Distributors  
1505 E. First Street - Los Angeles

## Rogers Bros. Ends 9th Wk.; Reubens Says Biz Is Okay

STATESVILLE, N. C., April 30.—Rogers Bros.' Circus, playing a one-day stand here today, concluded its ninth week of the season and owner Si Reubens reported business to date good when the weather was okay. Show trucks are painted white with a good pictorial and lettering job done by Larry Carlton.

Seven-piece band is under leadership of Frenchy LeBoeuf. Other members are Van Vactor, cornet; Fred Mascoe, trombone; Jack Fogg, baritone; Frank Cotten, cornet; Frank Verdi, drums, and Louis Grabbs, calliope.

### Clowns Named

Clowns include Tommy Whiteside, Jimmy and Chickie O'Donnell, Slim Girard, Shorty Emond, Charlie Browley and Willie Geans. Whiteside also handles mail and The Billboard.

Side Show includes Sparkplug Goodman's band; Rose Moran's Harlem Revue; Pat Maynard, torture cabin; Mary West, fat girl and iron tongue; Bill Hitchcock, fire-eater; Mack Stafford, magician, and the Lane Sisters in Streets of Cairo.

Concert is presented by the Newmans, roping and trick horses; the Carltons, Australian bull whips, and Slim Girard, trick roping. Western music is supplied by Tex Maynard.

### Staff Line-Up

Staff includes Ted Edlin, general agent; Phil Philbert, brigade manager; Red Friend, Side Show manager; Howard Sheets, equestrian director; Frankie Lou Woods, ballet and wardrobe mistress; Red Maynard, boss canvasman; Romey Johnson, assistant boss canvasman; Alabam, Side Show boss canvasman; Jimmy Odell, bulls and ring stock; Bill Green, transportation; Eddie Kuhn, menagerie; Woody Snipes, chef; Ginsey Ginsburg, purchasing agent; Walter Hone, concessions; Bobby Miller and Jack Lewis, tickets; Tommy Cook, boss props; Marjorie Newman, front door, and Charlene Kuhn, tax box.

### The line-up:

Display 1—Spec. "The Circus Beautiful." 2—Slim Girard, comedy juggling; Lyle Chapple, hand balancing and dogs. 3—Capt. Eddie Kuhn and Miss Charlene, wild animals. 4—Clowns. 5—La Esperanza, trapese. 6—Great Chapple, aerial contortion. 7—Capt. Jimmy Odell, ponies. 8—Frankie Lou Woods and Nina Odell, comedy double traps. 9—Capt. Jimmy Odell, elephants. 10—Clowns. 11—Capt. Jimmy Odell and Billy Sheets, menage horses. 12—Nita Kinchens, Millie Sutherland, Joyce Kuhn, swinging ladders. 13—Wayne Newman's horses. 14—Tumbling O'Donnells, Skating Carltons. 15—Frankie Lou Woods, neck loop. 16—Clowns. 17—Capt. Jimmy and Nina Odell, elephants. 18—Clowns. 19—Mike Gutierrez, tight wire; Mona Gutierrez, slack wire. 20—Spanish web, with Nita Kinchens, Millie Sutherland, Nina Odell, Joyce Kuhn, Mary Carlton and Charlene Kuhn. 21—Frankie Lou Woods, single traps. 22—Billy Sheets, dogs, goats, monkeys. 23—Clowns. 24—Capt. Jimmy Odell, Liberty horses.

Stories of pretty aerialists, spangled lights, music and travel that interest magazine readers are likely to mislead one as to the hardships of circus trouping.

## Amazing New Improved ROOT BEER BARREL DISPENSER



Draws any size drink without turning off handle. 15 drinks per minute. Especially made for fast service at amusement parks, skating rinks, drive-in stands, fairs, carnivals. Automatically mixes perfect drink. A complete soda fountain built into a barrel. 4-cent profit on each 5-cent sale. Write now for prices and literature.

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## The Multiplex ROOT BEER BARREL

IN THREE SIZES 8 GAL. 17 GAL. 45 GAL.

It Advertisises 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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Will handle 1500 watt load, 115 volt, AC circuit with a 10% or 20% boost. Simple to operate. Weight, 18 lbs. Have sold hundreds of them to be used on amusement machines, projectors, lighting equipment, etc. They have been commended as follows: "It really does the job," "Best booster on the market for the money," "Pays for itself in one day's operation." Low priced and efficient. \$15.00 each. \$5.00 deposit on C. O. D. W. R. DORSETT, Route 4, Mason, Ga. Phone 8489-R.

# Talent Topics

The George Hubler troupe recently played the CIO circus in Sandusky, O., and Biller Bros. date in Mobile. The ground bar and trampoline unit is with the Kelly Morris Circus and also is operating the midway concessions. Hubler's aerial bar act opens soon for Al Martin. Flo Diacoff, mother of the Diacoffs, drome riders, has entered

Osteopathic Hospital, Chicago, to undergo an operation and will be confined there for about two weeks. . . . Act line-up at the Highland Country Club, Indianapolis, Easter Sunday included Jenner's Seals, Hardy's Dogs and Ponies, Leo Francis, comedy, and Jimmy Trimble, magician. . . . Harold Voise, currently with Ringling-Barnum, built three flying acts while in New York. His own act, composed of Eileen Larry, his brother, Jack, and himself, will join the Tom Packs unit after the R-B Boston Garden date. Another act will play Canadian dates for Orrin Davenport while the third plays independent dates. . . . Ricardo and Gracie Orion, crisscross double pole act, started their outdoor season Thursday (21) with O. C. Buck Shows in Troy, N. Y.

Dick Getty and Earl McComb have been signed as drivers for Ken Baker's Thrill Circus. . . . Mickey Sullivan and his band played the Frank Wirth Shrine Circus date last week in Syracuse. Sullivan's dates this season will take him thru Pennsylvania, New York, Massachusetts, West Virginia, Connecticut, Maryland, North Carolina, Maine and Rhode Island.

Four Skating Macks, roller-skaters, are playing the stagemat this weekend at the de luxe Patio flicker palace, Brooklyn, along with the Three Stooges. . . . Alexander Dobritch arrived in New York from Paris recently with two of his aerial acts which have been signed by Hamid office for park and fair dates. Both Dobritch acts, a double trapeze number and a four-person flying trapeze act, will open at Palisades Park, New Jersey, June 6. Dobritch is a brother of Lola Dobritch, a Ringling circus wire-walking feature for several seasons.

## Va. Beach May Face DogTrack Competish

VIRGINIA BEACH, Va., April 30.—With citizens of adjacent Currituck County, North Carolina, scheduled to vote on legalized gambling on horse and dog racing Saturday (7), resort operators look for the probable establishment of a dog track at Moyock, an hour's drive from here, with mingled emotions.

Horace Blueford, owner of Casino Park, says it positively will hurt resort trade here. Night dog racing will "get 90 per cent of its attendance from Tidewater Virginia," he declared. Operator of Seaside Park here when a dog track was legalized in 1934, he recalls that his business fell off at least 50 per cent. "Everybody went to the dogs," he said.

Dudley Cooper, present owner of Seaside Park, feels differently. "The more interest we create in this area, the more the area as a whole will benefit," he said. He pointed out that Currituck does not have adequate hotel accommodations and that visitors probably would stay at Virginia Beach. Bruce A. Parlette, a hotel owner, agreed with him.

Other resort officials and businessmen appear little concerned.

## Estevan, Sask., Sets Grandstand Show

ESTEVAN, Sask., April 30.—Gus Sun's Stars Over Canada, Steele's Cavalcade of Stars, horse racing, light horse jumping contests and a livestock parade will be the grandstand attractions at the two-day fair to be held here in July.

The area in front of the grandstand will be built up and black-topped to accommodate portable seating for 600.

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Tents of Royal Blue, Forest Green and Khaki Dyed or Flameproofed. Red, Blue and Orange for trim.

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We also handle Snow Supplies.  
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\$5 to \$50 daily earnings!  
Get in the BIG PROFIT popcorn business with this popper — does work of \$500 machine. Can pay for itself in a few days because of its low price. FULLY GUARANTEED. New Gray

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"LOWEST PRICES"  
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WRITE for FREE ILLUSTRATED BOOKLET  
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**GENERAL EQUIPMENT SALES, Inc.**  
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**Still Growing at 108:**

**Middletown, N. Y., Dedicates 35G 4-H Building This Year As Indication of Development**

By Alan C. Madden

(The author of this article has been secretary of the Orange County Fair for 26 years. With characteristic modesty, he refrains from touching upon his own contribution to the continued development of the fair.)

MIDDLETOWN, N. Y., April 30.—Now facing its 109th run, the Orange County Fair here is still growing.

The second oldest annual in New York State, it has operated since 1840 without a single interruption.

During that time, there have been wars, depressions, disastrous snows and fires. Always, however, the "show went on."

In its first year, it was held in the nearby village of Montgomery. In 1897, the fair purchased its present grounds on the outskirts of Middletown. It finally acquired about 45 acres. Buildings were erected and a small grandstand seating 800 was constructed.

**Snow, Wind Down Stand**

In 1922, a heavy snow piled on the grandstand roof. Winds came and the grandstand went down. A few directors were discouraged and all for ending the fair and selling the property.

There were those, however, who fought for a continuance. "Let's go out and raise some money and build a real grandstand and continue," they insisted.

They won out, and they proceeded to raise \$65,000 and build a durable steel and concrete stand. That was the year the fair really began its growth. It was the year, too, in which the first big night show was booked. That show was California Frank and his Wild West unit. It included Mamie Francis and her famed white horse. The show did a land-office business.

**Build Up Kid Days**

In the process of developing the fair, the directors studied ways and means of building up "slow days." About 10 years ago they put into operation a plan which has helped materially to promote the stability of the fair. They designated two days for children. These were and still are, Monday and Friday.

Free tickets—20,000 of them—are distributed thru the schools and they admit children free both Monday and Friday afternoons. On Monday, a pony, all saddled and bridled, is given away. On Friday, bicycles are given, one to a boy and one to a girl.

The midway rides are kept whirling all day and part of the night on both children's days. And that offsets the free admission at the front gate to youngsters on those days. Barring bad weather, the two children's days always are big ones for the concessionaires.

**Old-Timers' Day Clicks**

Friday is also Old-Timers' Day, when all married couples in Orange County who have been wed 40 or more years are not only guests of the

fair, and its night show, but are entertained at a dinner given by the fair. Last year over 500 old-timers were present. And, of course, many of their relatives accompanied them.

This year 4-H Club Day will be observed on Tuesday, and it will have a special significance. A new 4-H building, costing \$35,000—its own indication of the fair's continued growth—is to be dedicated. Members of the 4-H clubs in five adjoining counties will be invited as the fair's guests, with tickets to be distributed thru their respective 4-H club leaders.

**Prune Horse Racing**

Wednesday and Thursday are horse racing days. There was a time when greater emphasis was placed on sulky races at the fair, but the growth of competing tracks in part caused the fair to reduce the number of days devoted to them.

This year, as in many recent years, auto races will be held on the closing day, a Saturday, with a thrill show as the big feature both afternoon and night on opening day, a Sunday.

**Giveaway Is Boon**

For many years Saturday night, the closing night, had been a slow one. To remedy this, an automobile giveaway was introduced during the pre-war years. During the war, five \$100 bonds were given away. This plan is being continued. All ticket holders are required to be in the stands or bleachers to be in on the award.

For years, the night grandstand show has been strong. These have varied, having included revues, rodeos and vaude. And, for over a quarter of a century, fireworks close each evening.

Thru the years since 1922, vast improvements have been made to the plant. Bleachers, seating 2,300 and costing \$23,000, were erected. A \$5,000 flood-lighting system, new lavatories, costing \$4,000, were installed and much new fencing was done.

**Familiar Faces**

Middletown's WGNV tied in closely with the fair, built its own broadcasting booth under the grandstand and airs much news from there during the run of the annual.

Much of the success of the fair stems from the many valuable friends it has made thru such features as the Old-Timers' Day and the Children's Day. Much stems, too, from the continuity of approach to its planning. And not a little from the enduring quality of its associations. The booker who supplies the grandstand attractions has been doing it for 25 years, the fireworks supplier for 26 years. Concessionaires, too, come back time and again. Oldest of these is Mrs. E. V. Gardner of New London, Conn., who holds the record of over 30 years of unbroken participation.

**Ken Baker Readies New Thrill Circus**

LOS ANGELES, April 30.—A package designed for small fairs and celebrations, offering a thrill show combined with midway attractions, is being readied here by Ken Baker. Hitting the road as the Circus of Thrills, Baker will carry a clown and high acts which can be used by fair managers on the midway when the show is not playing in front of the grandstand. Jimmy Jackson, billed as Pinky the Hubba Hubba clown and Cheeta, film chimp, have been signed. Comedy feature of the show will be a ramp-to-ramp jump by the chimp on a special bicycle. Also inked last week was Floyd Broderon, the Happy Undertaker.

Mary Lou Hudson joins the show for the first date at Carpentaria May 6, doing a high perch and acro turn.

Jack Hutchens has been signed as advance man to work with promoters on publicity. Program ad sales will be handled by Opal Broderon.

Several innovations will be tried, such as a crash into two tons of ice, and a run across the infield in which a car trips four dynamite charges 10 feet apart. Another feature will be a slide for life thru flaming gasoline.

As advance bally, Baker is using six, three and one sheets; 22 by 28 tack cards and 15 by 22 window cards. Prior to the show Baker will use mortar shells as an attention getter.

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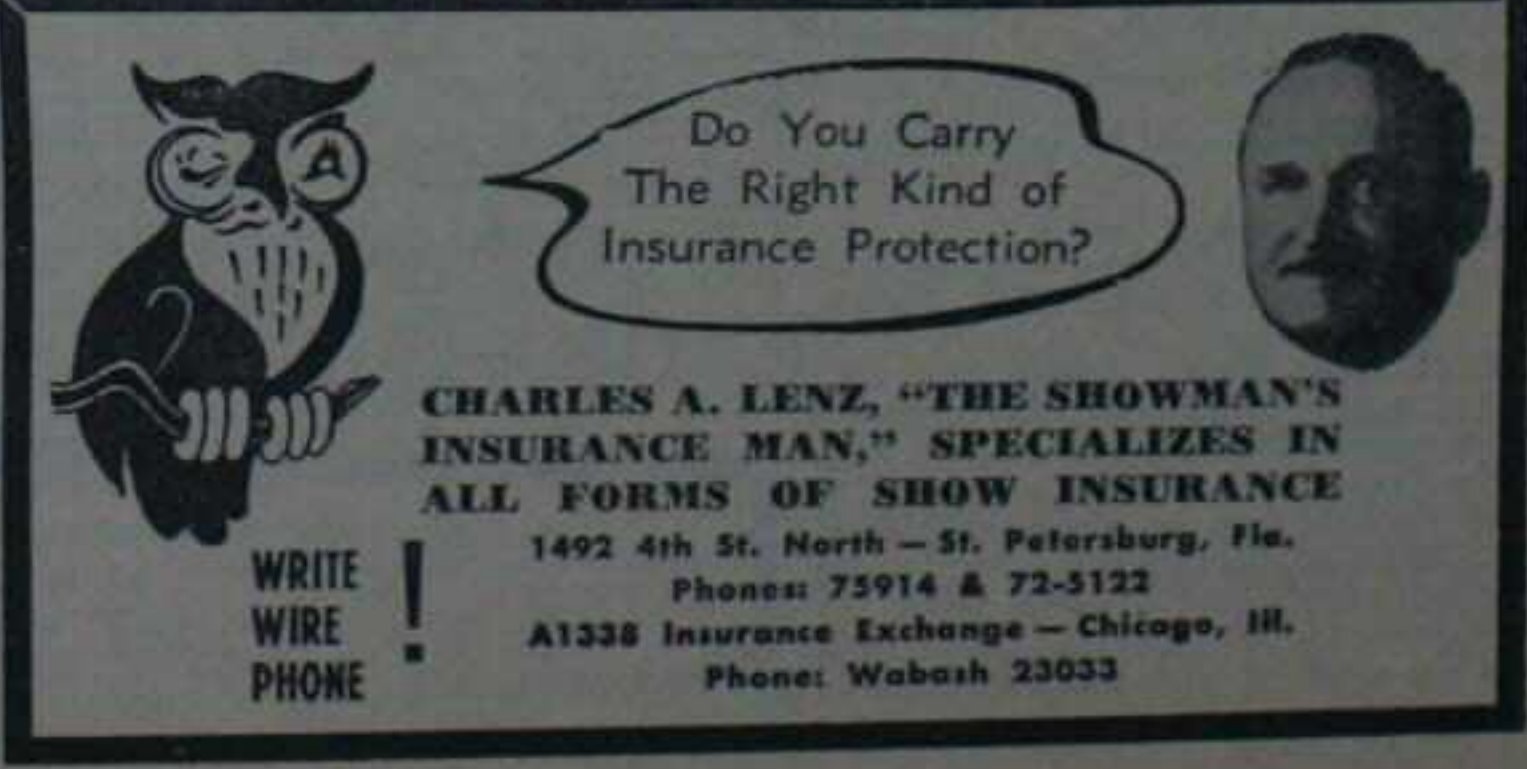
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# DRESSING ROOM GOSSIP

## Cole Bros.

Peoria, Ill., was the first two-day and since the Louisville opening. Some went to hotels and others went shopping for buckets, paint, chairs and materials for their berths. A mad scramble is on to get berths covered and looking ritzy.

Both days in Peoria were ideal from the weather standpoint and business was excellent. Visitors were gay and Bey Braathen, James McIlwee, William J. Anchiuty, Lora

Willis, her son and her husband. Jeanne Lolanne entered the rumba contest and did okay. Agnes Connors was given a party on her birthday. She received many gifts, including a watch.

Dorita Konyot joined in Peoria, with her horse, Bouncing Bomber. Alabama Campbell also joined in Peoria.

Newest addition to the Side Show is Iris Jane Kirkendool, who is working with Joseph Carvalho's South Sea Island entertainers. Josiah Brown's Side Show band is proving a hit at every stand. Larry Benner is proudly displaying his new toupee. Jose De Leon, the armless boy, was feted at a dinner by the Mexican delegation in Hooperstown, Ill. Bobby Hasson is looking as good as ever after recovering from his recent accident, in which he lost the sight of one eye.

Recent visitors to the Side Show included Ray Marsh Brydon, Mr. and Mrs. Cuban Mack and his wife, the Cornwall sisters, Carol, Margo and Lois Jane, recently on the Royal American Shows.—SALLIE MARLOWE.

## King Bros.

The mountainous terrain of Eastern Kentucky makes traveling difficult. At Williamsburg the candy stands had one of the best days of the year, according to Superintendent Paul De Laney.

Louise and Daviso Cristiani took delivery on a new house trailer in Humboldt, Tenn. Howard Y. Bary is planning to get a custom-built bus for living quarters.

Andy and Mabel Kelly were in an auto accident en route to Pineville, Ky., but escaped serious injuries.

Show blew its date in Pineville, Ky., because of rain.

J. C. Rosenheim has added several new animals to the Wild Life exhibit. Corky Cristiani is back from a trip to Cincinnati.

Vicki King visited her folks while the show was in the vicinity of Louisville. A. F. (Doc) Roberts and a party from Dyersburg were on the lot at Martin, Tenn.

Americo Cristiani, attending a military school in Chicago, visited his parents, June and Lucio Cristiani, during the Easter holidays. Antoinette Cristiani, student at the Academy of The Holy Name, Tampa, visited her parents, Daviso and Louise Cristiani. Arnold Maley, treasurer, visited Covington, Tenn., his home town.

## Dailey Bros.

Fair weather and a good lot added up to good business in Poplar Bluff, Mo. Show is going at a fast pace under the direction of Tiger Bill

## Ringling-Barnum

With the season under way many new clubs are springing up around the show. The 100 Per Cent Club started its third season by holding its first meeting of the year. There are no officers in the club. Members are Ira Millette, Robert Brown, William Krause, William Robbins, Carl Durbin, James Crocker, Justino Loyal, Fay Alexander and William Warner.

The Saro-Circo Club also had its first meeting of the year. New members are Tiny and Gracie Doll, Irma Pushnik, Charlotte Bell and Rusty Johnston.

Antoinette Concello was presented with a birthday gift by the girls of the aerial ballet and Merle Evans and the band serenaded her. Tuffy Genders also celebrated his birthday.

Willie Krause is all smiles again now that his wife Jeannie is on the show. Joe Cunningham, the cartoonist, made a sketch of Paul Jung and Prince Paul, and when Prince saw it he said he looked just like a tiny tot.

John Johnson, circus fan, after seeing the show many times this year, left for a tour of the European circuses. Friends Ernie Burch, Albert White, Bobbie Peck and Carl Holtz saw him off on the Gripsholm.

Paul Wenzel's huge wire-constructed animals and characters in spec delighting kids and grown-ups alike. Skee Matausch and Jeannie Sleeter rushing to the wardrobe for a quick change. Bill Warner practicing his bar act between shows. Annie Robins, one of the first girls to make the Bendix this year. Gene Lynch beginning to look like the thin man. Fifi taking care of her chimps. Howdy Doody, of television, getting a plug during one of the walkarounds. Belvedere Hospital benefit shown at a near-by newsreel house. Performers watching spellbound as the Geraldos practice.

Visitors included C. D. Curtis, Ed Raycraft, Mr. McElwee, Mark Johnson, Mr. and Mrs. Eddie Jones, Sally Cartier Trucz, with her husband and son; Betty Hackett Deidrick, Jim and Muncie Mooney, with their sons; Mrs. Buddy Friel, Mr. and Mrs. Jim Hoye, May Clarke Yario, Clem Hartman, Mrs. Paul Albert, Mrs. Jack Le Clair, Elmo, Harry Doney, Mr. and Mrs. George Converse, Mr. and Mrs. Jack Stromberg, Ted De Deppo and Jones Evans.—MARY JANE MILLER.

Snyder and the announcing of Bert Rickman.

The Engesser girls are dividing their time between the big show, pit show and pony ride. Mike Noble is up early every morning to feed the livestock. Jackie Dale is playing the calliope on the daily trek downtown with the 10-horse hitch.

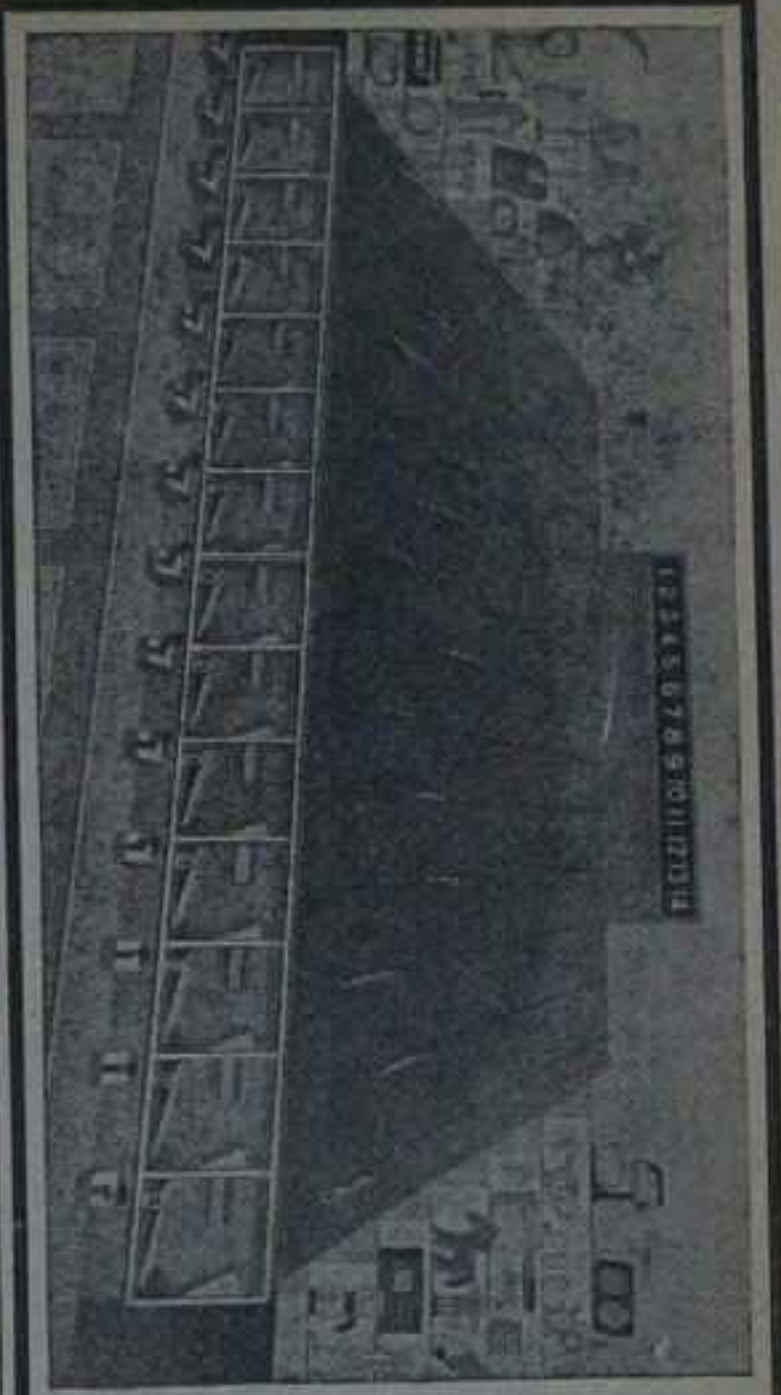
Donna Pyle is our most enthusiastic Wild West rider. Mildred Pyle has the downtown ticket sales. We all miss her in the dressing room. Ann Wesley is working the lion in the Side Show. Whitie Jones joined the concession department.

Shaffer and Rogers Greater Carnival day and dated us in Tyler, Mo., and Marion, Ill. Dan Pine lines up plenty of broadcasts for Doug Autry and others on the show. Sig Bon Homme has joined clown alley for the season.

Visitors included Henry Hubbard, Joe Bon Homme; Nick and Lottie Melroy, of the Memphis Zoo, accompanied by Tommy and Marguerite O'Brien and baby, Munci; Mr. and Mrs. Ira M. Watts, Al Lindemann, Evelyn Rossi, Ione Stevens, George Proctor, Henry Fulright and family, Harvey Eaves, Bert McLain, Dr. and Mrs. Sid Henry, John White, Vance Jernigan, Charles Roark, Betty Broadbent, Harold Smith, Joe Wallace, Mr. and Mrs. Farris, Russell Neely, Frank Siebert, Mr. and Mrs. Alonzo Dever, Chick Walroth and Bill Noble and his father.

The writer was a dinner guest of Mr. and Mrs. Vilas Orr.—HAZEL KING.

Big-top pusher thinks he is being defrauded of his rights if a canvasser can call his soul his own.



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American Midway: Kingsville, Tex.

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A. M. P. No. 2: Meadow Bridge, W. Va.; Quinwood 9-14.

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Baker United: Kokomo, Ind.

B. & C.: Frankfort, N. Y.

Beam's Attrs.: Johnstown, Pa.; Somerset 9-14.

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Bee's Old Reliable: Cornin, Ky.

Beeson, Tex. Am.: Seneca, Mo.

Belle City: (N. 1st & E. Capitol Drive) Milwaukee, Wis.

B. & H.: Belton, S. C.

Big Four Am.: Ramsey, Ill.; Moweaqua 9-14.

Big State Am. Co.: Sonora, Tex.; Ozona 9-14.

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Bogle & Reese: Lamar, Mo.; Monett 9-14.

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Brownie Am. Co.: Claremore, Okla.

Buck, O. C.: Binghamton, N. Y.

Bullock Am. Co.: Blacksburg, S. C.; Lenoir, N. C., 9-14.

Burke, Harry: Hammond, La.

Burkhart: Farmington, Mo.

California: Marysville, Calif.

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Capital City: Campbellsville, Ky.; Cynthiana 9-14.

Catlett Greater: Merriam, Kan., 9-14.

C. & B. Am. Co.: Rutherford, Tenn.

Central States: Russell, Kan.; Dodge City 9-14.

Cetlin & Wilson: Petersburg, Va.; Harrisburg, Pa., 9-14.

Chanos, Jimmie: Piqua, O.

Clifford's United: Belvidere, Calif., 3-8.

Coleman Bros.: Middletown, Conn.

Columbia: Kennebunk, Me.

Community Pairs: Burbank, Calif.

Continental: Kingston, N. Y.

Crafts Expo.: Chowchilla, Calif.

Crescent Am. Co.: Norman, Okla.

Crescent: Vancouver, B. C., Can., 2-14.

Crystal Expo.: Abbeville, S. C.

Cunningham's Expo.: New Matamoros, O., 7-14.

Curl, W. S.: London, O.

Del-Mar: Toronto, O.; Bridgewater, Pa., 9-14.

De Luxe: Plainville, Conn.; Wetherfield 9-14.

Dick's Greater: Lemoyne, Pa.

Dickson United: Coalgate, Okla.

Dobson's United: Willernie, Minn.; Faribault 10-15.

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Gentsch, J. A.: Senatobia, Miss.

Gold Crown Expo.: Payetteville, N. C.

Golden Gate: Ekton, Ky.

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Golden West: Napa, Calif.; (Pair) Angels Camp 12-15.

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Jollytime: York, Pa.

Jones Greater: Prestonsburg, Ky.

Jones, Johnny J., Expo.: (Okla. Ave. & Henning Road) Washington, D. C.; Altoona, Pa., 9-14.

Kaus, W. C.: Keystone, W. Va.; Elkins 9-14.

Kirkwood, Joseph J.: Mahanoy City, Pa.

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McKee, John: Murphysboro, Ill.

M. D. Am. Co.: Hasleton, Pa.

Midway: (Ogden, Ia.; Marshalltown, Ia.; Trimble, Tenn.; Hastings, Mich.; Three Rivers 9-14.

Midway Expo.: Las Animas, Colo.; Rocky Ford 9-14.

Midway of Mirth: Pittsfield, Ill.

Midwest: Tooele, Utah.

Midwestern Expo.: Sallisaw, Okla.; Locust Grove 9-14.

Mighty Hoosier State: Georgetown, Ky.; Connersville, Ind., 9-14.

Mighty Page: North Wilkesboro, N. C.

Model: Columbia, Mo.; Mexico 9-14.

Moore's Modern: Littlefield, Tex.

Mound City No. 2: Lutesville, Mo.; Piedmont 9-14.

Nelson, George W.: Osceola, Mo.

Nessler: Centralia, Ill.

Ohio Valley: Kenion, O.

Omar's Palace: Junction City, Kan.

Parade: Neodesha, Kan.

Page Bros.: Providence, Ky.; Paducah 9-14.

Palmetto Expo.: Greer, S. C.

Peck Am. Co.: Vevay, Ind.

Penn Premier: Burlington, N. J.; Bridgeton 9-14.

Peerless Celebration Am.: St. Paul, Va.

Perry, Jack J.: Wytheville, Va.

Pike Am.: Shawnee, Okla.

Pioneer: Corning, N. Y.; Williamsport 9-14.

Playland: Mt. Clemens, Mich.

Playtime Am.: Fall River, Mass.

Powelson Greater: (Denune Ave. & Westerville Road) Columbus, O.; Mt. Gilead 9-14.

Prell's Broadway: Roanoke, Va.

Queen City: Salyersville, Ky.

Rainbo: Smithville, Tenn.

Rafferty, James M.: Newport, N. C.

Raid, King: Hudson, N. Y.; Glens Falls 9-14.

Rocco: St. Paul, Minn.

Rockwell, Mike: Humboldt, Kan.

Rogers Greater: Mt. Carmel, Ill.; Princeton, Ind., 9-14.

Rose City: Fairfield, Tex.

Rosen, H. B. Am. Co.: Morristown, Tenn.

Royal American: Memphis, Tenn., 7-14.

Royal Crown: Bowling Green, Ky.

Royal Empire: Taylor Township, Detroit, Mich., 8-15.

Schafes's Just for Fun: Marshall, Tex.

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Smith, George Clyde: Lily, Pa.; Nanty Glo 9-14.

Soap Greater: Miami, Okla.; Joplin, Mo., 9-14.

Southern Valley: Gurdon, Ark.; Malvern 9-14.

Sparks, J. A.: Neen, Ky.

Strader, M. A.: Greensburg, Kan.

Standard: Torrington, Wyo.; Lusk 9-14.

Star Am. Co.: Judsonia, Ark.

State Fair: Ulysses, Kan., 2-4; Johnson 9-7.

Slip: Gladstone, Minn.

Strales, James E.: New Brunswick, N. J.

Stumbo, Fred R.: Cassville, Mo.

Shugart & Son: Honey Grove, Tex.; Bonham 9-14.

Sunset Am. Co.: Chillicothe, Mo.; Hannibal 9-14.

Sweeney's United: Moundsville, W. Va.

Tasell, Barney: Norfolk, Va.; West Point 9-14.

Tatham Bros.: Newman, Ill.

Thomas: (Penns. & Morris Sts.) Indianapolis, Ind.

Thomas Joyland: Oak Hill, W. Va.

Tidwell, T. J.: Pampa, Tex.; Tucuman, N. M., 9-14.

Tinsley, Johnny T.: Atlanta, Ga.

Tivoli Expo.: Quincy, Ill.

Turner Bros.: Mattoon, Ill.

20th Century: Leavenworth, Kan.

Twin City: Olathe, Kan.

United Expo.: Wichita Falls, Tex.

United Liberty: Bartonville, Ill.; Beason 9-14.

United States: Kistler, W. Va.

Utah Expo.: Montrose, Colo.

Veterans United: Worthington, Minn.

Victory Expo.: Lawton, Okla.

Virginia Greater: Cambridge, Md.

Vogt's Southern Amusements: Meville, Tex.; Robert Lee 9-14.

Wade, W. G.: Pontiac, Mich.; Ann Arbor 9-14.

Wallace Bros.: Humboldt, Tenn.; (Cotton Carnival) Memphis 9-14.

Wallace Bros. of Canada: Chatham, Ont.; Hamilton 9-14.

Wallace, L. K.: Gretna, Va.

Wallace & Murray: War, W. Va.

Weaver, L. O.: Amer, Ia.; Newton 9-14.

W. E. Attrs.: Russell, Ark., 2-14.

West Coast: Pittsburg, Calif., 38.

Whalen & Riley: Cleveland, Okla.

White, Art: Conway, Pa.

White Star Attrs.: Alamo, Tenn.

White's Rides: Richard City, Tenn.

Willis & Myers: (Smith & Mitchell) Macon, Ga.; (Foundry lot) Macon 9-14.

Wilson Famous: East Peoria, Ill.; Bloomington 9-14.

Wilson Greater: Flagstaff, Ariz., 2-8.

Wolf Greater: Mason City, Ia.; Dubuque 9-14.

World of Mirth: Wilmingon, Del.

World of Today: Hutchinson, Kan.

World of Pleasure: Battle Creek, Mich., 4-14.

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Zeigler: Wenatchee, Wash.

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Biller Bros.: Winchester, Ky., 3; Flemingsburg 4; Portsmouth, O., 5.

Burling Bros.: (Hopwood) Uniontown, Pa., 8; Conneltsville 7.

Clyde Bros.: El Paso, Tex., 2-4; Roswell, N. M., 5-7; Amarillo, Tex., 10-12; Dodge City, Kan., 14-15.

Onie Bros.: Covington, Ky., 6; Cincinnati, O., 7-8.

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## St. Louis Cops' Circus Running Ahead of '48 Biz

(Continued from page 49)

supported ladder act; 4, Seigrists and Apollos, high pole; 5, Happy Harrison and Lady Barbara, dog and pony acts; 6, Les Gotches, Jack and Jennie, and Cyclonians, unicycle acts; 7, Clowns; 8, Ben Doves, comedy knockabout; 9, Clowns from auto; 10, Jeffries, rings; Monte De Oca, trampoline, and Walkmirs, perch; 11, Single elephant; 12, Sensational Kays, high wire; 13, Captain Heyer and Starless Night, high-school horse act; 14, Clowns; 15, Bricks, trampoline; Nobles, high parallel bars; Nissens, trampoline; 18, St. Louis Police Quartet; 17, Beroahl, sway pole; 18, Silver Johnson's Funny Ford; 19, Ziggy May, juggler; 21, Tom Packs' 4 elephants; 22, Choy Hen Troupe, contortionists-balancers; Maschinos, balancing, acrobatics and Choy Wong Troupe, contortionists-balancers; 23, Bill Buschom's Liberty Horses; 24, Clowns; 25, Les Klimis, airplane aerial act.

Assisting Wirth here are W. Cooke, equestrian director, and George Bauer, superintendent of props, with James F. Victor as band leader.

Clowns include Bumpy Anthony, Henry Boers, Bill Bentlage, Smokey Rouse, Dippy Diers, Charlie Frank, Herb Taylor, Billy Weston, Shorty Short, Arthur Baker, Jeff Murphries, Bert Turner, Teddy Baker, Jack Landrus, Polly Landrus, Whitey Harris, Hopp Green and Al Stoops.

## Sunset Amuse. Launches Season

EXCELSIOR SPRINGS, Mo., April 30.—Sunset Amusement Company launched its season here Thursday (21) under auspices of the American Legion for the 10th straight time. Mayor Wagoner cut the traditional ribbon to mark the opening, and the Legion drill team paraded to the Mulesta grounds, where the entrance was banked with 18 floral offerings from well wishers, including the local Chamber of Commerce.

The org sponsored an Easter Egg Hunt for kiddies in the five city parks, and the finders of each of the several hundred eggs were entitled to a free ride.

The Sunset ride personnel includes: Dodgem, Vernie Denton, Ray Tennyson, Lowell Squire; Spitfire, Ralph Mosely and Shelby M. Brummitt; C-Cruise, Bernard Whittington and Louis Cassano; Octopus, James Heaverlo and Cecil O'Conner; Merry-Go-Round, Leo Underwood and Rudolph Jackson; Triple Ferris Wheels, Daniel Dunning, Harvey Stein and George Edwards; Caterpillar, Roy Petty and John Hershey; Roll-a-Whirl, Russell Whitehurst, Train, Charles Drollinger; Auto, Clifford Hickey, and Chairplane, C. Drollinger Jr. Show line-up: Cavalcade of Wonders, Jungleland Monsters, "Glamorettes," "Scandals" Kid Rose's Athletic Shows, Freak Animal Show and Hillbilly Show.

Concessionaires include: Vince McCabe 3, Earl Tauber 8, Raymond Clayton 7, R. A. Whitehurst 4, Wayne Martin 2, Bob Parker 1, Willie Johns 2, Jack Gallupo 1, Hayden Mitchell 2, Lyle Drollinger 1, Harry West 1, Carl Moore 1, Jack Smith 1, Mary Galtner 2. Staff: K. H. Garman, manager; V. R. Flora, assistant manager; Mrs. P. E. Garman, treasurer; Mrs. V. R. Flora, secretary; Woody Galtner, concession manager; A. J. Duffy, billposter; Charles E. Brown, special advertising; Robert Coughill, electrician; George C. Martin, searchlights and towers; John Logan, front gate, and Lulu Galluppo, The Billboard agent.

Visitors here included Mr. and Mrs. C. I. Levin, Mr. and Mrs. Edward (Slim) Johnson, Mr. and Mrs. Leo Levin, Mr. and Mrs. Verne Dixon, Mr. and Mrs. Moxie Hanley, Mr. and Mrs. Al Wilson, Mrs. A. Sutton, Ruby Combs and Roberta Coughy, Mr. and Mrs. James Guilia, Mr. and Mrs. Charles Leidel, Mr. and Mrs. Al Sweeney, Roscoe Walkup and Rogers Wahlberg.

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Ameri-Congo Animal Show; Notasulga, Ala., 4-5; West Point, Ga., 6-7; Hogansville 9-10; Franklin 11-12; Bowden 13-14; Henderson-Swank Karston Show (Manos) Greensburg, Pa., 4; (Majestic) Johnstown 5-7; (Mishler) Altoona 9; Marquis-Karston Show (Capitol) Macon, Ga., 4-5; (Imperial) Augusta 6-7; (Elbert) Elberton 9; (Center) Greenville, S. C., 10; (Rita) Gainesville, Ga., 11; Miller's, Irvin C., Brown-Skin Models (81 Theater) Atlanta, Ga., 2-5; (Harlem) Auburn, Ala., 6-7; (Liberty) Columbia, Ga., 8-9; (Pekin) Montgomery, Ala., 11-12; Pan-American Animal Exhibit; Lafayette, Ala., 4-5; Ashland 6-8; Good Water 9-10; Annsion 11-15; Stout Players Tent Show; Hermann, Mo., 2-7; Owensville 9-14.

MILFORD, Conn., April 30.—A celebration commemorating the 310th anniversary of this town will be held for a week beginning Saturday (7). Features include a parade, trade exhibit bazaar, fashion show, military ball and athletic contests.



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# HENNIES ST. LOUIS BIZ PERKS

## Weather Break Finally Hits in Mound City

### Crowds Up, Per Capita Down

ST. LOUIS, April 30. — Hennies Bros.' Shows, which dropped money at its first two stands this season, tasted good business here Friday night (8), third of its 12-day stand at Grand and Chateau.

With perfect weather, large crowds remained on the lot until well after midnight. Initial two nights were cold.

Altho turnout was good, per capita spending was down. Figures showed that an average of 52 cents was spent on rides or shows, a sharp drop from last year's business. In 1948 the average per capita spending at shows' still dates was slightly under 76 cents, Harry Hennies said.

When ride business wallowed in the doldrums the first two nights, Hennies cut the price of the major rides from 25 cents to 15 cents. He said he will continue to hold to that price during the remainder of the run.

Org flashes as much strength and lure as it did at the comparable period last year. Much work was done in winter quarters. Among the incomplete projects is the Show Boat front, whose entrance resembles a landing barge and packs plenty of flash.

A new feature this year is an all-new steel office wagon, which combines the separate offices of Hennies, shows' secretary and the concession secretary. Efficiently laid out, it boasts many specially designed cabinets. Local engagement was well billed and publicized. Press Agent Bill Naylor cracked the St. Louis gazettes with several good hits and shows took to the air with many spot announcements and some interviews.

Visitors included Mr. and Mrs. John Francis, Mr. and Mrs. Pete Brophy, Mrs. Francis Shean, Lew Dufour, Mr. and Mrs. Sydney Belmont and daughter, Dee Lang, Mr. and Mrs. Euby Cobb, Mr. and Mrs. Kinky Wolfe, Mr. and Mrs. Matt Dawson, Mr. and Mrs. M. E. Frenzel, Sammy Aldrich, Leo (See Hennies Finally on page 64)

## Weather Hurts Prell's Dates

DANVILLE, Va., April 30.—Bad weather in large doses has kept Prell's Broadway Shows from garnering a representative gross at any of its recent spots.

At Durham, N. C., heavy rains kept the shows from opening until Thursday. The remainder of the week was cold, and while large crowds attended considering the weather, patrons were too numb to get interested and spend dough.

At Burlington, N. C., for the week ending Saturday (23), three full days were also lost to rain and the date was saved only by a big Saturday play. Several thousand kids jammed the midway for the matinee and at night 3,500 paid admissions were registered.

A break in the weather, together with the fact that the show is first in, should result in a good stand here.

Because the org is still waiting to get in a full week's work, it is difficult to get a line on the season's potential but Owner Sam Prell continues optimistic.

## Calif. Fair Board Nixes Plea To Bar Carnies From Area

SACRAMENTO, April 30.—A plea by property owners on Seventh Avenue near the State fairgrounds to discontinue leasing property in the vicinity of Broadway and Stockton boulevards to carnivals was turned down by the California State Fair Board.

The fair board maintained the fairgrounds is an amusement area and therefore open to lease to any legitimate organization.

## Strong Start Marks JJJ D. C. Preem

### New Alabama Annual Inked

WASHINGTON, April 30.—With a fair break in the weather, the Johnny J. Jones Exposition got off to a strong start here Thursday (28) in its season opener. Since business was reported slightly ahead of last year for the first two days, prospects are that the engagement will be a red one. The date runs thru next Saturday (7).

The org should reap most of the advantages of being first in, since it has been predated only by the James E. Strates Shows which encountered considerable bad weather. The show moved in here from its winter quarters in De Land, Fla.

Owners Buddy Paddock and Morris Lipsky announced here that they are contracted for the new Central Alabama Fair skedded for Selma, October 11 thru 15. Marshall Johnson is manager of the new annual.

A party tonight at the National Press Club, with show officials and personnel participating, is likely to result in considerable publicity. Publicity to date has included several video hits. Leonard Traube, head of Leonard Traube Associates, New York public relations firm handling the org's publicity-advertising, was on hand for the opening. Jay Leipzig is handling road publicity. Traube announced the new publicity set-up to press and radio outlets thru an ad in *Editor & Publisher*, a device frequently used by Ringling circus tub-thumpers, but believed to be an innovation for a carnival.

## Dick's Greater Tabs Healthy Preem Take

LEBANON, Pa., April 30.—Richard E. Gilsdorf's Dick's Greater Shows preemed here this week to fair biz despite some bad weather. Monday night (25) was rained out, but a fair gate was registered Tuesday (26). Gilsdorf estimated that 2,000 were on the lot Wednesday (27). The org is operating with a 14-cent gate and without a free act, altho plans call for adding one. Children are admitted free.

Equipment is in good shape, with all units sporting fresh paint. The org is carrying a Ferris Wheel, Chairplane, two kiddie Merry-Go-Rounds, Tilt-a-Whirl, Octopus, C-Cruise, Roll-o-Plane and Rocket. Shows are Artist's Models, Vanities, Funhouse, Side Show and Snake Show.

## Strates' Take Holds Steady To Indicate Big Year Ahead

By Jim McHugh

PERTH AMBOY, N. J., April 30.—James E. Strates, owner-operator of the big rail unit bearing his name, is little concerned with the prospects of the current season. Business, beginning with the org's preem Northern date four weeks ago in Washington, has been good, despite having to battle bum weather about 50 per cent of the time.

Just how good business is or will be is hard to say since the org has not yet garnered a full week's work at any one spot. However, it can be nothing less than good since Strates has not yet had to go into his jeans for bankroll dough. With short weeks resulting from cold, rain and even snow, this is remarkable, indeed.

### Extra Help Costly

Strates is not inclined to be volubly optimistic, even tho the show has earned its way under adverse conditions. Principally he bases his hope for a good reason on the fact that all who want them have jobs and money to spend. Extra help here demanded \$1.25 an hour, while in the same area during the war the supplementary manpower could be hired for 90 cents an hour.

Early dates often involve a terrific and mostly losing gamble with the weather. But Strates is far ahead of his opposition, including the ice-

## Alabama Rains Belt Cavalcade

MONTGOMERY, Ala., April 30.—Al Wagner, owner of Cavalcade of Amusements, sang the blues here all week and for good reason. Opening Tuesday night (26), the show got in about three hours before beginning of the rain which continued all week. Stand the week before in Mobile wasn't good either, with rain and cold.

Wagner said he is trying to ink Emmett Sims, recently with Biller Bros.' Circus as general agent, to head Cavalcade's press department. While the deal hasn't been set, Wagner said he thought details would be settled soon.

## Dutch Wilson Joins Great Sutton Shows

BELLEVILLE, Ill., April 30.—The advance guard of Great Sutton Shows, which opens a week's stand here next week, moved in today and announced that Dutch Wilson has joined as legal adjuster. Wilson also will have several concessions on the show.

Show has been plagued by rain and cold weather. Opening stand at Blytheville, Ark., was marred by rain. Sikeston, Mo., opened to better weather and business improved.

The Diesel trailer is back after a revamping at the Lewis Diesel factory in Memphis. Org carries three 60-kw. Diesel plants under supervision of Pat Brown. The midway carries three 50-foot neon towers, fronted by an 80-foot neon entrance arch.

Personnel includes Mr. and Mrs. Leo Allen, Octopus and bingo; William Patterson, Roll-a-Whirl and cookhouse; Mr. and Mrs. Sam Craydon, Ed Patterson, Mr. and Mrs. Kentuck Archer; Mr. and Mrs. Ralph Dutch, Jungle Show and concessions, and Mr. and Mrs. Harvey Wilson Jr., Funhouse and Broadway Brevities.

breaking truck orgs, and the advantage of being first in pays dividends more often than not.

The show, which also has several weeks of Florida winter fairs behind it, is in attractive shape and building is continuing as it moves along. The Mobile equipment is the best, with all but about 40 out of 114 wagons already equipped with dual pneumatic tires front and back. Five new 100 kw. caterpillar Diesel light plants purchased thru John Fabick, St. Louis, have been added.

Rides are well painted and in good shape as are all show fronts. Replacements for some canvas are on order. Nearing completion is a new 25-foot aluminum office wagon. The skillfully engineered unit is both attractive and practical.

The org scored a red one in Philadelphia for the week ending Saturday (23) even tho weather again nixed some of the potential biz. Heavy billing, comprising 120 24-sheet boards, 300 3-sheet boards, cards and lithos, all available daub space and streetcar and bus cards, was used. Publicist Starr DeBelle engineered excellent press and radio hits to remind the natives that the Strates org was the first railroad show to appear in seven years. A strong auspices, the Hugh Wheeler New Years Association (Mummers), considerably aided the campaign.

### Philly Gate Big

Opening night was lost to rain, but some 4,000 paid admissions were chalked Tuesday (19), altho the weather was very cold. Attendance jumped to 9,000 Wednesday (20), and Thursday (21) 15,000 jammed their way onto the lot. Rain, beginning at noon and lasting until 8:30 p.m. practically killed Friday (22) when only 1,200 patrons showed up.

With clear skies on Saturday a big matinee crowd turned out. At night 19,780 paid to give all units big grosses. Strates said that even with adverse weather the date was a big one.

On the big attendance days Nate Eagle's *Hollywood Midgets* played to standing room only. Jack Norman reported that his *Broadway to Hollywood Revue* had its biggest week of the season. Claude Bentley, Side Show op, stated that this was a real freak show date, as might be expected of a big city. Doc Hartwick's *Zola* and *Wild Life* shows came into heavy dough. All rides got plenty of money.

### Washington Okay

The season's opener at Washington was also a click date. The sale of independent concession space for this stand, with nearly 200 units involved, got the show off the nut for this one before it preemed. The weather was bad, but crowds and spending, excluding days lost to weather, exceeded last year.

Wilmington, Del., also was good except for the weather which included snow on the final day. The weather here has been fair, altho crisp, and crowds good. Warm weather tonight will assure a good gross.

### El Cajon Gets Ferris Rides

EL CAJON, Calif., April 30.—Larry Ferris has signed to bring in nine rides for the second annual county fair here, June 3-5. Leah McMahon, executive secretary, announced. Five major rides and four kid rides from the Ferris No. 2 unit will play the date.

# O. C. Buck Tops Weather in Bow At Troy, N. Y.

TROY, N. Y., April 30.—O. C. Buck Exposition got off to a good start here last Thursday (21) and biz continued good despite some bad weather. Paid attendance opening night exceeded 3,500. Friday (22) was a wash-out. Saturday (23) was good, with a 9-cent kiddie matinee clicking altho weather was anything but good.

Roxie Lee and her Charm Hour Revue are getting top money. Personnel includes Sally Beldock, Kay Cassidy, Candy Richard, Roberta Hanish, Ida Mae Coe and Roxie Lee. Paul Richard is organist. Canvasmen are Mickey McLaughlin, Charlie Donnelly and Blackie Hampshire. Also getting money is a Lee posing show, *Fantasies*, with Joyce Winters and Patricia Henkel. Hy Pollack is talker.

James Thompson and daughter, Edith, have the 10 in 1. Lee Lester is in the annex. Orville Hagen is operating the Motordrome, with Mr. and Mrs. Lucky Jonas as riders. Clayton Campbell Jr. has the Fun-house and his father the photo gallery. J. V. Hariman is skedded to open a new Monkey Show next week.

### Concessionaires Listed

Concession line-up includes Jack Burke, Mickey McBride, Bill Bowman, Clayton Campbell, Frank Tortorello, Jim Quinn, Mr. and Mrs. E. C. Evans, Mr. and Mrs. Harry Schwartz, Arthur Merrill, Mr. and Mrs. Larry Narcassio, Charlie Zucker and Mr. and Mrs. Luke Seifker. Sidney Goodwalt again has the cook-house and grab stand with George Culter handling the latter.

Bob Parker has booked a Derby Racer. Mr. and Mrs. Adrian Anthony joined the Evans concessions, as did Mr. and Mrs. Arthur (Bab) Morris, and Lillian Bell, who has recovered from serious burns received about a year ago. Mr. and Mrs. Joseph J. Rice also joined here.

The Aerial Sensations, double sway pole, are the free act.

Mr. and Mrs. Ken Learman, of Hex Manufacturing Company, visited Mr. and Mrs. Eugene O'Donnell, bingo operators. Other visitors were Arthur Campfield, Mr. and Mrs. Allen B. Smith, William Culleton, Harry Agne, John Vaday and William Jones.

# Green Springs With 3 Concession Units

ROCHESTER, N. Y., April 30.—Max Green, for many years with Southern Tier, Francis Ferari and Lagrue shows, will return to the road this season with 18 concessions, which were constructed this winter in local quarters.

The 18 stands will be divided into three units of six each, which will be placed on carnivals, Green said. Three new trucks have been purchased to haul the concessions.

Nathan (Kessle) Smith, of Rochester, will assist Green with the units. Agents already contracted are William Copolus, razzle dazzle; Maurice Freedman, spot stand; Jack Herman, marble game, and Abe Lichterman, former Girl Show operator, skillo.

# Crafts Again Inked For L. A. County Fair

POMONA, Calif., April 30.—Crafts Shows, headed by O. N. Crafts, has again been signed as midway attraction for Los Angeles County Fair here. Crafts has played the fair, which last year attracted 1,250,000 people, since 1926, with the exception of two years.

Crafts also will have California State Fair, Sacramento, this year.

# Richmond Bow Okay for Marks

## Rain Hampers Wallace Bros.' Windsor, Ont., Engagement

WINDSOR, Ont., April 30.—Rain on two days hampered operations here for Wallace Bros.' Shows which closes an eight-day stand tonight and move to Chatham, Ont., for a May 2 opening. Org moves westward for its fair season, after a series of still dates. First fair is set for June 27 at Lethbridge, Alta. Org will play the Canadian B Circuit of 13 fairs in Alberta, Manitoba and Saskatchewan again this season, having taken the series for the first time this year under a five-year contract.

Org moved in here Monday (18), which gave it five days to set up and much painting and repairing was accomplished. Opening day, Saturday (23) came off in the rain, which turned into a downpour by night. Monday (25) found the weather better and business fair. Rain hit again Tuesday, which meant light business. Rest of week the weather was much improved and so was business.

Owner J. P. Sullivan inked a contract with the Hudson Fireworks Company for fireworks every Monday night during the season. Shows used a long, narrow lot here. Org carries 15 rides, 8 shows and 35 concessions. All rides were in action, excepting the Rockets.

Line-up additions this year include a boat ride and Chairplane in Kiddieland; a Rock-o-Plane and Rocket

## Shows Overrun K.C.; Weatherman Frowns

KANSAS CITY, Mo., April 30.—Kansas City isn't hungering for outdoor entertainment these days, but the carnivals aren't getting fat, mainly because the weatherman is playing hard to get.

Toney Martone's Jayhawk Amusement Company continues on the lot at Independence and White avenues. Frank Layman's Shows are still at the opening spot, Southwest Boulevard and Pennsylvania Avenue, and Ken Armfield's Midwest Amusement Company is spotted at 24th and Van Brunt Boulevard.

Wayne Hale Shows of Tomorrow are skedded to locate at 25th and Indiana Avenue for a week's run. Frear's United Shows moved from Emporia, Kan., to Lawrence, Kan., for a week's stand and then go to North Kansas City for a week under auspices of the American Legion.

ride, Pete Kortez's Circus Side Show, Johnny Branson's Snake Show and a Hitler Show. The last named, a walk-thru, has a flashy new front. Six light towers are to be added later. Show train has been enlarged this year from 25 to 30 cars, a bunk car, for ride help; three compartment cars, (See Rain Hampers Wallace page 65)

## Weather Man Cuts Into Bee Receipts At Tenn. Inaugural

McMINNVILLE, Tenn., April 30.—Altho much of the weather was cool and rainy during the April 7-16 debut stand of Bee's Old Reliable Shows here, people came out and spent well whenever there were breaks in the weather, reports Raymond C. Huls, show secretary. Cold and rain continued to plague the org at the next stand, Cookeville, Tenn., but weather and business improved the latter part of the week and everyone got money Saturday night.

In the concession line-up are M. B. Van Hooser, pea pool; Pete Johns, beat the dealer; Herb Crager, over and under; John Charles, high striker; Vincent Bellamo, glass pitch; Blanche Scruggs, popcorn; Claude Crouch, darts; C. B. Moore, bingo, bucket and milk bottle; Lizzie Johns, cigarette gallery; Richard Woods, fishpond; Clyde Cupp, pan game; J. T. Minnear, diggers and mouse game; Johnny Green; J. A. Lamont; Troy Scruggs, penny pitch; Ely Johns, mitt camp, and Leonard Watson, cookhouse and grab.

Manning the rides are Troy Scruggs, William Stone, Octopus; Charles Havens, Hoover Hatmaker, Merry-Go-Round; Charles Pitkin, Ferris Wheel; Fred Allen, kiddie rides; John Nilson, miniature train, and Frank Peebles, Chairplane.

Shows: Welburn G. Fleming, Fun-house; Font Skinner, Crazy House, and Mack Mackey, Monkey and Girl shows.

Staff includes M. B. Van Hooser, ride superintendent and agent for *The Billboard*; E. Red McFarlin, legal adjuster and concessions manager; Charles E. Britton, electrician and lot man; Welburn F. Fleming, billposter and sound man, and Frank Peebles, mechanic.

# Flack Stunts Put It Over In Top Style

## Radio Plugs Attractions

RICHMOND, Va., April 30.—Playing the second of its two-week inaugural stand here, the John H. Marks Shows got away to a fast start Monday (25) with some 5,000 persons on hand despite weather which wasn't too warm.

A newspaper tie-up with the Richmond Dairy Company, with half pages of display, combined with 42 radio broadcasts, put over the first week's stand on Petersburg Pike. Stunt was repeated here today. It marked the sixth time the dairy firm has sponsored a Saturday matinee, Walter D. Nealand, Marks publicity chief, reported.

### Radio Flack Heavy

The shows received plenty of publicity over Station WMBG by virtue of a midway broadcast via wire recorder. Shows receiving liberal plugs were T. W. (Slim) Kelley's Side Show; Del Crouch's Wall of Death; *Broadway Vanities*, with Johnny Orneallas acting as emcee, and the *Hot Chocolate* revue. Allan Phaup, station's program director and disk jockey, interviewed John H. Marks.

Recent visitors have included a delegation from Johnny J. Jones Exposition, en route to Washington from De Land, Fla., headed by Ralph Lockett, general agent. Also on hand were Bertha (Gyp) McDaniels, Jack Wilson, R. C. McCarter, Peter De Matto, E. K. Johnson and L. D. (Duke) Jeanette. Shows' staff and line-up follows:

### Executive Staff

John H. Marks, president-general manager; Henry P. Halder, secretary-treasurer; Harry Schreiber, business manager; Paul Lane, concession manager; Jack D. Wright, general agent; Walter D. Nealand, press and radio; Jack Birmingham, advertising agent; Joe Decker, cafeteria manager; T. A. (Red) Schulz, mail and The Billboard agent.

### Shows

"Broadway Vanities"—Johnny Orneallas, manager; Debbie Orneallas, talker and wardrobe designer; Charlotte Lee, Marie Keye, Josephine Crouch, Elaine Saunders, Leta Lindsey, Kitty Parks; Andy Briskey, boss canvasman; Paul Baker, Bill Duncan and Joe Villa. Hawaiian Posing Revue—Johnny Orneallas, manager; Debbie Orneallas, director; Pete Durkin and Monte Novaro, talkers; Gloria Pumar, Bobbee LeMay, Louise Williams, Pat Pascho, Nikki Vesey, Harry Pumar, William Connors and Joe Smith, working crew.

Human Oddities—T. W. (Slim) Kelley, owner-manager; Ernie Hudspeth, Donald Boyd and Pete Peterson, talkers; Dolly Reegan, ossified girl; Doris Scotti, four-legged girl; Professor Reegan, magician; Frankie Mann, electric dynamo girl; Gypsy Pete, fire-eater; Pappy Reegan, comedy juggler; Caroline Mitchell, mentalist; Pee Henru Hadji, East Indian fakir; Virginia Boyd, iron tongue girl; Lee Wheeler, tattooed marvel; Reuben York, inside lecturer. Annex—Bobby Kork's sex family; Edith Jones, nurse; Stewart Mitchell and Thomas Casey, ticket sellers.

Motordrome—Del Crouch, owner-manager; Jesse Rogers, Art Montgomery, Elsie Harding, riders; Dick Davis, talker; Bill Ewald, mechanic; Del Crouch Jr., tickets.

Harlem Hot Chocolate Revue—Jimmy Simpson, owner-manager; Mrs. Ethel Simpson, producer; Mrs. Sarah Dobbins, Frenchy Gray, ticket sellers; Sam Rhodes, Kid Sparrow, Cho Romance Welch, Deborah Jolly, Elizabeth Johnson, Mildred Brown, Ann White, Mary Baker and Sadie Brown, comedy; Katherine Mitchell and Sam Jolly, vocalists; Snooks Patterson, tap dancer; Princess Carboo, jungle dancer. Band members are Jinks Simon, leader; William Johnson, trombone; Connie Cornell, trumpet; James Finch and Ray Denison, saxophones; Ike Goodman, pianist; Samuel Jolly, bass violin; Buster Prince, drums. Reptile Show—T. W. (Slim) Kelley, owner; George Vaughan, front talker; James L. Johnson, inside lecturer; Allen Jackson Tucker, pit attraction.

Monkeyland Circus—T. W. (Slim) Kelley, owner-manager; Eddie Kuhn, talker; Scotty Blake, ticket seller; Fred Harvey, boss canvasman.

Wild Life Exhibit—Mary Stoessel, owner-manager; Wallace Caldwell, superintendent; Paul Boggs, wild animal trainer and custodian. Penny Arcade—Bruce and H. L. (Doc) Redmond, owners-managers; Douglas Lewis, chief (See Richmond Bow on page 62)

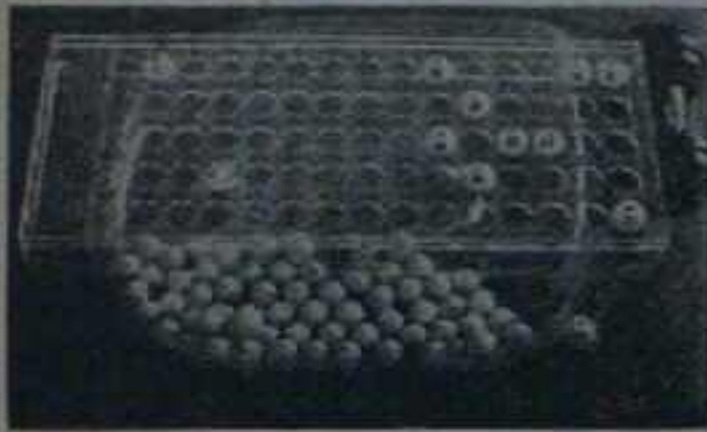


A PORTION OF THE 44 PEOPLE (members of the Hot Springs Showmen's Association and Hennies Bros.' Shows) who attended April 12 memorial services in Greenwood Cemetery, Hot Springs, for Dotty Weiss, late wife of O. J. Whitey Weiss, who died December 24, 1945. The association's auxiliary handled the memorial, with Mrs. Viola Fairly, president, giving an impressive eulogy. There were floral pieces from the association, Mrs. B. S. Cerety, William B. Naylor, the auxiliary, Jack and Mickey Young and Mr. and Mrs. Eddie Yeager. Mrs. Yeager is a sister of the deceased.

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TRADE MARK

See Page 53

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Want Rides and Concessions not conflicting with  
what we have. Can place Custard. Year round  
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Gentilly Branch P. O.

Box 8192 New Orleans, La.

## MIDWAY CONFAB

Mrs. Art Frazier, with World of  
Today Shows, recently went to  
Tulsa, Okla., and took delivery on  
a new Spartan Royal Mansion  
Trailer, gift of her husband.

Best alarm clock on a show train is the  
aroma of coffee percolating in a pie car.

Rumor has it that Jack L. Oliver,  
one of the original organizers of  
Wallace Bros.' Shows, has returned  
to that org in an executive capacity.  
During the past winter Oliver under-  
went a major operation in a New Or-  
leans hospital.

Showmen's big plans for the fair season  
are very interesting, its reported by those  
who are again noticing them.

The partner of Len (Kid) Dryden  
in the operation of the All-Maritime  
Shows, with base here, is Bernie  
(Kid) O'Neill, of Halifax, N. S., who,  
in his younger years, was active as a  
welterweight mitt flinger, and held  
the maritime provinces regional pro  
title. . . . John A. Dougherty, who  
died here recently, was a brother of  
Dan, Frank and Albert Dougherty,  
long associated with carnivals in the  
maritime provinces.

Featured midway shows get so much big  
publicity that the small ones feel lucky  
when they get a small denunciation.

Vernon Hoff writes from Akron  
that he has recovered from his re-  
cent illness, and will begin his tour  
of niteries soon. . . . Johnny Keeler  
recently visited Billie Clark at the  
Tropical Amusement factory at  
Miami, where a ride, Tropical Twis-  
ter, was being built. Keeler is head-  
ing north with his show. . . . Jack  
Kellow recently opened with the  
Allen & Smith Shows in Watervliet,  
N. Y., with custard, long-range gal-  
lery, popcorn and apples. Bobby  
McGregor is manager of Kellow's  
custard. Kellow family has pur-  
chased a winter-quarters farm near  
Allentown, Pa., to house their rides  
and equipment. . . . Harry L. Bishop  
(the Great Lawrence) has been pre-  
sented shows in Louisville. He put  
on two at the Jefferson County Jail  
and will perform for the Philip  
Morris Company in that city May 4.  
Then he will return to the road with

his own show with Blue Grass  
Shows.

Legal adjuster is a character who keeps  
on looking over a concessionaire's shoulder  
to keep him from enjoying life.

Line-up on Al Alfredo's Side Show  
with the L. B. Lamb Shows includes  
Ted Grace, first openings; Paul and  
Lew Mathews, tickets; Jewel Grace,  
sword box and electric chair; Nora  
Hasling, four-legged girl; Nina and  
Dot Alfredo, acrobats; Rose Starr,  
mentalist; James Hunt, torture  
worker and fire eater; Alice Alfredo,  
whips; Al Alfredo, inside lecturer;  
Francene (Minnie Meyers), annex,  
and Paul Mathews, secretary and  
business manager. Mr. and Mrs.  
Harry Speaks are expected to join  
soon with pinhead. . . . En route from  
Miami, Harold Somers stopped in  
Binghamton, N. Y., recently to visit  
Mrs. Stella (Hardenbook) O'Leary.

Starting about now showmen begin to  
adopt the intolerant attitude of refusing to  
look at other showmen's winter fishing  
snapshots.

Mrs. Roscoe T. Wade, co-manager  
of Joyland Midway Attractions, is  
convalescing in her Detroit home  
following a virus infection. . . . Mrs.  
Ann Tilley Thomas was granted a di-  
vorce from Jack Thomas in Coving-  
ton, La., April 22. The name, Tilley,  
of a former marriage, was restored  
to her. Mrs. Tilley has bingo and  
a lead gallery on the Buff Hottle  
Shows. . . . Charles S. Noell has re-  
signed as general agent for Tivoli  
Exposition Shows. . . . Morry Silber-  
man, Continental Distributing Com-  
pany, visited the St. Louis office of  
The Billboard recently. He an-  
nounced he will be married May 29  
in Detroit.

"Gala week" is an old midway phrase  
first introduced by a promoter, which  
shows that there is another way of pro-  
nouncing "still date."

Billie Reed, formerly with the  
James E. Strates Shows, is in Er-  
langer Hospital, Chattanooga, and  
would like to read letters from  
friends. . . . Mrs. Margaret McClus-  
key and Ray (St. Louis) Brown, of  
Los Angeles, have made several

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**5 DAYS**

AFTER ORDER RECEIVED!  
SLIGHTLY MORE TIME  
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FOR SHOW TENTS  
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Large and small Chuck Wheels.  
Ball Chuck Wheels, 30 and 36-inch.  
Wheel Laydowns, wide counter size.  
Track Laydowns, Under and Over Cloths.  
Baker Wheel Counter Posts.  
Baker Four Ball Buckets.  
Baker Ball Bearing Skittles.  
Tracks, 12, 15 and 24-Horse size.  
New 20x28-inch Slum Store.  
New 2-in-1, Razzles, Blocks or Marbles.  
Old Style, Standard Razzles, Hardwood.  
Standard Roll Downs, P. Pool End Tables.  
Six Cats, Soup Pops and Chuck Legs.  
Milk Bottles, pint size, heavy and light.  
New Front Counter Blowers.  
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and only interested in a man that will take  
care of it. Must stay on clutch. DO NOT  
MISREPRESENT—you won't last. Top salary  
if you can produce. J. C. Small, call Tom  
Mehl. Can also use other capable Ride Men.  
Chat Pierce wants Ball Game Agents.

**BAKER UNITED SHOWS**  
Kokomo, Indiana, this week. Phone 4907.

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### WANT SHOWS

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## WANTED CARNIVAL

For Second or Third Week of August

**ROCKWOOD POST #279**

American Legion Rockwood, Pa.

business trips into San Francisco since the opening of Mrs. McCluskey's Shows. . . . Nat Mercy, burlesque comic, and Dottie Lane (Mrs. Mercy), producer, recently closed 36 weeks in stock for Jack Kane between Rochester, N. Y., and the Gayety Theater, Columbus, O. They are taking their own unit, including their Dottie Lane Girls (8), on the World of Mirth Shows for the summer. . . . John Weisnet, who had the Kiddie Elephant ride on the W. B. Jacobs Shows last season, plans to join the new Motor State Shows with candy floss and popcorn.

Grandpa can remember when his show had a big week and he could move his main without first going to a bank.

H. Jay Mandigo has bought two new custard machines and is building two more penny pitches which he will operate on Blue Grass Shows.

Hiram Jones, concessionaire, who underwent two major operations for cancer in an Arcadia, Fla., hospital, is recovering slowly. . . . Matthew J. Riley opened in Philadelphia, April 8 and biz has been favorable despite a rainy period. . . . Joseph Lehr visited Nate Eagle, who has the Hollywood Midget Show on James E. Strates Shows, in Philadelphia. Lehr says that when Simon Krouse Shows opened in Philly, William Hagelman booked eight concessions and Billy Boxer two. Red Hart and Dick Anderson, of the Strates Shows, were visitors.

Circus men's habit of hurrying thru a meal isn't understood by the midwayite who likes to sit and jackpot a bit.

Gyp, the Mugger, advises from Longview, Tex., that he and wife, Sadie, have been lot-squatting there for the past two years playing to local and tourist trade with stuffed ducking horse, motorcycle, jail, costume, hula, portrait, identification, group and kiddie pix. He reports that business has been spotty and Gyp says he and Sadie have itchy feet and that they are ready to pull the pin soon. They report that the Longview administration is exceed-

ingly hostile to outside attractions and gillies and does not support carnivals and circuses. . . . W. L. Borror has sold his fruit and vegetable market in Clute, Tex., and will return to the road this season with his cookhouse and a number of other concessions.

The housing problem is solved for the couple who would like a good, waterless stateroom on a carnival train for only \$25 per week.

St. John, N. B., notes.—John Goldie, concessionaire on the Bill Lynch Shows, is building a new cookhouse at the Lynch winter quarters in Halifax, N. S. . . . J. Eldon Wilson, ice cream concessionaire, who wintered here while working as a dock checker, again will be with the Bill Lynch Shows this season.

Bill Martin, who wintered in Montreal while working in advertising and sales for a beef extract firm, will return to the Bill Lynch Shows this season as an employee of John Goldie, concessionaire. He is expected in Halifax before mid-May.

Chester Hobbs, ride foreman with the Lynch org, is recuperating from a recent operation. He will be back on the show this season. . . . John T. Dryden and Mary Constance Gallant were married in St. John recently. The groom is a son of Len (Kid) Dryden, operator of the All-Maritime Shows.

Television sets installed in sit-down shows might get the customers' minds off of long waits between ballys. "O! yeah," answered the candy package butcher.

Leon Long visited Jimmy and Ethel Simpson, who have the "Hot Chocolate Revue" with the John H. Marks Shows, in Richmond, Va., recently. Revue is headed by Sam Rhodes, comedian. Long also visited Irvin C. Miller's "Brown-Skin Vanities." Miller's No. 2 company is with the James E. Strates Shows. . . . Anyone knowing the whereabouts of Harry and Dick Proctor is requested to have them contact their brother, George Proctor, General Delivery, Killeen, Tex. George reports that their mother is seriously ill at their home in Killeen. Dick, when last heard from, was with the World of Today Shows, while Harry was touring Arizona, George says.

Protests against dunking are never heard in privilege cars because every troupier knows what it is to eat a five-day old doughnut.

William F. Prince cards from Tuscaloosa, Ala., that the VFW Post there will sponsor Al Wagner's Cavalcade of Amusements week of May 2. During the show's initial engagement in Mobile, they were visited by Georgia Sothern, who flew down from New York for a hurried conference with Wagner. . . . Harold M. Kilpatrick writes from the Western North Carolina Sanitarium at Black Mountain, that he is "booked solid" at that institution for the summer. This will be his fourth summer there. . . . Walter B. Fox is the subject of an article "Mail Order Circus" in the April issue of Advance Magazine. Story is built around Fox's hobby of collecting old-time circus and human oddity photos, of which he has a large collection.

G. (Ernie) Ernewein, of Ernie's Midway Attractions, Blasdell, N. Y., who is national shuffleboard supervisor in Wisconsin, Michigan and Illinois, was a visitor in Chicago last week. He recently was in New York on a booking trip. . . . Ike Weinberg had a narrow escape April 21 when a parked car in which he had been sitting was crushed by a trailer-truck capsizing on it three minutes after he had stepped out of the car. . . . During opening week of the Hennies Shows at Hot Springs, Mr. and Mrs. Harry Hennies had as their house guests, Mr. and Mrs. B. S. Gerety, San Antonio; Mr. and Mrs. Jack Young, Lafayette, La., and Mrs. A. C. Thornton, Houston. . . . Col. and Mrs. L. E. Beard visited the Hennies show in Hot Springs.

**GET MORE FLASH — MORE ACTION with EVANS' STREAMLINED THUNDERBOLT BUMP RACER**



The Finest! None Better Has Ever Been Offered to the Trade!

Precision built, quality made for a lifetime of service. Brightly nickel-plated for outstanding flash and top attraction value! Ball-bearing wheels. No overhead wires. Indestructible. Weight, 18 lbs. Complete with bumper post. Send for details.

WRITE FOR COMPLETE CATALOG: CARNIVAL SUPPLIES, EQUIPMENT, GAMES

**H. C. EVANS & CO.** 1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

**FOR THE BOYS WHO TAKE A DUCKING**

LIGHT ALL RUBBER SUITS BRAND NEW

Only because they're war surplus can you buy them at this low price. Finest gum rubber over fabric—cut full and roomy to fit over regular clothes—with snug fitting take-up bands at neck and wrists. Light in weight for comfort and freedom of movement.

YOU COULDN'T BUY BETTER FOR TWICE AS MUCH

These suits will give you years of service. They are heavily gum coated and guaranteed water tight. Better buy a reserve supply while they are available at this low price.

PRICE EACH **\$10.00** F. O. B. CHICAGO  
ANY QUANTITY WEIGHT EA. 4½ LBS.

**STARK'S** DEPT. BB5 - 509 SO. STATE ST. CHICAGO 5, ILL.

20 RIDES & SHOWS **CENTRAL STATES SHOWS** 35 CONCESSIONS

"Business Is Good"

— In the Heart of the World's Most Fabulous Wheat Country —

CAN PLACE—Shows with own equipment. Iron Lung, Midget, Mechanical, Crime Show. What have you?

CONCESSIONS—High Striker, Basket Ball, String, Add Up Darts, Custard, Derby, Slum Bowling Alley or Blower, etc.

WANT—Man to handle towers and wiring.

WILL BOOK—Train, Pony Ride, Funhouse.

FOR SALE—Kiddie Autos and Chairplane (am replacing with new Rides). Have 30x60 Top, \$75.00. Fair condition.

Russell, Kansas, May 2-7; Dodge City, Kansas, 9-14

**W. W. MOSER, MGR.**

**Last Call—WM. T. COLLINS SHOWS—Last Call**

Opening in Redwood Falls, Minnesota, May 16

All people contracted please report not later than May 12th. Want Ride Help—Foremen for Ferris Wheel and Pretzel, Second Men on all Rides. Must be able to drive semis and have chauffeur's license. Man to take care of Light Towers and Front Gate. Mechanic, must have his own tools and be able to weld. Shows—Want Midget, Fat Show, Snake, Mickey Mouse Circus or will frame the above for any responsible persons. Will book a few Hanky Panks, String Game, Fish Pond, Photos, Novelties, Short Range Gallery and Cork Gallery. All replies to

**WM. T. COLLINS SHOWS**  
WINTERQUARTERS, REDWOOD FALLS, MINNESOTA

**Wanted—Opening May 12—Wanted MEDIA, PA.**

SHOWS—Fun House. Rides not conflicting. Grind Stores and Ball Games that work for stock only. Pop Corn, Custard, Photo Gallery, Long Range Shooting Gallery. Contact

**DUKE, BOX 3686**  
Village Green, Media 21, Pa.

**Want—Keystone EXPOSITION SHOWS—Want**

Playing the Cream of the Mill Section. First in. Pay Day Every Week. No Blanks.

WE HAVE THE BEST ROUTE IN THE CAROLINAS—WHERE EVERYONE CAN WIN MONEY IF YOU HAVE CLEAN, FLASHY CONCESSIONS.

WANT Funhouse, Unborn, Mechanical City, Iron Lung and other Grind Shows of merit. Can place Bingo due to disappointment. Want Concessions—Bumper, Darts, Clothes Pin, Penny Pitch, Novelties, Jewelry, Candy Floss, Mitt Camps, Coca-Cola. Good opening for Penny Arcade. Want Free Act; quote prices. Can use Ride Help. Address all wires and mail to

**KEYSTONE EXPOSITION SHOWS, this week, Stanley, N. C.**

**FOR SALE**

Double Loop-o-Plane, \$1000.00, or will trade for factory Kiddie Train, Auto Ride, or what have you? Spitfire, \$4500.00. Will trade for Octopus or Tilt. North Tonawanda Organ for sale, \$200.00. Photo Gallery wanted. All Concessions contacted come on. Opening week of May 8th. All Ride Help, come on.

Jimmy Fish, Ride Supt.

**THE NORTHWESTERN AMUSEMENT CO.**  
810 Broadway, Toledo 9, O.

**GIRLS - - GIRLS**

FOR GIRL SHOW AND POSING SHOW

Hula, Rumba, Strip, etc. Can use two girls without experience. Also want Ticket Seller and Talker, Wire

**F. W. MILLER**  
c/o Wade Shows  
Pontiac, Mich., May 2d to 7th

**WANTED**

Slide Show People, Novelty Acts, Working Acts and Freaks to feature. Fred and Marie West and Ted and Lillie Burges, wire.

**BILL CHALKIAS**  
Care Snapp Shows  
Miami, Okla., this week; then Joplin, Mo.

**AT LIBERTY—COOKHOUSE**

Sit down, capacity fifty seats, first class, up to date. Will book on medium size show.

**MAXIE GLYNN**  
Care Proll's Broadway Show  
Roanoke, Va., this week

# W. E. KAUS SHOWS

**WANT . . WANT . . WANT**

Shows—Manager for Side Show. We have top, front and banners. Monkey Show, Fun House, Glass House, Motordrome. Concessions—Photo, Long Range, High-Striker, French Fries, Age and Scale, Novelties. Rides—Spitfire, Caterpillar, Tilt, Kid-die Train, any ride that does not conflict. Earl Tilgham wants Electrician Helper. Man and wife preferred. Must be sober and able to drive.

Contact  
**RUSS OWENS**  
Keystone, West Virginia

# LAWRENCE GREATER SHOWS

**WANT FOR TWO CHOICE LOCATIONS IN DOWNTOWN LOUISVILLE, KY., STARTING MAY 9**

CONCESSIONS—Novelties, Candy Floss, Hanky Panks, Ball Games, Root Beer, Coke Bottles and Photo Studio. SHOWS—Operator with complete organized Girl Show. Must have four girls or more and all salaries and expenses will be paid out of office to reliable party. Also want Glass House, Penny Arcade, Life, Wild Life, Unborn, Midget and Fat Show. Have fronts and tops for any of these shows. Want Canvas Men, Grinders and Ticket Sellers. Want one high, sensational Free Act. Want Clown to work schools. Frank Zarda wants Mental Act and useful Side Show People. We can always place good Ride Help. All address:

Henderson, Kentucky, this week; then Louisville, Kentucky.

## EXPOSITION AT HOME SHOWS

**WANT**

General Agent for Philadelphia territory. Top salary to Agent who can produce. CONCESSIONS—Bingo, Custard, French Fries, Stock Wheels, Ball Games, Fish Pond, Hanky Panks of all kinds. No racket, no gate. HELP—Want Ferris Wheel Foreman, must be semi driver, and Electrician at once; also Show Builder and Painter. Need Agents for office owned Color Store, Penny Pitches, Percentage Dealers. Want to buy Allan Herschell Merry-Go-Round. Will book or buy any Kiddy Rides. Bridgeport, Pa., May 4-May 14; Devon, Pa., to follow. Contact  
**JOHNNY HOFFMAN, Concession Mgr., and ROX GATTO, Mgr.**  
Valley Forge Hotel, Norristown, Pa.

## ROGERS GREATER SHOWS

WANT—Side Show People. Have complete outfit for same.  
WANT—Ride Help of all kinds and truck drivers. All replies to  
**H. V. ROGERS**  
Mt. Carmel, Ill., May 2-7; Princeton, Indiana, May 9-14

## UNITED LIBERTY SHOWS

**Want for 22 Fairs and Celebrations**

SHOWS—Mechanical, 10-in-1, Fun House, Motor Drome, Illusion, Iron Lung or any Shows of merit that do not conflict with what we have. CONCESSIONS—Bumpers, Basket Ball, String Game, Huckle Buck, Penny Arcade, Clothes Pin, Mug Joint, Stock Concession privilege, \$20.50. RIDES—Caterpillar, Tilt-a-Whirl, Roll-o-Plane, Spit Fire. Ned Ozman can use GIRLS for Girl Show.  
BARTONVILLE, ILL., THIS WEEK; BEASON NEXT WEEK.

9 Rides  
Neon  
Light Towers

5 Shows  
**ROCCO SHOWS**  
**ROCCO & SON**

30 Concessions  
10 Mile  
Search Lights

Opening April 29—Ramsey Playgrounds. Next—Palace Playgrounds, St. Paul. Need First Man on Tilt, also Second Men on all Rides. Can place more Concessions and Mickey Mouse, Mechanical or 10-in-1 Shows. Contact  
**ROCCO**  
2480 NO. FAIRVIEW AVE. Phone: Nestor 9870 ST. PAUL, MINN.

**LAST CALL! OPENING MAY 28 LAST CALL!**

WANT FOR LONG SEASON — SHORT JUMPS. 42 SPONSORED CELEBRATIONS—NO GATES Spitfire, Octopus, Rolloplane. Especially want Merry-Go-Round and Animal Side Show. Big Circus Street Parade at Each Celebration Will Attract Immense Crowds.

## JAY GOULD CIRCUS

PHONE: 3117K OTTAWA, ILLINOIS

## RIDES WANTED

We have 12 Bazaar Committees, New York and Penn. Churchyard Locations. Open May 23rd. Good deal for Rideman with 3 Rides. Write, wire or phone

**BAZAAR EQUIPMENT CO., INC.**

248 WEST 23RD ST. CHelsea 2-5903 NEW YORK CITY

## Richmond Bow Okay for Marks

(Continued from page 59)

mechanic. Hall of Science—John Rea, owner and manager.

### Rides

Merry-Go-Round—Chester Herner, foreman; Fred Carter, second man.

Twin Ferris Wheels—George Dobbins, foreman; Glenn Miller and Willie Williams, assistants.

Whip—Thomas H. Pichbeck, foreman; Frank W. Evans, second man.

Looper—William Skinner, foreman; James Drinkwater, second man; Donald Shady, assistant.

Scoter—Ernest Davis, foreman; James Hardy, second man.

Caterpillar—Donald M. Wright, foreman; Ray Higgins, second man.

Kiddie rides—Dorothy Crouch, owner-manager; Charles Werner, foreman; Ronald Miller, Frank Padgett and Timmie Austin, assistants; James Austin, ticket seller.

Rolloplane—Charles Welch, foreman; James Anderson, second man.

Rollo-Whirl—Joe L. Stronghard, owner-manager.

### Main Entrance Staff

T. A. (Red) Schulz, superintendent; Al Palmer, chief ticket seller; Ralph Perry, cashier; Bill Morris, Edward Berry, ticket takers.

### Midway Cafeteria

Joe Decker, owner-manager; George Griffen, chef; Jack Davis, short orders; Sarah Connors, cashier; Lee Davis, waitress; Jesse Leonard, headwaiter; Bob Connors, waiter; Buck Weber, griddleman; Herman Johnson and Joe Judge, dishwashers; Odell Bone, helper.

Utilities department: Eddie Laing, chief mechanic; Burgess Ramos, assistant. Emil C. Reiter, master builder; Carl Holzapfel, assistant, and George Washington (Heavy) Carter, Whitley Usher, artist.

### Concessionaires

Louis Rosshandler and Bob Costello, add 'em up; Joe Quinn, Frank Soper and Carl Hultzapfel, pea pool; Al Palitz, Harry Heller, John Capl, skillo; Bill and Kay Lane, fish pond; Ralph Moser and D. W. Brajon, watch-la; Zella Newman, over and under; Grance McCarthy, Larry Bern, Ben Cohn, Whitley Higgins, penny pitch; Mike Roman and Ignatius Ferninero, custard; Renee Morgan, pea pool; Mary Ann Morgan, penny pitch; Buster and Johnny Morgan, guess-your-weight.

Sylvia Thomas, Blanche Lytton, Ruth Schreiber, pan game; Larry Mullins, Lonnie Perkins, Little Spotsie, slum spindie; Nick Thomas, radio wheel; Anthony Pustiano, bear wheel; Dorothy and June Tate, ball game; Mr. and Mrs. Tate and Lester, cigarette gallery; Ruth Schreiber, diggers; Danny Newman, nail, swinger and color stand; Chris Robertson, swing ball; Danny Newman, John Andronowski and Harold King, nail game; Coleman Parker and Sam Palitz, dice game.

Irwin Snyder, Louis Kramer and Mickey Gallo, slum spindie; Mrs. Vito Cerrone, string game; Madame Wright, mitt reader; Mrs. Ida Simckley and George Morey, bottle ball; Mrs. Milton Altshul, balloon dart; Rachael Lilly and Pat Burke, mitt readers; Phil Sloan, jewelry; Mrs. John L. Poe, photos; Paul Broady, rotaries; Milton Altshul, grocery stand; Harry Reiser, lead gallery; popcorn, Mr. and Mrs. George Sleeman; French Fries, Mr. and Mrs. Sellers; grab stand, Red Jordan.

Bingo—H. W. Jones, owner; Guy Markley, manager; Irwin Zimmerman, Louis Barkley, Fred Collins, Waverley Phelps, Donald Diehl, Thomas Horn, Howard Drayer and James Narron, counter men.

## DICK'S GREATER SHOWS Want

Capable Lot Man. Mr. and Mrs. Red Marcus, get in touch with Dallas Duncan. Clarence J. Thames, let me hear from you.

R. E. GILSDORF, Lemoyne, Penna.  
**DICK'S GREATER SHOWS, INC.**

## WANTED

Boss Canvasman. Acts. People for concert, organized Side Show, Billposter with car. Working Men, come on. Buy or lease Elephant Liberty Act. Per route: Sycamore, May 3; North Baltimore, 4; Beaver Dam, 4; Bucyrus, 7; Wapakoneta, 9; St. Marys, 10; all Ohio. Muncie, Ind., 11; Watseka, Ill., 12.  
**Kelly & Morris Circus**

## WANT CATERPILLAR FOREMAN

Have real proposition for Manager and Foreman for Caterpillar Rides. Must be capable, sober, reliable man. If at liberty, would like to hear from Sam Herrington, William Dunn and Charles Sailer Norene.

Write, do not wire.

**CARL L. HANSEN**

5975 N. E. Second Ave. Miami, Fla.

## AGENT WANTED

Due to disappointment, for Cat Rack, Milk Bottle, Bowling Alley, Cork Gallery, Singles or Couples, Truck drivers preferred. Don't write, wire. **NAYLOR HARRISON JR.**, Garden State Show, Coplay, Pa., week May 2d; Alpha, N. J., week May 7.

## HAVE COMPLETE ATHLETIC SHOW

Also Pit Show, new equipment. Want Managers and People to operate, percentage basis. Tex, come on. Cotton, Candy Apples, Striker, other Hanky Panks open.

**DYER'S GREATER SHOWS**  
Walnut Ridge, Ark., now; then the Big One.

## WANT

Want Ride Foreman and Second Men all Rides. Truck drivers preferred. Top salaries, long season, good treatment.

## HOME STATE SHOWS

Ottumwa, Iowa; Washington, Iowa, May 9-14.

## WANT LOT MAN

Who can take it off and put it on the lots and who can handle help. Address:

BOX 112, Care Billboard

390 Arcade Bldg. St. Louis 1, Missouri

## WANTED

Useful, sober, reliable people all lines. Clean Comedians, attractive Exotic Dancers, Vaudeville Acts, Novelties for Louisville Musical "Girlsie" Stock. State summer salary and all facts. **BYRON GOSH**, United Booking Company, 405 United Bank Building, Third & Walnut, Cincinnati 2, Ohio.

## PENN PREMIER SHOWS

### RIDE HELP

### RIDE HELP

Can place Foremen for Merry-Go-Round, Wheel and Comet. Second Men on Merry-Go-Round, Octopus, Rolloplane, Wheel, Chairplane and Kiddie Rides. Semi drivers preferred. Guarantee 32 weeks' work with bonus. No drunks. That is the name of this ad. AGENTS—Can place Agent on Cat Rack. Prefer woman. Also Buckets, Baxle and Blower. Address all mail and wires to **LLOYD D. SERFASS**, Gen. Mgr., **PENN PREMIER SHOWS**, Burlington, N. J., this week; Bridgeton, N. J., next.

## JOHNNY GREEN

### WANTS

### WANTS

Capable Agents for the only two Count Stores on show. Also one Wheel Man for the only Line-Up Store on show. Also want to book Hanky Panks of all kinds.

Wire immediately: Corbin, Ky., c/o Western Union, or Bee's Old Reliable Shows. Agents, get in touch with Red McFarlin, legal adjuster. This show has 10 bona fide fairs starting in June.

## GREAT PLAINS SHOWS

Wakeney, Kans., this week; Oberlin, Kans., next week.

Opening for Long or Short Range Lead Gallery, Candy Apples, Floss. I have complete frame-up for Girl Show or any other Grind Show. Butch Goff wants Agents for Percentage and Count Store. Leon McLendon wants Agents for Count Store and Pins. Those playing bridge given preference. Gene, come on.

Contact **HARRY RICHMAN**, Mgr.

## WANT

Trick Rider for Motor Drome, \$75 per week. Top salary to sober, experienced Merry-Go-Round Foreman. Agents for Concessions. Will book Cigarette Shooting Gallery, Novelties, Arcade. Opening for a Monkey Show or any Animal Show. Come, look us over. Write or wire

**M. A. BEAM**

Windber, Pa. Show Johnstown this week; Somerset, Pa., next week.

# WOLFE Amusement Co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

ALTA VISTA, VIRGINIA, ALL THIS WEEK—THEN THE BIG ONE,  
BUENA VISTA, VIRGINIA, DOWNTOWN, MAY 9 TO 14

Want Razzles, Skillos, Roll Downs, Wheels, Coupon Stores, Bowling Alley, Cigarette Gallery, Custard and Merchandise Concession. Good openings for Side Shows, Monkey, Snake or Wild Life. Small percentage. Three months of West Virginia coal fields to follow. All wires to

**BEN WOLFE, Alta Vista, Virginia, this week**

## HIAWATHA SHOWS

**WANTED**

**WANTED**

For Dowagiac, Mich. (downtown), V.F.W. 50th Anniversary and Golden Jubilee, May 10 to 15, inclusive. 30,000 people expected on the 15th alone. 20 bands, including Ft. Custer Military Band, and for balance of season. We play in town and not the sticks.  
RIDES—Any Ride not conflicting with the six we have. Can use Tilt, Octopus and Kiddie Train or any Flat Ride. SHOWS—Ten-in-One, Five-in-One, Mechanical Village, Fun House, Fat Show, Snake Show, Monkey Show or Girl Show. CONCESSIONS—Will sell "X" on Photos. Want Bumper, Fish Pond, String Game, Basket Ball, Hoop-La, Penny Pitch or any Terrible Concession. We carry no flat joints or gypsies. MARIO ZACCHINI, get in touch with "Sleepy." DOMINIC DIGIOGANNA, get in touch. RIDE HELP—Want Wheel Foreman and Second Men on all Rides. O. C. McClain, wire at once. Want Bingo Counter Man. Our street celebrations start middle of June, including one of Southern Michigan's largest Fourth of July spots, and we also hold contracts for Newago, Mich., for Labor Day. All replies to

**GLEN D. WYBLE, Mgr.**

Aibion, Mich., May 2-7; Dowagiac, Mich., follows.

## FIDLER'S UNITED SHOWS

**WANT AT ONCE**

SIDE SHOW MANAGER—We have first-class outfit. Will turn over to capable party and offer attractive proposition if you can frame inside. ATHLETIC SHOW—We furnish the outfit. You can make real money here. MANAGER for well-framed Snake Show. WILL BOOK Wild Life, Drome, Crime, Iron Lung, Walk Through, Mechanical City and other worthwhile Attractions on low percentage. Exceptionally good territory for Penny Arcade. CONCESSIONS—Hanky Panks of all kinds. No exclusive. Come on. ELECTRICIAN who can handle Diesel. Must positively understand and operate G. E. Searchlights. BOSS CANVAS-MAN to handle Show Tops. State salary. RIDE HELP for 15 Rides. Especially want Foremen on Caterpillar and Twin Wheels. (Silm Tomlin, contact me at once. Important.) Address: JACKSONVILLE, ILL., This Week; BURLINGTON, IOWA, Next Week.

## DON FRANKLIN SHOWS

WANT CONCESSIONS—Large de luxe Bingo on percentage. Will sell "exclusive" on Frozen Custard, Age, Scales and Novelties. Will place Hanky Panks at \$20.50 per week. Balloon Darts, Bumper, Fish Pond, Pitch-Tilt-You-Win, Slum Blower, Bowling Alley, Short Range Gallery, Penny Pitch, Pan Game. CAN PLACE CONCESSION AGENTS. WANT EXPERIENCED SPITFIRE FOREMAN TO JOIN AT ONCE. Now showing Kenedy Flax Festival; Bryan next week; then the West Free Fair—all Texas. Address all replies to

**DON FRANKLIN, Mgr.**

KENEDY, TEX., THIS WEEK

## GRACELAND GREATER SHOWS

WANT FOR CHARLESTON, ILL., AMERICAN LEGION SPRING FESTIVAL, MAY 9-14

Pitch-Tilt-You-Win, String Game, Ball Games, Novelties, Clothes Pin. Will give X on Photos, French Fries, Ice Cream and Custard. SHOWS—Five or Ten-in-One, Monkey Show, Snake Show and Girl Show. RIDE HELP—Foremen for Merry-Go-Round and Chairplane, Second Men on all Rides. We now have 8 Rides on midway.

All replies Harry Alkon, Mgr., Dugger, Ind., this week

## AMERICAN FUNLAND SHOWS

3 RIDES—3 4 SHOWS—1

Want for '49 season in Colorado, Wyoming, Nebraska and Kansas—most Stock Stores open at \$15.00. Some P. C. open. Special proposition to Bingo. James Perry, contact. Will book 1 Skillo, 1 Grind Store, Swinger, Buckets, Pin Store (2 Agents each). Benny Allen, contact. Preference to Flats with Stock Stores. Can also place few Agents for office-owned Stores. Will furnish outfit for Girl Show Operator with talent, or will book same. Frenchie, phone me. Book any shows not conflicting. Have 2 extra Show Tops. What have you for inside? Address: Merkel, Tex., this week; then as per route.

Contact **BOB BULLOCK, Bus. Mgr.**

## BOGLE & REESE SHOWS, INC.

NO RACKET. NO GATE.

Want legitimate Concessions of all kinds, Ball Games, Penny Pitch or any Stock Concession. Privilege right. Big kid matinee every week. Have 18 Fairs and Celebrations booked, starting Boonville, Mo., July 2d. Wire or write

**F. C. BOGLE**

Lamar, Mo., this week; Monett, Mo., next week.

**BOGLE & REESE SHOWS, INC.**

## EDDIE'S EXPOSITION SHOWS

OPENING FORD CITY, PA., APRIL 30.

8 Rides—5 Shows—30 Concessions.

Want Free Act, High Act or Lion Act for 14 weeks. Miller, get in touch with Jack Bell. Jeannette, Pa., week May 9-14.

**EDDIE DIETZ**

## RIVERVIEW PARK TRAILER SALES

CHICAGO, ILL.

Located in the heart of the trailer industry, the trailer you wish for less.

30 Models and Sizes to Choose From. Make an offer on

1937 Chev. 1 1/2 Ton Metal Body School Bus converted to Living Quarters. New Motor.

TERMS

TRADES

PARTS

**MAC MATTHEWS**

PH. IRVING 8-5355

2317 IRVING PARK ROAD

# GETTIN and WILSON SHOWS

WORLD ON PARADE

Week May 9th—Wilmington, Delaware

CAN PLACE—Foreman for Caterpillar. Looper and Workingmen in all departments.

CAN PLACE—Tower Man who can also keep our fluorescent lights on towers burning; to also handle sky lights.

Will place first class Snake Show with own equipment and transportation. Will also place any other worthwhile Grind Shows.

All address this week: Petersburg, Va.

## CAPITAL CITY SHOWS

WANT FOR BEST INDUSTRIAL CITIES IN KENTUCKY, OHIO AND MICHIGAN; ALSO BIG FOURTH OF JULY, STEARNS, KY., AND 16 FAIRS STARTING JULY 25, ENDING NOV. 12

Legitimate Concessions of all kinds. Good opening for Diggers, Short Range, Coke Bottles, Custard, French Fries, any Hanky Pank Concessions. No P.C. or griff. SHOWS—Monkey, Snake, Fun House, Side Show. Will furnish 20x80 top and 100-ft. banner line for capable Side Show Manager. Also want Talker for Motordrome and one Male Rider. Margie Flynn wants Talker for Posing Show. RIDES—Tilt, Spitfire or Kiddie Train. All replies:

**J. L. KEEF**

Campbellsville, Ky., this week; Cynthia, Ky., next week.

## HILL'S GREATER SHOWS

WANT ON ACCOUNT OF DISAPPOINTMENT TO JOIN TO OPEN IN PUEBLO, COLO., ON MAY 16

FIRST-CLASS COOK HOUSE THAT WILL CATER TO SHOW PEOPLE. HIGH-CLASS, UP-TO-DATE BINGO. MUST BE IN KEEPING WITH THE ATTRACTIONS AND CONCESSIONS ON THIS SHOW. Also want and will "Ex." on Guess Your Age and Guess Your Weight. SHOWS WITH OWN TRANSPORTATION, SUCH AS MONKEY SHOW, WILD LIFE, PIT SHOW, ETC. All address:

Amarillo, Tex., this week; Raton, N. Mex., next week.

# JOHNNY'S UNITED SHOWS

"HONESTY IS OUR POLICY"

WANT

WANT

WANT

WANT

CONCESSIONS: Ex on Age and Weight, Novelties, Custard. Can place Milk Bottle, Cat Rack, Fish Pond, Balloon Dart, Addem Up Dart, Coke Bottle, Short Range, Cork Gallery, Penny Pitch. BOOK TWO OF A KIND ONLY. SHOWS: Mechanical, Illusion, Fat, or any flashy framed Girl or Grind Show with own equipment. RIDE HELP: Foreman on Chairplane, Second Man on Ferris Wheel and Merry-Go-Round. Foreman on new Rollo-Whirl and Octopus being delivered May 20th. MUST BE SOBER, RELIABLE and LICENSED SEMI-DRIVERS. All replies: JOHN PORTEMONT, Carthage, Tennessee, May 2-7

## WHITE STAR ATTRACTIONS

A MIDWAY OF FUN

Wanted for Alamo, Tenn., Strawberry Festival. Nothing but Celebrations to follow. If you are tired of playing blanks, join us and get a bank roll.

CONCESSIONS—Jewelry, Cotton Candy, Fish Pond, Hoop-La, String Game, Hi-Striker, Bowling Alley. Will sell Ex. on Age, Scales and Novelties, Coke Bottle or any non-conflicting Stock Stores. Can use Agents on Stock Stores. Drunks, save your postage. SHOWS—Will book any small Show on small percentage; will furnish top. Committees—Have one week open, June, July and August; Ohio, Indiana or Michigan. No Gate—No Gypsies—No Griff. Contact A. O. COFFMAN, ALAMO, TENN.

## WANT—RIDE HELP—WANT

EXPERIENCED CATERPILLAR MAN.

Must be sober.

**RALPH ENDY**

900 Grand Concourse

Bronx, N. Y.

SECOND MEN FOR MERRY-GO-ROUND.

WHIP and FERRIS WHEEL

**CHAS. GERARD**

900 Grand Concourse

Bronx, N. Y.

## SUNSET AMUSEMENT CO.

WANTS

Ride Help for Merry-Go-Round, Ferris Wheel, Spitfire, Octopus and C-Cruise. Elmer Watkins, answer. Can place Ball Games and Slum Stores. Will book Wild Life, Iron Lung, Arcade, Mechanical and Fun House.

CHILLICOTHE, MO., this week; HANNIBAL next.

# Hennies Finally Gets Weather Breaks; Per Capita in Slump

(Continued from page 58)

Lang, Dave Keefer, J. P. Murphy, Warren Irons, W. M. (Bill) Snyder, Myer Kaby, Walter Payne, Mr. and Mrs. Dwight Bazinet and Sunny Burnett.

## Personnel

**STAFF:** Harry W. Hennies, owner; Noble C. Fairly, manager, J. C. McCaffery, general agent; Charles Sheesley, superintendent; William B. Naylor, press-radio; Jack Kaplan, special agent; John Obluck, secretary; Mrs. Alice Hennies, treasurer; Bobby Wicks, artist, and Jack Morgan, trainmaster; Roy H. Heuck and David Lawrence, workshop; C. A. Twait and L. B. Hopkins, paint department; Frank Flanagan, Hugh Green and C. F. Davis, electric department; Elmer B. Peyton and Orin Weir, tractors, Joe Hatfield, head canvasser; Clyde Zellinger, watchman; Margaret Pugh and Mattie B. Bybee, front gate ticket seller.

**CONCESSION DEPARTMENT:** Keith Chapman, manager; Chester May, secretary; George Powell, stock man; Bobby Wicks, photos; Eddie Neager, cookhouse and two grab stands; Clint and Marion Shuford, popcorn and peanuts; Charles Hutchinson, novelties; Blanche Sullivan, ball game; William and Kathleen Bejarano, glass pitch; Cliff Bammel, eight concessions; Leo Mulvey and Jack Tribble, balloon No. 1; James Watson and Slim, balloon No. 2; Ralph and Martha Watson, fishpond; George Tribble, penny pitch; Vern Bammel, basketball; Mr. and Mrs. Bill Brown, darts; Bertha Sheehan, head agent, and Peal Bammel, hoop-la; Bill Stan and Johnny Dundee, scales and age; Peggy Chapman, bear hoop-la, with Francis Billen and Bob Burch, agents; King Gallay, manager, and Robert Pugh.

Mr. and Mrs. Jimmie Davis, Penny Arcade; Frank Donofio, with Ted Proctor, James O'Day and Army Marcello, six cats; Curly Willows, with Ray Payzano, and Abe Miller, string game; Lucille Donofio, with Bee Miller and Betty Politza, milk bottles; Dora and Alton Pierson, two mouse games and one pan game; Paul Olsen, five concessions, pin store, with

George Deglono, Irving Stef, Russell Dennis and Russell Dean; roll-down, Red Franklin, Pat Stanley, Johnny Politza and Sam Buyers, agents; blower, Curtis Jones, I. Tags, Russell Hennessy and Bob Sugar, agents; bowling alley, Mickey Billen and Joe Waalaski; raffle, Jimmie Ferren, Irving Zitzchek, Jimmy Bybee and Crossroads.

Lou Leonard, grocery wheel; Joe and Mollie Strauss, doll wheel; Bennie Fields, bird wheel; Eddie Turbin, panda wheel. Harry Weiss, bingo owner, with Mac Pincuss, manager; Bill Von Dohren, caller, with Dan Barry, Robert Taylor and Bruce Burns, agents. Palmistry, Mrs. Viola Fairly, with Ruth Spallo, Joannita Hunter and Edith Kelley, agents; Don and Gloria Pierson, two fishponds, with Marion Wood and Jim Richie, agents; Clayton and Caroline Holt, with Tommy Burke, frozen custard; Buzz Barry, wonder bar; Mr. and Mrs. Sam Delaney, floss and candy apples; Mr. and Mrs. Hugo Mallman, The Billboard sales agent and mail department; Mr. Larson, manager Bob Parker's derby race; Mr. and Mrs. Harold Gordon, two sets of Parker diggers.

**SHOWS:** Monkey, Buttons Grantman, manager; Charles Smith, Louis King, Helen Love and Millie Grantham, War, Robert L. Purvis, manager, with Edward B. Basir, canvas, Motordrome, Elbert Snider, manager; John Hardy, talker; Robert Coghlan, foreman; Clyde and Camille Trainell, Suicide Miller, Bud Turnover and Rose Marie, riders. Monsters, C. S. Karn, manager, with Charles Rambo, assistant, Life, Harry Lane, Show Boat, Gene Smith, manager, emcee, Sonny Reid, band leader-trumpet; Fred Jackson, drums; George Stubbs, piano; Charles Stewart, trumpet; Clifford Cooper, Frank Love and Lewis Bates, saxophone; Horatio Ballard, comedian; Billy Robison, tap dancer; Four Onyxtones, quartet; Catherine Bell, soloist; John Robinson, producer; Jean May Lewis, dancer; Edith Smith, Lu Lu Swint, Morine Thomas, Litha Love, Velma Lacey, Rosella Anthony, Billie Reed, Mary Thomas, line girls.

Mrs. Grundy Show, Ruth Cassidy (Princess Chlo), Jane Ayres, Candis Lee, Molly Parker, Don Powers, with Gordon Boyer, talker. Out of This World Show, Connie Austin, talker; Marceline Corrigan, Geraldine Davidson, Gloria Gerler, Dotty Hamilton, Mary McKlerman, Gloria Switzer, Betty Trojan and Barbara Bunnell, line girls, and Bertie Perrot, Hawaiian dancer; Denise Darnel, featured; Rosemary King, singer; Lou Karnes, acrobat; Herman Leonard, organist, and Roland Lacroix, comedian. Hitler Car, Louis Flint, manager, Glass House, John Diederich, assistant manager; R. Watson, manager; John Slevin, clown, and Mrs. Slevin, tickets. Slide Show, Nat Lorow, manager, with Aloria Lewis, turtle girl; Anita Hayes, anatomical wonder; Frank Coleman, armless wonder; Percy Pape, thin man; Knotty Knot, knot man; Roy Bidwell, fire act; Ann Coontz, blade box; Tabu, alligator girl, annex attraction, and A. C. Scott, talker; Jess Rogers, Tommy Martineck and Don Chilton, ticket sellers.

**RIDES:** Caterpillar, Ray Anderson, foreman; Ernest Swann, Octopus, Robert Greenaway, foreman, Ferris Wheels, Clarence Woods and George Brown, Merry-Go-Round, Harry L. Wagoner, Johnny Clair, Ben Dearth and Johnnie Clair, Little Dipper, James N. Wheeler, foreman, and Edgar J. Allison, Babyland, Fred Baker, Rolloplane, Martin Fetterman and James L. Tackett, Hey Dey, Felix Charnek, foreman, and Everett Johnson, Rocket, K. P. Chester, foreman; Paul Forbes and Roy Brasher, Fly-o-Plane, James Thurmond, Boat ride, John Olsen, Kiddie Fly-o-Plane, Erwin Plunk, Viola Plunk, Miniature Train, Fly-o-Plane, M. Hyland, manager, with R. Mills, Dick Brown, Carl Abie and E. C. Murrell, and with Mrs. Charles Goss, tickets. Ghost Ride, M. Hyland, Jack Overton, C. Redd and Walter Jones, with Mrs. Overton, tickets, Skooter, George Barber, foreman; Willa Barber and M. L. Foster.

**TRAIN CREW:** Jack Morgan, trainmaster; John C. Greene, Charlie Harris, Jack Honeycutt, Willie King, W. Lowe, W. McLendon, L. Schwack and Elton Williams; porters, Adolph and Gertrude Watson and Major Washington.

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, April 30.—Bill Carsky presided at the final spring meeting. With him at the table were Walter F. Driver, Joe Streibich, Mike Wright, Elmer Byrnes, Ned Torti, Arthur Morse and Bernie Mendelson.

Jack Duffield expects to have the Buick for the ways and means committee next week. Ned Torti continues to send in checks from donation can receipts. Charlie Zemater is in charge of member tickets for Barnes Bros.' Circus.

Joe Shapiro, who has been on the sick list, attended the meeting. Rudy Singer is still in the hospital. Jack Hawthorne, recovering from a recent attack, is with the Cole show, but expects to be in Chicago soon. Irving J. Polack is recuperating at his home in Van Nuys, Calif. W. C. Deneke and Tom Vollmer are still on the sick list.

Final bingo of the spring season was held Friday (29). Games will be resumed in the fall. Arthur Morse spoke on ways of increasing meeting attendance. Al Rossman leaves soon to join Royal American Shows. Chick Schloss returned from a business trip to Oscar Buck Shows. Ralph Wiberly is holding down the club-room job for a few weeks.

Recent callers included John and Martha Lorman, Tommy Thomas, Maxie Herman, Carl Kowsky, M. J. Doolan, Louie Berger, William E. (Bill) Snyder, Ben Hankin, Ed Kornrumpf, Hadji Delgarian, John Wulf, William Meyers, Blackie Jacobson, Sam Goldstein, Pete Norman, Dave Malcolm, Henry F. Thode, Morris A. Haft, Ray Oakes Sr. and Jr., Eric Phillip, Max Aver, Harry Taylor, Jack Benjamin, Irving Malitz, Jack Kruitt, Harry Asheron, Jack Levine and Joseph (Red) Collier.

Among those on Chicago lots for the summer are Max Brantman, Oliver Barnes, Pete Pivor, Dave Goldfen, Sam Arnez, Jeff Becker, Al Seipher, Sam Solomon, Fred Potenza, Ben Garnissa, Shoes Steber and Harry Levine.

### Pacific Coast

#### Showmen's Association

1235 S. Hope St., Los Angeles 16

LOS ANGELES, April 30.—A motion to permit secretaries of the Western Fairs Association to use the club-rooms during their convention next December was passed at the regular meeting Monday (25). Vice-President Joe Krug presided. Also on the rostrum were Vice-Presidents Joe Steinberg and Larry Ferris; Treasurer Al Weber, Chaplain Jack Hughes and Secretary Louis Manley.

Ben Beno reported Ed Smithson and Mike Rogontino on the sick list. One new member, Clarence Kramer, was inducted by Past President J. Ed Brown, Vice-President Krug and Chaplain Hughes.

Executive Secretary Al Flint, as administrator for the estate of Barney Tully, presented a check for \$1,994.18 to the cemetery fund.

President Earl Douglas appointed Past President Joe Glacy as chairman of the banquet and ball in December.

Drawing was won by Gladstone Atkinson.

### Showman's League of Texas

Houston, Tex.

HOUSTON, April 30.—Burt Doucette was elected chairman of the board of directors, which will serve until next October, when the regular election will be held. With him on the board are Bozo St. Clair, Bob Martin, Al Ross, Roxy Fiber, Fred Cannata, Frank Werner and Bill Siros.

New members are Harry Craig, Wallace Smith, William M. Morrow, Bill Johnson, E. J. Miller, Bully McNeill, Jimmie Burleson, M. N. Gledart and S. W. Martin.

### National Showmen's Association

1564 Broadway, New York

NEW YORK, April 30.—Wednesday (27) meeting was the final of the season and attendance was light. Chaplain Fred Murray and Dr. Jacob Cohen were on the dais, with Sam Rothstein, conducting the board of governors and regular meetings. Dr. Cohen urged all to visit or write shut-in and hospitalized members.

Dan Thaler, house committee chairman, said the assembly would be renovated during the summer. As per custom all graves in club's plot at Ferncliff Cemetery will be decorated on Decoration Day. Eligibility committee, headed by Jack Lichter, approved these applications for membership: Hyman Goldman, sponsored by L. D. King and William E. Crouch, by Nathan Tash.

On the sick list are Jack Philipson, Baltimore, and Casper Sargent, Presbyterian Hospital, New York. Shut-ins are James Cox, True Perkins, Mack Harris, Irving Udowitz and John O'Rear. The Edward Cohens (Sylvia Winkler) married May 1, will honeymoon in Miami.

Recent visitors were Curtis Bockus, James E. Strates Shows; Max Gruber, William Hertz, Abraham Rosenfeld, Charles Blum, Matty Burns, George Stern, Murray Spitzer, Ward Graves, Morris Gustow, Jack Siegel, Morris Spitzkove and Jack Allen. Altho there will be no more meetings until fall, offices and smaller clubrooms will remain open throughout the summer.

### Show Folks of America

San Francisco

SAN FRANCISCO, April 30.—President Eddie Burke presided at the Monday (18) meeting. Also on the rostrum were Nellie Baker, Fred Weidmann, Polish Fisher and Marie Burke.

Charles Bathe was voted to membership.

Letters were read from Fred Ferguson, Robert L. Hoach, Ray King, Fred C. Weiss, Tillie Palmateer, Agnes E. White and Bernice M. Hemphill. An Easter card was received from Joe and Irma Gallian.

Enid and Nate Cohn, Fred Cockrell, Harry Russell, Jack Brooks, Al Lindenberger, Abe Ettin, Joe Borell, Moe Ginsberg, Pearl Grant, Steve Murphy, George Lick, Frances Scott, Joe Shero, Pete DeCenzie, Harry Farros, Charles Bathe and Jack Armstrong were introduced.

Dr. Mannheim reported P. Charles Camp injured his arm. Spot Ragland is at home under nurse's care. Glenn Artz, recently discharged from the hospital, suffered a relapse and is confined to his home. Frances Scott is a patient in Junipera Serra Hospital. Moe Ginsberg reported his wife, Rose, is with her family in Fort Worth and is feeling much better.

Council Raiford won the pot of gold.

Marie Burke was in charge of special entertainment for the club's fifth birthday Monday (25).

### Regular Associated Troupers

106 E. Washington, Los Angeles

LOS ANGELES, April 30.—Mrs. Ida B. Chase and Myrtle Hutt Beard were present at a recent meeting.

Spot Ragland is out of the hospital, and Madame Delma is up and around after a long illness.

A vote of thanks was given to M. H. Ellison for his work on the memorial plaque. Virginia Kline spoke. President C. H. Alton invited the club to meet May 26 at his amusement park in Sunland.

Meetings will be held every other week from May 12 to October 1.

## Young Under Knife; Weather Crabs Biz

BOWLING GREEN, Ky., April 30.

—Eddie Young, owner of the Royal Crown Shows, entered a local hospital early this week for a minor operation. He expects to rejoin the shows late next week.

Royal Crown Shows, which opens here Monday (2) after two weeks at 40th and Charlotte streets, Nashville, has been bucking considerable tough weather so far this season.

Org opened in Winter Haven, Fla.; played six Florida fairs and then moved to Albany, Ga., for its first still date of the season. Weather in Albany was bad, but the show came out without losing money, officials report.

ANDOVER, N. Y., April 30.—The Buffalo Shows will provide midway attractions for the annual Allegany County Volunteer Firemen's Association convention here. Carnival, playing a week's stand, will be spotted on the high school athletic field.

### MID-WESTERN EXPOSITION

"AMERICA'S SHOW BEAUTIFUL"

#### WANTS

For the Big Annual Spring Round-Up, Locust Grove, Okla., May 9 to 15—Seven Big Days. Also for our first FAIR, Golden City, Mo., City Streets, June 2 to 4; followed by 38 2 and 3-Day Celebrations and Fairs in Iowa, Missouri, Nebraska, South Dakota, Kansas, Oklahoma, Arkansas. RIDES—Tilt, Octopus, Pony, C-Cruise, Looper, Dodgem or Fun House. Will buy Loop for cash. SHOWS—Wild Life, Animal, Gorilla, any Grind or Walk-Thru. Place Magician and Tootser who can pitch for Side Show, also Talent for Athletic and Girls for Girl Shows. CONCESSIONS—Palmistry, Photos, Age and Weight, Fish or Duck Ponds, Short Range, Snow Cone, Cork Gallery, String, High-Striker, Custard, any 10¢ Stock Stores. Adjuster with own outfit. HELP—Agents for Ball Games, Hoop-La, Bumper and Buckets, also Block. Banner Man with car. All replies and wires to TED WOODWARD, Owner and Manager; OCTAVIO PEDRERO, Gen. Rep., Sallisaw, Okla., downtown this week; followed by the big one, Locust Grove, Okla., Round-Up.

#### WANTS

#### CAN PLACE

### WANTED—WILLIS AND MYERS SHOWS—WANTED

FOR DOWNTOWN MACON, GA., FOUNDRY LOT, MAY 9 TO 14. Mammoth Farmers' Celebration, opening of New Canning Season in New Canning Plant in adjacent State Farmers' Market. Georgia's biggest post-war farm season now coming in. Come and get it!

Will sell ex. on small Bingo, Cookhouse, Age and Scales. Book any Stock Concession not conflicting. WILL BUY FOR CASH Merry-Go-Round or book same. Can place Agents for Stock Stores or P.C. If you drink, save your money and time. This is a new show that's been clicking solidly. Get with a winner. All write or wire

C. M. WILLIS, Mgr.

This week, Smith & Mitchell; Macon, Ga., Foundry Lot next.

### DUMONT SHOWS

FEATURING THE GREAT WILNO, HUMAN CANNON BALL

Want legitimate Concessions. Want Operator with Girls for Girl Show. Cliff Osteen, wire. Want Hide Help that drive. Have for Sale—Smith and Smith Chairplane. Also live Pony Ride with or without transportation. All address: LOU RILEY, Trenton, N. J., May 9-14.



# Rain Hampers Wallace Bros. Windsor, Ont., Engagement

(Continued from page 59)

each car containing 10 double compartments, and a new privilege car, which is a former full-length diner with lunch counter that will accommodate 20 persons. Shows own portable bakery is under management of Bill Haller. This is in addition to a fully equipped kitchen mounted on a truck, which is used in connection with the cookhouse.

The bakery is mounted on a 22-foot semi-trailer. A Moffatt twin oven has been installed and an electric mixer will be added soon. Two bakers will be carried.

### 10-Cent Gate

Show operates on a 10-cent gate, with a season-long feature of 5-cent days on rides and shows for kids every Saturday.

Johnny Branson was bitten on the hand by two pythons Saturday (23). The rear wall of the Girl Show blew down Saturday but was not damaged. The Side Show was damaged slightly by fire Monday (25), starting from an overheated public-address system. Flowers were received from Conklin Shows, Mr. and Mrs. Donald Fielding,

Neil Webb and Art Gilboe on opening day. Joe Streibich, secretary, Showmen's League of America, sent a congratulatory wire. Visitors included Sergt. Frank Egan, Detroit Police Department; Neil Webb, of the Conklin Shows; Issy Brodsky, Royal American Shows concessionaire; Mr. and Mrs. J. Bonder, Model Shows of Canada; Harry Lewiston, Side Show operator, Detroit, and Fred Silber, Ferndale, Mich., supply dealer.

### Staff

J. P. (Jimmy) Sullivan, owner-manager; M. F. Sullivan, assistant manager; Hank Blade, general agent; John Broderick, secretary-treasurer; P. D. (Phil) Cronin, concession manager; Pat Marco, assistant concession manager; Peter Grouchelo, lot superintendent; Dorothy Lewis, supervisor of animal circus and pony ride; Slim Walsh, chief electrician; Gerard Lalumiere and Fred Negrey, assistant electricians; Fred Scheible, carpenter; Jimmy Hazuk, privilege car manager; John Berthlaume, walter; Mel Johnson, cook; Frank Smith, in charge of train, and Tommy Mix, Smith's assistant.

### Rides

Kiddieland—Phil Cronin, manager; John Bunk, Auto Ride and Streamliner Train; Slim Sinclair, Merry-Go-Round; Leroy Montagne, Airplane; Frank Hall, boat ride; Dorothy Lewis, pony ride.

Rolloplane, Vini LaLonde, foreman; Maurice Berthlaume and Gaston Martineau, assistants. Spitfire, Bill Tanchuk, foreman; Art Gagne, Ed McGurk and Red Chase, assistants. Octopus, Herb Roy, foreman; Roland Banneton, S. Lalonde and Leo Vasseur, assistants. Fly-o-Plane, Tiny Jamieson, foreman; Harold Offen and Bill McNab, assistants. Ferris Wheel, Louis Meller, foreman; Stan Taylor and Melvin Robie, assistants. Merry-Go-Round, Don Martin, foreman; John Gauthier, Ernie Ebel and Wallace Kuhavy, assistants. Tilt-a-Whirl, Lorne Lalonde, foreman; Gaston Charon, Denis Beaudoin, Rene Ross and Leonidas Thibaudeau, assistants. Rocket Plane, Edward Redwood, foreman; Walter Day and Jack Ross, assistants.

### Shows

Girl Show, Jeanne Branson, operator; Fred and John Paul, ticket sellers; Diana Day, Jeanne Sweeney, Bernice Paraselli and Carol Starr, cast. Snake, J. T. Branson, owner-operator; Eddie Phillimore, manager. Motordrome, Gillis Lupien, ticket seller; George Rolland, helper; Doreen MacKay and Andrew Douat, riders; Jimmy Southerland, talker; Fred Handley, supervisor. Crystal Maze, Tony Klubi, manager; Terry Regan, assistant. Hitler's Love Nest, Mr. and Mrs. C. S. McKague, managers; Eddie Cawston, assistant. Canadian Wild Life, Jack Ray, manager; Mike McGraw, Margaret Palmer and Leo Goodwin, assistants. Monkeyland, Roy and Martha Cooper, managers; Raymond Ellis, clown; H. Henrich, assistant.

Peter Kortes' Circus Side Show, Eddie Hagen, Charlie Zerm and Thelma Hagen, talkers; Don Gonzales and Bill Snelson, ticket sellers; Merlin Hinkle, public-address system; Alva Evans, clown; Phil Doto, inside lecturer; Barney Nelson, armless wonder; Athelia, monkey girl; Eko and Iko, sheepheaded men; La Vonda, living half girl; Prince Buddha, magic and punch; Ben Pardo, mentalist; Patricia, sword swallower; Harry Lewis, thin man; Eamus Neilson, strong man; Zandu, quarter-boy; Sadie Anderson, spotted girl; LeRoy Smith, upside-down balancing act; Tina, smallest mother, and son, Chirp; Prince Denis and Lady Ethel, smallest married couple. Annex attractions, Christine, alligator girl; Karl Kartwright, ventriloquist; Mrs. Cora Johnson, nurse, and Henry Griffon, boss canvasman.

### Concessionaires

Race horse game, H. Nanson, operator; Stan Alexander and Steve Hill, callers; J. T. Branson, operator. Cookhouse, Bill and Bonnie Haller, operators; Ronnie Marleau, head chef; Tom Parrott, baker; Jack Cotton, assistant chef and baker; Whitey Allender, griddle; Ethel Lundy, waitress; Paul Landreau, Art Calle, Fred Reneau and Steve Jones, waiters. Grab stands (2), Jimmy Kozak and Tony Adanac, operators; Lorne Zackie and Garry Garrioch, assistants.

Penny Arcade, Mr. and Mrs. Frank Christensen, managers; Roy Stevenson, Stanley Folstrom, Glenn McConnell and Jack A. Casey, assistants. Nickel pitch, Elmer Muncy, manager; Kenny Torrence, assistant. Lead shooting gallery, Frank Tod, manager. Hoop-la (2), Stan Wilson and Johnny Carroll, managers; Bill Harrison, assistant. Refreshment and photo concessions, Joe Wositchz, general manager; Joe Fournier, Bernard Montreuil and Don Montgomery, popcorn; Sam Sharp and Tom Bint, apple trailer; Fred Sharp, chocolate dip; Stan Demitro and Julianne Baldesty, photo gallery.

Novelties, George Bishara; duck pond, Johnny Baldasty. Roll-down (2), Steve Demitro and Gordon Bennie, managers; Joe Randall, Joe Paladichuk, William Gallagher, Jack Thompson, Peter Miller and Benny Bianchi, assistants. Big six, Herman Statts. Over and under seven, Pat Marco, manager; Johnny Krosney, assistant; g-wheel, Tom Murphy; sucker stores (2), Mrs. William Gallagher; diggers (2), Curley James and William De Cosmo; cigarette shooting gallery, Bill Roman; palmistry (2), Frank Miller and family. Dart game, Phil Cronin, manager; Ron Johnson, assistant. Pony track, Al Kaufman; potato chips, William Adams; big six, John Demitro; milk bottles, Irma Hosiak; wheel, Frank Miller; guess your age, Sophie Burnett; bingo, Charles Sandach, manager; Bob Boutin, Danny Adams, Bill Lennon and Red Pelliter, assistants. Guess your weight, J. J. Silverstone; cat game, Jerry Moran.

# Groves Greater Shows

AMERICA'S CLEANEST MIDWAY

Lafayette, La., May 2-8; New Iberia, Crowley, Alexandria and Lake Charles, La., to follow

WANT—Agents for Ball Games, Red-Black and other office owned stores.

H. S. Harvie wants organized Minstrel Show for most complete show on any motorized show. Leonard Duncan, Pee-Wee Whitaker or any others that have worked for me before, answer.

WANT—Manager for Snake Show who can lecture. Have good den of Boas, Pythons, etc. Will frame Athletic Show for capable manager.

WANT—Second Man on Caterpillar, man for Kiddie Train, Ticket Sellers. All replies to

**ED GROVES, Mgr., Groves Greater Shows**  
Lafayette, La., May 2-8

# W.G.WADE

Shows

ANN ARBOR, MICH., MAY 10-14

### WANT

LARGE SNAKE SHOW with flashy front and own transportation. LEGITIMATE MERCHANDISE CONCESSION PRIVILEGES ALL OPEN.

### W. G. WADE SHOWS

PONTIAC, MICH., Now. KALAMAZOO, MICH., Follows ANN ARBOR.

# CARL BOHN AND SONS UNITED SHOWS

THIS SHOW HAS 26 FAIRS AND CELEBRATIONS IN KANSAS, NEBRASKA, COLORADO, WYOMING, STARTING LAST WEEK IN JUNE

WANT CONCESSIONS—Bingo, Diggers, Popcorn, Floss, Snow Cone, Candy Apples. STOCK CONCESSIONS—Long or Short Range Gallery, Pan Game, Novelties. WANT SHOWS—Side Show, Manager with Girls for Girl Show, Talent for Athletic Show. WANT TO BUY OR BOOK—Merry-Go-Round, Tilt or any Ride not conflicting. Have plenty

Help. THE FOLLOWING CONTACT EDDIE DAVIS—Red Honeycut, Dinger Slim, Pea Ball Slim, Fingers Lang and all Count Store and Skillo Agents that worked with me before. Phone or wire:

**CARL BOHN, Owner-Mgr.** **EDDIE DAVIS, Business Mgr.**  
FAIRFAX, OKLA., This Week; Then KANSAS As Per Route.

# 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.**

# JOE WILLIAMS

WITH HILL'S GREATER SHOWS  
As Per Route

# AGENTS

AGENTS  
AGENTS

# MAPLE WILLIAMS

WITH ROY FREAR SHOWS  
As Per Route

Joe Williams wants Ball Game and Hanky Pank Agents. Also Relief and Counter Man for Bingo. For a route through the West of outstanding Fairs and Celebrations.

Maple Williams wants Agents for Coca-Cola, Fish Pond, Basket Ball, Milk Bottles. This Show has a proven route of the best Fairs and Celebrations in this territory. John Johnston, Irish and Agents that have been with us before, contact at once.

Permanent Address: BOX 286, PORTLAND, TEX.

# WANTED---AGENTS---WANTED

FOR BIG PAY DAY — 40 THOUSAND SOLDIERS AT CAMP MACKALL

Agents for Skillos, Clothes Pins and Point Players; also one Agent for Six Cats, Relief Men on Wheels, etc. All Hanky Panks open, including Photos, Long and Short Range Gallery. Agents for Ball Games, Penny Pitches and other Hanky Panks. Can also use General Help on all Concessions. All replies:

**DUTCH RADCLIFFE WHITESIDE, Concession Mgr., or MAXIE SHARP, Business Mgr.; c/o Harrison Greater Shows**  
ABERDEEN, N. C., this week; then HIGH POINT, N. C.

# FOR SALE

# EIGHT TUB OCTOPUS RIDE

# FOR SALE

With or without transportation. Excellent condition. Good Motor, good Upholstering on Seats. New Center Decorative Ball Lighting Effects, new Ticket Box, extra Parts. Reason for selling: Have repeated same spots four years, replacing with new Rockplane. Wire or call

**EDDIE MORAN, SOUTHERN VALLEY SHOWS**  
GURDON, ARK., This Week; MALVERN, ARK., Next Week.

# INTERNATIONAL SHOWS

### WANT

### WANT

### WANT

CONCESSIONS—Will sell "Ex" on Photo Gallery, French Fries, Popcorn, Scales-Age. Want String Game, Bumper, Fish Pond, Ball Game, Long Range Gallery. (Charlie Tutterow and Ethel, answer.) All Stock Concessions, \$16.50. SHOWS—Want Man to take charge of Side Show. (Doc Tom, answer.) We don't need Rides, have 9 of our own. CHARLIE GRIGGS wants Man to take Ham-Bacon Wheel, only Wheel on Show. Need 2 Count Store Agents. (Wally and Ray, come on.) We play Kansas, Nebraska and the Dakotas, all good Concession territory. We work from Monday on. Positively no junkers and no drunks. You won't last here. All replies: COLEMAN LEE or CHARLIE GRIGGS, CHANUTE, KANSAS. P.S.: Will book Fun House or any Show not conflicting.

# MERRY-GO-ROUND FOREMAN WANTED

Must be experienced.

Wire, don't write

# JAMES E. STRATES SHOWS

New Brunswick, N. J., this week.

# GEORGE H. HARMS

### WANTS

Wheel Man, Razzle Man, Alley Man. Knife Rack Agent; also General Help.

Contact me now

c/o GEO. WYTHE HOTEL  
WYTHEVILLE, VA.

# RIDES AVAILABLE

ATTENTION, MICHIGAN COMMITTEES!

Have a few open dates, including Decoration Day, due to disappointment. Have open: Floss, Popcorn, Candy Apple, Novelties, Photo, Custard, Baseball.

# GASPAR NAGY

General Delivery Lansing, Mich.

# CUSTARD OUTFIT FOR SALE

25 gallon per hour Electro Freeze Machine mounted in 26-foot custom-built trailer beautifully illuminated with colored fluorescent lights throughout. Used less than two seasons.

# SAM A. DEWS JR.

2006 Eastland Ave. Nashville 4, Tenn.

# LINDA LOPEZ

### WANTS

SIDE SHOW ACTS, FREAKS. Cecil Latham, please join this week with wife. Excellent proposition. Joe Drake, come on. Grace McDaniels, answer. Especially want Freak to feature. All replies to me.

c/o TIVOLI EXPOSITION SHOWS  
Quincy, Ill., this week

# FOR SALE AT ONCE

Portable Boat Ride Tank, 30 ft. in diameter, adjustable Jack stands and center, complete, used nine weeks for Red, White and Blue Boat Ride, \$250.00 cash. Reason for selling, now in permanent location. After Labor Day have for sale Smith & Smith Chairplane, 22 ft. towers, beautiful flash, practically new, \$2,500.00 cash. Will book Hat Joint for season. HAZEL R. WORK, White Lake, Elizabethtown, N. C. Phone 2440

## WANTED

## TILT-A-WHIRL FOREMAN

Must be experienced, reliable, able to handle crew. Immediate action desired.

IMMEDIATE ACTION DESIRED

C. D. MURRAY, Mgr.

9600 Broadstreet Blvd. Detroit, Mich.  
Phone: TE 4-6413

R. L. LUTHER—Please call.

American Beauty Shows  
WANT

Foreman for Spitfire and Second Men on other Rides.

Will book Octopus and Rolloplane. Will book any Shows except Girl and Monkey Shows.

Need a few more legitimate Concessions, especially want Short Range Gallery. Contact

HAROLD EUTAH OR JOE SHARPE  
Boonville, Mo.

## WANT BINGO

Will book same on percentage basis. Interested only in one that is well flashed and capable of making money. We offer a long season playing proven money spots.

## FIDLER UNITED SHOWS

JACKSONVILLE, ILLINOIS, This Week;  
BURLINGTON, IOWA, Next.

## WANTED

## FOR ROSICLARE FIREMEN'S CELEBRATION

With 6 Street Celebrations to follow. Girl Show, Animal Show or Mechanical Show. Good proposition for No. 5 Wheel. This Show booked solid until Nov. 1. Can use Penny Arcade and few choice Concessions. Come look us over.

DANNY ARNETT'S  
AMERICAN EAGLE SHOWS  
Rosiclare, Ill.

## CARNIVAL WANTED

For Wisconsin's Most Successful Annual American Legion Celebration.

July 3-4-5, Green County Fairgrounds

MONROE, WIS.

Added Attractions include WLS Jamboree, Fireworks and big lineup of Free Acts. Contact:

R. L. WOLLESON  
1402 14th Ave. Monroe, Wis.

## HARVEST JUBILEE

## WANTS

Legitimate Concessions for Annual Celebration, held on main street. Have booked F. E. Gooding Rides. Dates: July 18-23. All inquiries to

B. B. BURKE  
Box 175, Ft. Recovery, Ohio

Anyone Knowing the Whereabouts of  
TOM MARTIN or ROBERT EVANS

Please Communicate With

WILLIAM BRAGG

at 1732 Main St., Columbia, S. C.

## GOLDEN GATE SHOWS

Elkton, Ky., May 2-7.

Want Pan Joint, small Cook House or Grab, Bingo, Diggers, Bumper, Fish Pond, Cig. Gallery, Glass Pitch, Penny Pitch, Ball Games, Scales, Dart, Mitt Camp, Popcorn, any Stock Joint, No Grift. Agents for Concessions. Want Kid Rides. John Kettle and Family, come on. FRANK OWENS, Mgr., Golden Gate Shows, Elkton, Ky.

IN LONG BEACH, CALIFORNIA

## SEAVIEW HOTEL

341 W. Seaside Blvd.

Heart of amusement pike. Entertainers, headquarters. All private baths. From \$2.00 daily. Special weekly rates.

## SEVILLE COMMUNITY CARNIVAL

August 25-26-27, 1949

## WANTED

Concessions and Rides. Contact  
M. L. STATON, Chairman  
Seville (Medina County), Ohio  
Phone: Seville 3783, 7:30 a.m.-10:00 p.m.

## SMALL STORE ON MAIN STEM

NIAGARA FALLS, N. Y.

Open for Wire Jewelry Worker, Animal Balloon Worker, Portrait Artist, quick worker, or what have you? Percentage basis. Contact at once.

JACK JORDAN

Beira Hotel Niagara Falls, N. Y.  
Phone 2-9474

## FROM THE LOTS

## Virginia Greater

SUFFOLK, Va., April 30.—Org's initial engagement wound up here Saturday (23). Nights were cool and biz was way off from previous years. Only eating stands were open Easter Sunday altho horse racing was staged. Mrs. Rocco Masucci dyed eggs for the youngsters. Manager Rocco Masucci, assisted by Leo Matina, prepared a chicken and spaghetti dinner.

Tex Smithy is no longer connected with the show. Mrs. Masucci and Mrs. Ed. Curtin were the guests of Mrs. Larry Briggs at the horse races. Joe Conley is still on the sick list and under a doctor's care altho he is able to work at times. Mrs. Curtin is operating a pea pool concession. Raleigh (Uncle Tom) Gibson spent several days at his Charlottesville, Va., home undergoing a check-up. Harry Baker has joined the Rolloplane crew and John White the Merry-Go-Round. Bobbie Jones Jr. is agenting on Tony Buzzella's popcorn and candy apple stand.

Wednesday (20) a carnival birthday party was held for Sally Birdsong, daughter of a local peanut merchant. About 400 of her friends attended. The next day the midway was turned over to several social organizations to party underprivileged children. Local merchants donated food and drink. Three of the shows trucks, under the supervision of William C. Murray, general agent, transported the children from town. Jack Kearns is no longer connected with the show. John Cappello joined with a pitch-till-you-win.—H. W. (HAP) ARNOLD.

## Jack J. Perry

GREENVILLE, S. C., April 30.—Lincolnton, N. C., officials were hosted while the org was playing Rock Hill, S. C. Included were B. Stroupe, David Thornburg, Sen. W. H. Childs, Ben Sigmon and Charley Randall. Randall for years was the electrician on the Jim Bruce Shows. Also on hand were H. D. Black, secretary, and F. J. Blankenship, director of the Rock Hill Fair.

Biz here has been poor, probably affected by the closing of several cotton mills. Visitors included the Bartell brothers, operators of the Keystone Shows, Carl Schlossberg and Dr. Bogen.—BEN BRAUNSTEIN.

## Smith Amusement

FREDERICK, Okla., April 30.—Org moved here from Electra, Tex., weather being cold and rainy. Attendance was very good. Tilt-a-Whirl is top ride, with Merry-Go-Round running a close second. Pat Patterson was released from hospital April 25. He suffered another heart attack and was rushed to an Oklahoma City hospital.

At Electra, org was under auspices of the police department. Weather was bad thruout the week. Visits were exchanged with D. S. Dudley Shows, playing Vernon, Tex. Pat Patterson joined with two concessions. Skiatook and Ida Smith's dog, Lucky, died in Mineral Wells. Mr. and Mrs. T. R. Sidiner were nightly visitors as daughter, Betty, worked office-owned ball game. Mrs. Roland Smith and Mrs. Eddie Yaglia went to Wichita Falls, Tex., on business.—MRS. LAWRENCE SMITH.

## Rocco

ST. PAUL, April 30.—Org, enlarged, opened here yesterday on the Ramsey playgrounds. Rocco Jr. has his old crew back, also some new help. Concessionaires who have returned include the Skies, Ctibors, Guillaumes and Sheldons. Kay is back with her candy floss.

## W. G. Wade

PONTIAC, Mich., April 30.—Org closed a five-day stand here tonight. Previous to this stand, the show played various Detroit lots for six weeks.

Billposters Bert Ellsworth and Red Richmond had Pontiac and the surrounding area well posted. Press agent John Howard is doing a bang-up job.

Show did well in Detroit when the weather was good. Snow on Good Friday (15), and rain on Easter (17) sloughed those two days.

Chester Boyd was named assistant manager, and Margaret Davis remains as cashier of the Miller Enterprises.

Lloyd Burge purchased a new truck to haul the Scooter ride, and Fred Thunberg took delivery on a new Mercury. General Representative D. Wade flew in from Duluth, Minn. Jack Korie has refurbished his Side Show and revue. Baker's Black-Out Taxi has been remodeled. Fred A. Miller, in from Florida, rebuilt his cookhouse and grab joint, then went to Bowie where he disposed of his horses and other stable equipment. Harry Mamas and his crew have 10 frames in the air, along with the bingo. Curley Stephenson, Findlay Clark, Smitty Frazer and Shiek Hennessey were among the early arrivals. Jessop had his popcorn and taffy on the lots with the ride unit. Pop and Mom Burr are starting their 37th season on the org. Unit No. 2, under Cameron Murray, played the Plymouth and Faust lot. W. G. Wade Jr. has his unit in operation in Garden City, a suburb of Detroit.

## A. M. P. SHOWS #2

Playing Choice West Virginia Territory

Meadow Bridge, W. Va., May 2 to 7

Summerville, W. Va., May 16 to 21

Quinwood, W. Va., May 9 to 14

Weston, W. Va., May 23 to 28

WANT Rides and Shows with own transportation. Have Show Top and Banner Line for Girl Show. WANT Ride Help in all departments; semi drivers given preference. WANT Concessions of all kinds—Long Range, Short Range, Cotton Candy, Bottle Ball Game, Cake, Guess Your Age, Fish Pond, Duck Pond, String Game. WANT Ball Game Agents. Chas. Dayton and Mac McDonald, contact.

TOMMY SCOTT, Business Mgr. J. P. MILLER, General Mgr.

## HELLER'S ACME SHOWS

HAVERSTRAW, N. Y., ON THE STREETS, MAY 2 TO 7

WANT SHOWS—We have complete outfits for you. WANT Foremen and Second Men for Whip and Spitfire; semi drivers preferred. Want Chairplane Foreman; Mouse and others with me before, answer. Want Auto Mechanic. Top wages. CONCESSIONS—Bumpers, Basketball and Hoop-La. Good proposition for Penny Arcade and American Palmyristy. Mechanic who talked to me in office at Saddle River last week, come on. Want Candy Floss and French Fries.

MAY 2 TO 7, RAHWAY, N. J.

P.S.: For Sale—275 Kw. Transformers on truck. Priced to sell.

## Happy Holiday Shows, Inc.

MANSFIELD, OHIO, MAY 2 TO 7—SALEM, OHIO, MAY 9 TO 14

## WANT

Agents for office-owned Stock Concessions. Man and Wife for Photos. Can see Ball Games, String, Clothes Pins, Hoop-La, French Fries, Wonder Bar, Fish Pond, Duck Pond, Short Range, Balloons, Age. All joints open. Ride Help on all Rides, must drive semis. Sam Soloff wants Six Cat Agents.

## BURKHART #2 SHOWS

McRAE, ARK., STRAWBERRY SEASON, TWO WEEKS, MAY 1-15.

Want #1 Man for Eli #5. Kiddie Ride Man, Hanky Pank Agents, Mitt Camp, Photos, Fish Pond, Cork Gallery, Jingle Board, Hoop-La, Grab, Percentage Outfits and Dealers.

CURLY MIGNOTHY

## HELP

## HELP

CAPABLE COUNTERMEN FOR BINGO. CONTACT

VINCE McCABE

c/o SUNSET AMUSEMENT CO., CHILlicothe, MO., This Week; HANNIBAL, MO., Next. P.S.: Mr. K. H. Carman can use Ride Help who drive semis.

## WANTED

## WANTED

## WANTED

Ride Help for all Rides. Rip Barton, Lowell Frisbee, answer. Will book Photo and Candy Floss—Mechanical Show, Fun House for season. For three weeks: Pitch-Till-Win, Penny Arcade, Age and Scale. Carl Caloian wants Agents for Hanky Panks.

## BIG FOUR AMUSEMENT

RAMSEY, ILL., MAY 2 to 7; MOWEAQUA, ILL., MAY 9 to 14.

### W. B. J. SHOWS

#### Second CALL

Will book Auto Kiddie Ride. All Concessions who are booked with us, please take NOTICE. All repair work and painting must be finished before opening date. Move in early—good water, electricity. Open Saturday, May 15th at Winter quarters. Address:

**W. B. J. SHOWS**  
SWANTON, O.

### WANTED COMPLETE CARNIVAL

For the first week in August on local airfield. Also Acts or complete Air Show, Aug. 6-8. Contact

**ART SUGARMAN, Dir.**  
**Monticello Air Show**  
Box 649, Monticello, N. Y.

### WILL BOOK

Ferris Wheel, other Rides, committee money only. Have 19 proven weeks booked.

### LEWIS AMUSEMENTS

Perry Highway Zelienople, Pa.

### RIDES AND CONCESSIONS WANTED

Only big 3-day celebration around Columbus. This is the 3rd Annual Celebration, July 2nd and 4th. Afternoon and evening. FIREWORKS—PRIZES—BANDS—ENTERTAINMENT—FUN. Act quick, it's a hot spot. Write now.

### C. F. OREM

2440 Parkwood Ave. Columbus 11, Ohio

### NOW AVAILABLE

#### 1949 EDITION OF OFFICIAL CONCESSIONAIRE'S GUIDEBOOK

Jam packed with money-making ideas, games, formulas, equipment for concessions, roadside stands, carnivals, medicine business, etc. Buyer's guide. Send \$1.00 today for copy.

### Concessionaire's Guidebook

3916 Secor Road, Toledo 6, Ohio

### LIGHT PLANTS

All sizes up to 25,000 watts. New and rebuilt government surplus. Send for money-saving price list!

### Harris Machinery Co.

501 30th Ave., S. E., Minneapolis 14, Minn

### RIDES AND CONCESSIONS WANTED

To operate with locally sponsored Concessions, June 26th through July 4th, 1949. Sponsored by

### SHARPSVILLE DIAMOND JUBILEE

Sharpsville, Pa.

### S. H. RILEY

1128 RIDGE AVE. SHARPSVILLE, PA.

### 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

### FOR SALE

Condorman 10-Seat Adult Ferris Wheel, \$2500 with transportation; one D.P. 2 1/2 x 2 1/2 Photo Booth complete with working supplies; 1 Hi-Striker, \$25.00. Can be booked on this Show for season. Concessions wanted that do not conflict. Gary Garrett, please contact me.

### ALEX HOLYK

BOX 141 POCATELLO, IDAHO

### FOR SALE

Excellent Concession Wagon, fully equipped combination restaurant and house trailer, stainless aluminum over oak body, including 3 Frialators, 45-inch grill, 4-burner coffee maker, 2 dry electric refrigerators, bottles gas and 3000-watt motor generator. \$4,500.00 for quick sale.

### H. E. ANDERSON

General Delivery SEEKONK, MASS.

### SECOND-HAND SHOW PROPERTY FOR SALE

\$40.00 Wax Bust Life Size Mongolian. Natural hair. Specimen nearly extinct tribe. Glass case. \$5.00 Band Suits, including cap, coat and pants. 15¢ each. Pennants on Streamers, 12x18". Others. \$125.00 Penny Arcade Camera. Easy transfer. WEIL'S CURIOSITY SHOP

### AGENT WANTED FOR LONG RANGE GALLERY

50-50 above nul. Booked on good show, 12 fairs. Must know guns. If you drink, don't answer this ad. Must drive truck. BRUCE DUFFY, c/o Model Shows, Columbia, Mo., this week; Mexico, Mo., next week.

### Mighty Hoosier State

WINCHESTER, Ky., April 30.—Org opened as scheduled April 8 at Cynthiana, Ky., with a good turnout despite cold weather and rain. Good business was reported by all. Move was made to Mount Sterling, Ky., April 17. Biz was very good. Another new searchlight has been added. W. R. Geren is owner and manager; Mrs. W. R. Geren, secretary and treasurer; Betty Mead, assistant secretary, and Mr. Arbie Gall, billposter.

Rides Include Merry-Go-Round, Raymond White, foreman, and Roy Larrison, second; Rolloplane, Rosie Barr, foreman, and Sonny Anderson, second; Tilt-a-Whirl, Walter White, foreman, and Lloyd Buell, second; Flying Scooter, Buzz Ward, foreman, and Bob Edmondson, second; Spiffire, Bill Reininger, foreman, and Bob Murray and Sonny Gray, second; Ferris Wheel, Joe Brandon, foreman, and Dale Bemiss, second; kiddie rides, Bohlender. Ride superintendent is Kenny Ritchie; electrician, Tex Fetta; assistant electrician, Bill Murray; mechanic, Elder Martin, and front gate and tower man, Bob Ellison; front gate tickets, Nora Ritchie and Frances Martin.

Shows include Chief Split Cloud's Indian Village, Clark's Monkeys Speedway, Hawaiian, Jimmie Johnson's Girl Show, and Speedy Palmer's Motordrome.

Concessionaires are Bingo Randolph, Ralph Stafford, Walt Brinkman, Roy Zook, Mae Clark, Gene Mead, Arbie Gall, Dewitt, Clifford Mathis, Miller; cookhouse, Joe Serman. Percentage includes pea pool, J. G. Woodward; beat dealer, Cliff Case; over and under, Tex Fetta and Bill Murray; pan game, Bert Elston, and rat game, Doc Strewie; bingo, Hayden Richards, assisted by Sophie Murray and Audrey Fetta.

Org will have its official opening in Connersville, Ind., May 9-14.—AUDREY FETTA.

### Heart of Texas

ABILENE, Tex., April 30.—Due to rain thruout the week, Manager Harry Craig held his show over for a second week here. Despite a muddy lot, turnout was fair Saturday night. Another Ford tractor has been added. Mr. and Mrs. Harry Craig and son, Bucky, spent the week-end at their home in Brownwood, Tex. Recent visitors were Bob Bullock, Red Bracconier, T. C. Haleman, Jimmie Evans, O. C. Bloss; Mr. and Mrs. Wayne Mayberry and daughter, Waynette, and Mr. and Mrs. Andy Widmere, of Moore's Modern Shows. Cleo LaJune visited her sister, Mrs. Johnny Hayes, for several days.

### Sunset Amusement

EXCELSIOR SPRINGS, Mo., April 30.—Opening here Thursday (21) was marred by cold and rain the first few days, but then it cleared and the crowds improved. This was the 10th annual opening here, under auspices of the American Legion.

On the staff are: K. H. Garman, owner; A. J. Duffy, billposter; Paul Brown, publicity; Woody Gaither, contract man; George Martin, searchlights; Robert Cougill, chief electrician; Mrs. K. H. Garman and Mrs. Vaun Flora, ticket sales, and office wagon.

Show has five towers and four searchlights.—AL C. WILSON.

### White's Rides

WHITWELL, Tenn., April 30.—Org opened here April 22 for a 10-day engagement; weather and biz okay. Guy White is owner; Mrs. Louise White, secretary; Fred Albany, legal adjuster and lot man; Junior Sims, electrician; Jimmie Harr's superintendent of rides; Mr. and Mrs. Albert McLean, cookhouse. Joining this week were Mr. and Mrs. George Drake with two concessions and Blackie Gilman with three concessions and kiddie ride. Ruby Banta handles the mail and is The Billboard sales agent.

### W. R. GEREN Presents

## MIGHTY HOOSIER STATE SHOWS

### Indiana's Largest and Most Beautiful Show

Want for Connersville, Indiana, and Balance of Season

CONCESSIONS—Will sell X on Custard, Jewelry, Photo, High Striker. Want Hanky Panks working in line up: \$17.50 if you join by middle of May. Pop and Bob Swain, can use your four outfits. Pan game will work every week. Come on.

SHOWS—Want Fun House, Glass, War, Crime, Mechanical and Illusion, or any money getting Shows with own equipment and transportation. Just give the office committee money. 15% on still dates and 25% on fairs and celebrations.

David and Lulu wants girls for Hawaiian Show.

Red Marion wants girls for Revue.

RIDE HELP—Can always use sober, reliable help who drive. Jimmie Carmack, come on.

All replies wire—don't phone.

### W. R. GEREN, Owner

Mighty Hoosier State Shows, Georgetown, Ky., this week: Connersville, Ind., May 9-14.

## BULLOCK AMUSEMENT CO.

*Learn entertainment for the whole family*

### WANTS TO JOIN IMMEDIATELY

Monkey Show or Small Animal Show. Capable Ferris Wheel Foreman, must be truck driver and have driver's license. Can place Second Men on other Rides who can drive trucks.

Few more legitimate Concessions. Long Range Gallery open. Blacksburg, S. Car., this week; Lenoir, N. Car., week May 9th; West Jefferson, N. Car., week of May 16th; then 15 weeks in the West Virginia coal fields. We hold contract for the Lilly Reunion, and our fairs start at the Wilkes Co. Fair at North Wilkesboro, N. Car. No gate, no racket and no drunks tolerated.

### J. S. BULLOCK

## Vincennes Post 73 American Legion, Vincennes, Indiana

### WANTS A

## CARNIVAL

### For July 4th Celebration

FREE GATE DAYTIME PROGRAMS PLENTY PEOPLE

Also want Legitimate Independent Concessions. No Strong Games will be booked or tolerated. Address

### COMMANDER WAYNE RODRICK

1431 WHELLER AVE.

VINCENNES, IND.

## JOHNNY T. TINSLEY SHOWS

### "America's Most Modern Midway"

### NOW PLAYING ATLANTA LOTS

### WANT HANKY PANKS

CAN PLACE—Glass Pitches, Cigarette Pitches, Hoop-La, Balloon Darts, Six Cats, Long and Short Range Galleries, Wonder Bars, Heart Shape Pitch, Huckley Buck, Jewelry, Novelties, Cork Gallery, Watch-La or any Merchandise Concession.

SHOWS—Can place one or more Entertaining Show that caters to Ladies, Gentlemen and Children. All address:

### JOHNNY T. TINSLEY SHOWS ATLANTA, GEORGIA

## REDWOOD EMPIRE SHOWS

### Playing the Great Northwest

### CAN PLACE

String Game, Fish Pond, Envelopes, Horse Race, Duck Pond, Cork Gallery, Long Range, and any legitimate Concessions not conflicting. Need reliable, sober Ride Help for all Rides. Need Concessions immediately for two (2) big celebrations in Sacramento, Calif., for big Salmon Derby in Eureka, big Railroad Days in Dunsmuir, and many big celebrations to follow. Biggest Fourth of July spot in the Northwest.

Wire or contact Anthony Masseth at once

P. O. BOX 391

SAN LEANORO, CALIF.

## PEERLESS CELEBRATION

*Amusements*

Want good Wheel Man and Ride Foreman, Second Men; drivers preferred. Book Tilt, Octopus, Rolloplane or late Major Ride. Concessions—High Striker, clean Grab or Cook House; Long Range Gallery, Custard, French Fry, Hanky Panks not conflicting; some percentage if you have line Concessions. No racket. Wire

### WM. J. MESPelt or EDDIE HORNE

ST. PAUL, VA., MAY 2 TO 7, FOR ROUTE

Used Everywhere for Over 35 Years

## ROLL TICKETS

PRINTED TO YOUR ORDER

## Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash with Order. Stock Tickets, \$20.00 per 100,000.

100,000  
\$27.00

10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

**WONDERLAND**

546 Beach Ave.

**SAVIN ROCK, CONN.**

Novelty Acts of all kinds • Sword Swallower • Fire or Torture Act • Musical, etc. One more strong Freak to feature. Top pay to all. Long season. State all first time. Also Bally Girls.

**NORMAN WOLF**

**HAROLD EUTAH**

**WANTS CONCESSION AGENTS**

For Hanky Panks, Ball Games and Pea Pool

WIRE OR COME ON:

c/o American Beauty Shows Boonville, Mo.

**WANTED**

A Carnival for 3d and 4th of July. Can probably figure on 3-day celebration. I have big softball park and will have large display of fireworks here to go with the celebration. If any Carnival is interested, I have the place for them to set up and make some profit.

**LEROY SCHWADER**

Route 1, Bear Creek, Wis.

**CARNIVAL WANTED**

August 2 to 7 for Annual Fall Festival in Hamilton, Illinois. Contact

**J. R. LAWS**

HAMILTON, ILLINOIS

**WILL BOOK**

Candy Floss and Snow Cone. Want all kinds of Concessions which do not conflict. Contact by wire or write

**O. W. MADDOX, Owner MADDOX BROS.' SHOWS**

COLDWATER, KANS., MAY 2-7

**CAN PLACE**

One or two more Girls in all new Show, opening in Battle Creek, May 6, with World of Pleasure Shows. Wire:

**IRENE HENLEY**

c/o Sailer Katzy, Western Union Battle Creek, Mich., at once.

**OHIO VALLEY SHOWS**

Want for Marion, Ohio, next week

Coke, Long Range, Pitch-U-Win, String, Jewelry, High Striker, Bumper, Custard, Novelty, Ball Games, Cork Gallery; also Penny Arcade, Grind Shows, Rides not conflicting. Jack Adams, get in touch.

**ROXIE HARRIS**

GEN. DEL. KENTON, OHIO

**WANT WANT**

Would like to book flashy Bingo, on reliable Show for season. Can join on wire.

**FRANK WAGNER**

c/o Western Union Princeton, W. Va.

**CAN PLACE**

Grab Outfit, legitimate Concessions, Stock, Bingo, Ride Help, P.C. Agents.

**JOE E. KAUS SHOWS**

BEAUFORT, N. C.

**RIDE HELP WANTED**

Wheel Foreman for new Ell. Will book Photo, Hi Striker, Heart Pitch, Bumper, Ball Game, or any other Stock Concessions that do not conflict. Good opening for any good Show. All Sponsored Events in Illinois after May 15th.

**BUCKHEART SHOWS**

**FROM THE LOTS**

**Twin City**

RICHMOND, Mo., April 30.—Shows opened the season April 18 at Marshall, Mo., which was satisfactory, and then moved here. Rides and trucks have been repainted and two shows and fronts and popcorn trailer built by Owners Sam Wells and George Crable.

Ride personnel: Octopus, Blackie Rowler and Melvin Crable; Ferris Wheel, Jimmie Steen and Tick Tilley; Merry-Go-Round, Walter Crable and Robert Simmons; Glider, Nathan Tilley; electrician, Don Seovel.

Concessionaires: Mr. and Mrs. William Brooks and sons, Mr. and Mrs. Mac McCrary and Betty, Mr. and Mrs. Hurley, Clara and Ben Xander, Ruth and Ed Faulkner and Joan, Edith Miller, Oscar Hensley, Esco and Howard Collins, Mr. and Mrs. Floyd Huff, Mr. and Mrs. John Brady and David, Joe Ganer, Mr. and Mrs. Bob Costello and daughters, Virginia and Jack Barnes, Marvin Crable, Tillie Crable, Sis Wills, Sammy and Leonard Crable, Curley Harder, Bob Welles, Mr. and Mrs. W. R. Davis, Mr. Shultz and Remnew. Kid Simmons is manager of Athletic Show and Ed Drossness is legal adjuster.

Visitors included Mr. and Mrs. M. Wells and sons, Mr. and Mrs. Clyde Crable, Mr. and Mrs. Arnold Crable and daughter, and Jimmy Howard.—VIRGINIA BARNES.

**Midway of Mirth**

HIGHLAND, Ill., April 30.—Cool weather continues to slow down business.

Clarence Burns, owner of Playland Shows, visited, accompanied by his wife. Burns, just out of the hospital, will not go on the road this season. He has put all his equipment in a park until fall, when he hopes to take his show to Arkansas. Mr. and Mrs. Joe Stoneman stopped en route to their home in Milwaukee.

Mr. and Mrs. John Delaney, who have the corn game on the show, recently took delivery on a new house trailer.

The Spitfire stays in the lead among the rides, with the Merry-Go-Round second.—ROSIE DAVIS.

**Harrison Greater**

SANFORD, N. C., April 30.—Business here for the week ended Saturday (23) was good whenever weather was favorable. A bubble gum matinee and giveaway promotion drew the biggest crowds.

Mrs. Betty Middleton was taken to a hospital on Friday (22) in serious condition but doctors say she will pull thru okay. Mrs. Maxie Sharpe received severe burns on her hands when a kettle on her trailer stove boiled over. Her hubby, Maxie, is legal adjuster.

Dutch Whiteside is doing okay with his string of concessions. The Fearless Stars, the former Great Jay-dee and his daughter, Betty Jane, are winning plaudits with their high act. Eddie Rood is the new billposter. The Squawker's Club treasury has grown recently. A club barbecue will be held in Aberdeen.

—Scotties' Harlem Broadcasters has replaced the Brownskin Follies. A birthday party is being planned for Mrs. Nancy (Dutch) Whiteside. Stan Reed, general agent, is away on business. O'Steen's cookhouse is doing good biz. Slim Young is doing okay with his Sultan's Harem. Visitors included Buck Owens, Dela Harris, Dr McIver, Mr. and Mrs. Mansfield and son.—HARRY E. WILSON.

**Willis & Myers**

MACON, Ga., April 30.—Manager C. M. Willis announced here this week that the org will remain in this area several more weeks. Now ending their third week locally shows' grosses have showed a steady increase, Willis said. Second week at Catholic Playgrounds was 20 per cent ahead of the previous week.

Business this week at the Smith and Mitchell lot, East Macon, has been excellent. Future local dates include another week at this location, on the Edgewood Avenue lot, one week at the Silver Slipper Drive-In lot and two weeks at the State Farm Market.

Willis said six new concession tops have been ordered. Four rides and other equipment were repainted last week-end. Barry Brinson joined as mechanic.

**CONKLIN SHOWS**

Want for

**WINNIPEG'S 75TH BIRTHDAY PARTY**

SHOWS AND RIDES

WILL BOOK ONE OUTSTANDING SHOW AND RIDES WHICH DO NOT CONFLICT

LOCATION — MEMORIAL BLVD. — DOWNTOWN — CENTER OF CITY "THE DATE OF THE YEAR"

FOR VALLEYFIELD, QUEBEC, FAIR—AUGUST 10 TO 14, AND BELLEVILLE, ONTARIO, FAIR—AUGUST 15 TO 18

WE WILL PLACE INDEPENDENT SHOWS AND RIDES. THESE ARE TWO REAL GOOD FAIRS

Apply **FRANK R. CONKLIN**

P. O. Box '31

Brantford, Canada



**★★WHY BET ON A LONG SHOT?★★**

"BOOK WITH A SHOW THAT RUNS TRUE TO FORM"

Our established Michigan Route is your guarantee of a pleasant and profitable season. WANT SHOWS—Fun House, Glass House, one or two more Shows not conflicting with

Girl, Side Show, Snake or Monkey. Exceptional proposition for Drome.

WANT ONE OR TWO MORE RIDES — Loozer, Fly-a-Plane, Tilt-a-Whirl, Spitfire,

Scooter, Moon Rocket.

Can place a few more Stock Concessions.

WANT OUTSTANDING FREE ACTS FOR NINE WEEKS starting May 30. All address:

**HAPPYLAND SHOWS**

ROYAL OAK, MICH., until May 15; then MONROE, MICH.

**FOR SALE Bisch-Rocco Flying Scooter**

With 20 H.P. Electric Motor, 2 Years Old and in Perfect Condition

**Only \$6500.00**

You'll Never Find Another Buy Like This

**JOHN COMFORT**

Nahant, Mass. NAH 1-0157

**SWEENEY'S UNITED SHOWS WANT**

Concessions of all kinds, Penny Arcade, small Cook House, Grind Stores of all kinds. Man to take charge of Bingo for the season. Want to book or lease Ferris Wheel. Will send tractor and semi for same. Veterans Spring Festival, Bellairs, Ohio, May 9th to 14th; other good spots to follow. Concessions come on, plenty of space. Contact

**FRANK SWEENEY**

Glendale, W. Va. Phone Moundsville 10761

**WANT TO BUY**

**WAX or CRIME SHOW**

State what you have in first letter. Want Slum Store Agents for 17-week season in Amusement Park.

Write Box 264, Billboard Pub. Co. 155 N. Clark St. Chicago, Ill.

**WANT GENERAL AGENT**

One who knows Illinois and the Central States territory. Address:

**H. V. PETERSEN**

TIVOLI EXPOSITION SHOWS Quincy, Ill., this week

**WANT**

Cookhouse Help, Criddleman, 2 Countermen, Kitchen Help, Tilt-a-Whirl Foreman.

**FRANK H. CHASE**

c/o Northern Exposition Shows Worthing, South Dakota

**NOTICE, RIDE HELP**

Want Second Man for Wheel and Plane, \$40.00 and \$35.00 a week; also good Bingo Man. No drunkards tolerated. Can place legitimate Concessions.

**I. K. Wallace Attractions** GRETN, VA.

**WANT SHOWS**

Will book Girl Show, Snake, Blusion, Hill-ally, 5-in-1 or any Show not conflicting. Have excellent route in the Red River Valley. Some Ride Help needed. Opening in Fergus Falls, Minn., May 15.

**ROGERS BROS.' SHOWS** Pelican Rapids, Minn.

**Seven Car Tilt-a-Whirl FOR SALE**

Good mechanical condition, price \$3500.00 cash. 1941 Chevrolet Tractor, 34-foot Nabors Semi Trailer, \$1000.00 cash.

**J. ROBERT WARD**

Mail to Gen. Del., North Little Rock, Ark. Equipment can be seen—Oark Filling Station, Memphis Hwy., North Little Rock, Ark.

**DEL-MAR SHOWS**

Due to disappointment will book at lease Wheel, Want Help for Kiddie Rides, Semi Drivers preferred; also Cook House. This week Toronto, Ohio; next week West Bridgewater, Pa.

**Del-Mar Shows, Al Delfiore**

**W. E. ATTRACTIONS**

PLAYING STRAWBERRIES

RUSSELL, ARK., MAY 1-15

Want Concession, Slum Agents, also good Mixup Foreman. Will book or buy Kiddie Ride.

**W. E. WEST, Owner**



**GRA-LOY SHOW**

CLEAN ATTRACTIONS

**NOTICE**

This Show is carrying a sensational Free Act with no pay gate. We are playing the industrial territory of Northern Indiana and Southern Michigan. We have La Porte, Ind., booked for the 4th of July. Concessions booking with this Show now will go into the 4th with us. What have you in the line of legitimate Concessions? WANT—Monkey, Walk-Thru, Wildlife, Mechanical or any show of merit with own transportation. We open May 9th at Sturgis, Mich.; Auburn, Ind., to follow. All replies to R. R. No. 5, Waterford Road, Goshen, Ind., until May 7th. No wise guys or lucky people.

**ALABAMA BILL STOREY WANTS**

Agents for best flashed Swinger on road. Also Man with Agents for Bucket Store. Man with Agents for Nail Store. Man with Wife for Slum Blower, must be capable and take orders. All my old people get in touch with me. No drunks; reason for this ad.

**ALABAMA BILL STOREY**

COLEMAN SHOWS  
Middletown, Conn., until May 8th

**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.

**MERCHANTS, FARMERS, MANUFACTURERS' EXPOSITION**

American Legion Park, Edwardsville, Ill.,  
Sept. 4, 5, 6, 7, 8 and 9.  
For information write

**FRANK J. FINK**

Edwardsville, Ill.

**Trempealeau County Conservation Clubs, Inc.**

Wants Kiddie Rides, Novelty Attractions,  
Magician, etc. July 2-3-4.  
Contact

**Melvin G. Skogstad**

Elva, Wisconsin

**WANT CARNIVAL**

Rides, Concessions, etc. July 2, 3 and 4th.  
Beaverton Business Men's Assoc.  
Beaverton, Michigan

Contact:

**C. INSCHO**

**RALPH CLAWSON**

Important you contact Roy Deisler

**ROY DEISLER**

c/o TIVOLI EXPOSITION SHOWS  
QUINCY, ILL.

**NELSON'S SHOWS**

**BEMIDJI, MINN.**

Concessionaires and Shows, wire. Show  
opens May 9th, Cary, So. Dakota. Secretaries:  
some open dates July, August, September;  
Minnesota, South and North Dakota.  
Phone 1 656 F-1.

Wanted

**FERRIS WHEEL, MERRY-GO-ROUND, CARNIVAL CONCESSIONS**

JULY 2-3-4, 1949

**C. M. ROBERTS**

Box 107 Imperial Beach, Calif.

**HELP WANTED**

Man and wife for Chocolate Dips. Must drive  
truck. Kitchen man for rear of Custard  
Truck. Must drive.

Dodson Imperial Shows—Opening May 9,  
Nashville, Tenn. All address

**J. W. WINTERS**

c/o General Delivery, Nashville, Tenn.

**Prell's Broadway**

DANVILLE, Va., April 30.—Stash Lee is adding another store. Joe Grosso painted his popcorn stand while awaiting the return of wife, Agnes, who is recuperating from an operation. Sam E. Prell was called home to Newark, N. J., because of Mrs. Prell's illness. Joe Prell's wife, Beede, is skedded for a minor operation. Ben Prell has returned from a visit to his home.

Charlie Guttemuth has done a good job keeping the show moving, despite much mud. Matty Mattusoof, who has the Parker diggers, visited his family in New York last week. Abe Gross is planning to visit his wife and daughter in Miami. Allan A. Travers, general agent, has returned from a trip thru West Virginia and Pennsylvania.

Dorothy Miller has completed a new cat rack to place on the Cetlin & Wilson Shows. Patty Finnerty, business manager, has a new car. Paul Prell plans to build three more stores which he will place on the Deluxe Shows. His wife, Kay, has returned to their Miami home.

**Imperial Exposition**

VALLEJO, Calif., April 30.—After playing three weeks of blanks, the org is now hitting good ones. Recent arrivals: Arthur Bassett, second man on Ferris Wheel; Mickey Kimball, Girl Show; Mr. and Mrs. J. B. Cunningham, candy wheel, fishpond, popcorn and candy floss; John Cardwell, ping pong, hit and miss, cat rack; Tonie Campopino, coolhouse; Mr. and Mrs. Dick Seearce, count store agents; Swede Nelson, count store agent; A. C. Van Horne, horse race. Mr. and Mrs. Whitie Johnson had a mishap when their house trailer came lose, crushing front of trailer and wrecking two parked cars. Bob Downie, of Downie Bros. Tent & Awning Company, was a visitor. Monroe Eisman is now general agent. Girl Show, *Imperial Frolics*, made its debut to a packed house. Back end of midway has a new circus top.—MICKEY PAYNE.

**James H. Drew**

ELKIN, N. C., April 30.—Org left Gastonia, N. C., and moved into North Wilkesboro. In Gastonia it snowed Saturday and business was off. Week of April 18, the first three days were bad with plenty of rain and cold weather but the last half turned out fairly good for rides and concessions. Opened in Elkin, N. C., April 25 with a small crowd on the midway as the weather was cold. We are the first show in this spot. Bill Page, owner-manager of the Mighty Page Shows, was on our lot with his general agent, Bill Scanlan. On the lot in Elkin the Hollywood Hillbilly Jamboree was on hand, as it was appearing in theaters close to us. Move from here to Princeton, W. Va. Have eight weeks in West Virginia and then into Ohio spots.—HARVEY (DOC) ARLINGTON.

**D. S. Dudley**

VERNON, Tex., April 30.—Org, which finished a fair week at Nocona, Tex., opened here Monday night, weather being cold. Later in the week it warmed up and biz was fair. Mrs. Sonny Stafford and other women on the show gave an Easter egg hunt for kiddies on the show. Mr. and Mrs. Ross Chapman have a new cook-house crew. Mr. and Mrs. Bobbie Decker, with T. J. Tidwell Shows, visited Mr. and Mrs. Fletcher Leetts.—MRS. MICKEY McCLOY.

**All-American Midway**

LUFKIN, Tex., April 30.—Opening here was successful. New arrivals included Harry W. Lamon, legal adjuster, and Joe Rosen, bird wheel, grind store and shooting gallery. Org came in here from Corrigan, Tex. Date at Woodville, Tex., was marred by rain.

**GOLDEN WEST SHOWS**

"THE Best IN THE WEST"

**WANT FOR CALAVERAS COUNTY FAIR AND FROG JUMPING IUBILEE ANGELS CAMP, CALIF.—MAY 12-15**

AND A ROUTE OF THE BEST FAIRS IN THE WEST TO FOLLOW

**CONCESSIONS:** Bingo, Cook House, Ball Games, Guess Age-Weight, Long Range Gallery, Arcade, Stock Wheels, String Game, Duck Pond, Dart Games and any other legitimate Concessions.

**RIDES:** Octopus, Roll-o-Plane, Tilt or any other Major or Kiddie Rides with transportation.

**SHOWS:** Side Show, Animal Show, Mickey Mouse or any other clean Show with transportation.

**MEN:** Ride Men for Wheel, Splitfire, Merry-Go-Round; must drive semi. Also Mechanic and any other Capable Men.

**HARRY POLISH FISHER, Golden West Shows**  
Napa, Calif., to May 8; Angels Camp, May 9-15

**VIRGINIA GREATER SHOWS**  
The Show With The Proud Reputation

**WANT AT ONCE**

Girl Show Manager with two or more Girls, have wagon front top for same. Side Show—Have brand-new top and tractor and trailer for same. Will book Wild Life, Snake Show, Monkey Show, Monkey Drome, also Motor Drome, Fun House or Glass House. Good proposition for Side Show and all other Shows. Want Minstrel Show Performers. Want at Once—Frozen Custard, Ball Games, Basket Ball Game, Coca-Cola Bottles, Hi-Striker, Hoop-La, Duck Ponds, Clothes Pin Pitch, Cigarette Pitch, Cigarette Shooting Gallery, Penny Arcade. Want Pan Game with two or more Hanky Panks; all Hanky Panks open. All mail and wires to

**WM. C. (BILL) MURRAY**

Cambridge, Maryland, in heart of town, this week; Runnemede, New Jersey, next week.

**PIONEER SHOWS**  
high class midway attractions

WILLIAMSPORT, PA., MAY 9-14; DU BOIS TOWN SECTION.

Want Shows of merit, 20 per cent; Girl Shows also, with or without equipment. **CONCESSIONS:** Age, Scales, Novelties, Penny Arcade, Jewelry, Hanky Panks, Photos. Will buy or book Fun House.

**MICKEY PERCELL**

This Week CORNING, N. Y.

**WANT NOW**

**SIDE SHOW ACTS**

**WANT NOW**

FOR TWO UNITS IN CANADA

**WALLACE BROS.' SHOWS | BELMONT PARK, MONTREAL**

CLASS "B" AND QUEBEC FAIRS

TORONTO AND OTHER FAIRS TO FOLLOW

GOOD ANNEX ATTRACTION—HIGH CLASS MIND READING ACT OR MITT CAMP. FAT MAN OR FAT GIRL—FLAGEOLET PLAYER—ANY GOOD BALLYHOOD ACT. SIDE SHOW ATTRACTIONS OF ALL KINDS.

All Address: PETE KORTES, c/o Wm. Pitt Hotel, Chatham, Ont., Can., May 1-7; after that Belmont Park, Montreal, Que., Can.

**FOR SALE—EXTRA NICE**

**8 CAR DARK RIDE—27 FOOT KEYSTONE TRAILER**

This ride is in first-class shape, used last year for ten weeks on Imperial Railroad Show. Has beautiful front, lots of new stunts. No tractor. Will sell with or without trailer. If you are interested in a dark ride, come and see it in operation, as it must be seen to be appreciated. Can be seen May 5th to 14th, Kansas City, Mo. Will consider terms to responsible parties.

**FIELDING GRAHAM**

3049 EAST 32ND ST.

Phone: WAbash 2312

KANSAS CITY 3, MO.

**HELP WANTED**

Operators for Merry-Go-Rounds, Ferris Wheels, Tilt-a-Whirls, Octopus, Kiddie Rides. Must be sober and reliable.

**MILLER AMUSEMENT ENTERPRISES**

55TH & LA GRANGE RD.

Phone: La Grange 5044

LA GRANGE, ILLINOIS

# Morris Hannum Shows

One of the Great Eastern Shows

LANCASTER, PA., MAY 9-14

**Outstanding Spring Festival—First Show In CONCESSIONS—Arcade, Photos, Age and Scales, Novelties, Hoopla, Jewelry, Dart games and all Hanky Panks. SHOWS—Motordrome, Monkey, Unborn, Illusion, Mechanical City. Jimmie Helman, come on.**

**RIDES—Will book one ride not conflicting, also one Pony Ride.**

**FOR SALE—Sunshine Choo Choo Train, practically new; can be seen and booked on show.**

**RIDE HELP—a few first class ride men, preferably men who can drive semis.**

York, Penna., now; Lancaster, Pa., May 9-14.

## JOHNNY J. JONES EXPOSITION

WANT TO BOOK  
SCOOTER RIDE

Can place capable Fun House operator. Have opening for Monkey Show or any Grind Show in keeping with our standard. Want talker for outstanding Girl Show.

Want to buy Pretzel ride cars.

Can place mule and tractor drivers and sober ride and canvas help.

Can place legitimate concessions of all kinds for outstanding route.

**JOHNNY J. JONES EXPOSITION**

Washington, D. C., this week; Altoona, Pa., May 9 to 14.

## DICK'S Greater Shows Inc.

LEMOYNE, PA., THIS WEEK

Want SHOWS—Wild Life or Walk Thru.

**CONCESSIONS — Penny Arcade, Glass Pitch, French Fries, Candy Floss.**

**RIDE HELP—Second men on all rides, semi drivers given preference.**

Want DANCING GIRLS for Girl Show; Top Salaries.

Man to handle FUNHOUSE. MAGICIAN for Sideshow.

**R. E. GILSDORF, General Manager**

## Crescent Amusement Co. WANTS

Best Route Still Dates, Celebrations and 10 Fall Fairs, with Harrison, Ark., July 4th. No Grift and no Cypries.

**SHOWS—Want Side Show Acts, we have outfit, Place Annex Attraction. Rose-Lee and Eddie Woods, Billy Wingate, L. C. Williams, let us hear from you. Snake, Illusion, Midget, Mechanical City with or without outfit. Clown to handle Skippy Fun House. Girl Show Operator with 3 Girls and wardrobe, Hillbilly Show; we have outfit.**

**CONCESSIONS—Ice Cream, Wonder Bar, Custard, Novelties, Floss, Apples, Jewelry, Bumper, Hoop-La, Six Cats (Stock), Bowling Alley.**

**RIDES—Will book or buy Kiddy Auto Ride, Kiddy Ferris Wheel, Live Ponies, Boat, Roto Whip, any Kiddy Ride for Kiddie Land.**

**RIDE HELP—Foreman for 8 Car Streamlined Whip who can stay sober; must drive semi trailers. FOR SALE—50 kw. Transformer, 2300 Volt; like new.**

Address L. C. MCHENRY, Manager; JESS WRIGLEY, Gen. Agt.; GEO. L. SMITH, Lot Supt. NORMAN, OKLA., this week; then per route.

Fair Secretaries, Arkansas and Missouri; We have open dates in August, weeks Oct. 10 and 17 open for East Texas.

## FITZIE BROWN WANTS FOR LAWRENCE GREATER SHOWS

Capable Man to handle Frozen Custard Machine. This is one of the finest units on the road today. Good proposition to reliable and sober Man. Want good Griddle Man for up-to-date Cook House. Good pay and all season's work if you can cut it and stay reliable. Can place Hanky Pank Agents, Man for Blower, Lady Ball Game Workers. Can place 2 Agents for beautiful newly framed 6-Cal Concession.

**WANT CLOWN TO WORK SCHOOLS AND DO STREET WORK. All address: FITZIE BROWN**

c/o LAWRENCE GREATER SHOWS, HENDERSON, KY., this week; then per route.

## W. S. CURL SHOWS WANT CONCESSIONS

High Striker, Penny Arcade, Custard, Milk Bottle Ball Game. SHOWS—Low percentage, must have own transportation. RIDE HELP—Chairplane Foreman. Graden Colgrove, answer. Address All Mail

**W. S. CURL, Box 27, London, O.**

## CAN USE

FEW MORE LEGITIMATE CONCESSIONS, TILT-A-WHIRL OR OCTOPUS,  
ANY WORTH WHILE GRIND SHOWS

**DOWN RIVER AMUSEMENT CO.**

10138 W. JEFFERSON  
RIVER ROUGE, MICH.

## BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Prattset, Mo.,  
April 30, 1949.

Dear Editor:

As it has long been press agents' customs to report winter quarter activities in boiling-point words, may I advise that work has been stepped up to a fever heat, and like most press agents, I am not acquainted with building programs. It has always been a custom to report the building of more wagons than a show has flat cars to haul them on or more cars than the show has wagons to fill. So, to be conservative, I'll say we built enough wagons to fill our train and bought enough new cars to haul our wagons.

From a craftsman angle it's a simple thing to rebuild a show, because if you buy a pipe wrench and ask if there is a plumber around 15 men step up who say they are plumbers. If you purchase an extra hand saw and ask for a carpenter 15 more, or the same 15 who said they were plumbers, claim building experience. Should you need a welder you'll find 15 welders who are also plumbers and carpenters. And when an upholsterer is needed you can still call for and get 15 craftsmen that make it their line without looking further than the 15 plumbers. However, they won't know whether they are plumbing, carpentering, welding or upholstering.

When the show first arrived in the barn here, the boss put out a call for cooks. About 20 chefs, salad makers and bakers answered. When boiled down to a fever heat we had 20 jungle stew experts. The first morning six of them made a butcher shop, six promoted a rustic for spuds and onions and six visited bakeries for two-day-old bread. The two who jungled the stew refused to work until we moved the cookhouse close to a water tank by the railroad tracks. A stewardess, who blew in from the last town to meet a train hand, joined the underbrush culinary department. She added the woman's touch by singing *The Punk Came Home, No More To Roam, Found No Rock Candy Mountains, No Lemonade Springs Where the Blue Bird Sings*. So deeply did her depot rest-room ballad touch the heart of our gal revue operator that he gave the box-car bride a No. 1 spot on his program.

While the fever heat activities were going on, the question arose, "Where is the money coming from?" Manager Pete Ballyhoo settled the question by making a connection as

## Winter Quarters

Gayland

CALGARY, Alta., April 30.—Work is rolling along to meet the May 6 opening. Org will open here under auspices of the Calgary Zoological Society for nine days at St. Georges Island. Show has booked 15 stampedes and 6 fairs to date, highlighted by Ponoka Stampede. Trucks are being overhauled, with three new ones being added, also two new light plants, four light towers and a new office trailer.

Org has 6 rides, 30 concessions and 3 Side Shows, Monkey Land, Reptile Show, and Circus Side Show.—**JAMES A. GREENWAY.**

B. & C.

FRANKFORT, N. Y., April 30.—Bevins's Girl and Posing shows arrived this week. Work in quarters has been completed. Rides have been loaded on all new transportation equipment.

Electric plants have been reconditioned and are all set to go. Duke and Gloria Dougherty are in Miami awaiting the arrival of the stork and will join the shows later.—**MRS. R. SANFORD.**

a go-between-man. He is serving as a direct contact man for some of America's greatest industries—even to handling confidential messages for our government. He is handling written agreements between manufacturers of New York and steamship lines. Frisco. Thru personally handling those written agreements, the boss has become a familiar figure in millionaires' offices—Western Union furnished him his uniform and bicycle.

If we stay here another week plans are under way to organize a showmen's club.

## FOR SALE SPILLMAN MERRY-GO-ROUND

Portable  
38 Horses—2 Chariots  
Excellent Condition  
**\$10,000.00**  
Write, Wire or Phone

**ART GARDINER**  
1825 Harrison Ave.  
Salt Lake City, Utah  
Phone: 5-8481

## JOHN McKEE SHOWS WANT

**CONCESSIONS:** Custard, Jewelry, Novelties, String, Bumper, High Striker, Watch-La, Basket Ball, Hoop-La and Darts. Stock Concessions, \$20.50.

**SHOWS:** Mechanical Show, Monkey Show, Snake Show, Glass House, Fun House, Shows of any kind; also Penny Arcade, Hamburger Red wants Cookhouse Help. Wire or phone Hamburger Red, No Mitt Camps—No Grift. Others contact:

**JOHN McKEE, Mgr.**  
Murphysboro, Ill., this week.

## JOHN GALLAGAN CAN PLACE on GOODING'S UNIT

Opening City Park, Chillicothe, O., May 9th. Experienced Agents for Duck Pond and Scales, Bingo Counter Men and Relief Caller. No drunks tolerated. Can also place Bingo Counter Men on Gooding Shows. Apply to Sammy Martin, Clarkshurg, W. Va., and Steve Loko, Columbus, Ohio, this week. All others apply to

**JOHN GALLAGAN**  
c/o Gooding Amusement Co.  
Hinton, W. Va., this week.

## BILLPOSTER WANTED

To join on wire. Must have paid up union card. One who can do all around heavy billing, stay sober and drive new truck. State salary.

**FIDLER'S UNITED SHOWS**  
JACKSONVILLE, ILL., This Week;  
BURLINGTON, IOWA., Next Week.

## WANTED

For Jamup Radeo and Race Meet July 1, 2, 3 and 4 at Browning, Mont.  
**COMPLETE CARNIVAL**  
With Shows, Rides and Concessions. Prefer a Show with a good Girl Show and don't mind if you have a few gypsies. If you have a Sunday School Show don't waste your time and mine.

**Frank T. "Montie" Lewis**  
Box 437  
Shelby, Mont.

## AGENTS WANTED

For Pitch-Tilt-You-Win, Hucklebuck, High Striker, Age and Weight and Duck Pond. Must be able to up a down outfits. Must be sober.

**BILL STOPHEL**  
c/o GOODING AMUSEMENT CO.  
Hinton, W. Va., this week;  
Gaulley Bridge, W. Va., next week.

## FERRIS WHEEL FOR SALE

Parker 8 Seat, A-1 condition, ready for immediate operation. Suitable for Carnivals, Parks or Celebrations. Good money winner. No reasonable offer refused. Reason for selling: National Shuffleboard Supervisor. Contact

**G. ERNIE ERNEWEIN**  
c/o Stevens Hotel, Chicago, Ill., or home address, 18 East Lake Avenue, Glazett, N. Y.  
Phone Triangle 1713

# BURKHART LEAVES COLE ORG

## Strong Matinees Push Barnes Org Ahead of Last Yr.

CHICAGO, April 30.—Heavy matinee business this week helped push Barnes Bros. gross ahead of last year, for the corresponding period, Sam Levy, production manager, announced. Opening week-end business (23-24) was good, he reported, "and with two more week-ends to go it looks like a cinch to beat last year's figures."

Show, which opened Friday night (22) to a good crowd, had excellent weather this week. Circus winds up at Chicago Stadium stand May 8.

## R-B Gross May Exceed \$2 Mil Mark

### N. Y. Record Likely

NEW YORK, April 30.—The Madison Square Garden run of the Ringling circus is going into the final week with practically no good seats available for most of the final performances and every prospect of the take easily topping the estimated record \$2,000,000 gross of last year's run. Issuing of passes appears to have been held down to a minimum, with the Garden management bearing down on hand-outs whenever box-office sales indicated prospects of a good house.

While there was a slight slump in attendance Tuesday night (26), with several empty rows in the lofty sections of the mezzanine and balcony, all afternoon sessions of the week were sell-outs and night shows were almost as good. A Garden record is claimed for Saturday (23), with both matinee and night shows registering sell-outs—with no paper padding to deduct.

Charles Peterson's jockey dogs, which failed to arrive from Europe in time for the opener, finally reached New York and at mid-week were put into the center ring in place of the neat pinch-hitting elephant number which held that spot until their arrival. Peterson's act is tops, with a large group of well-trained dogs and one horse presenting an unusual and peppy bareback riding act.

### Peterson Highlights

Highlights of Peterson's act are five large dogs leaping to the back of the horse and staying there for a couple of laps of the ring and a novel stunt with one of the large dogs loping alongside the horse while a second large dog mounts the horse, followed by a small dog leaping from the back of the running dog to the horse and then to the back of the mounted dog for a three-high canter around the ring.

Roland Butler's press staff has turned in a bang-up job here, getting plenty of newspaper, magazine, radio and television (studio shots only) coverage for the show. Edward A. Johnson left for Boston last week to start publicity for the Hub Garden run and was joined this week by Frank Braden. Gardner Wilson joined the Boston staff late this week, while Butler and Allen Lester will trail along with the circus contingent.

## Opening Gate At Gainesville Under Last Yr.

### Denton, Tex., Next Stop

GAINESVILLE, Tex., April 30.—Gainesville Community Circus, which opened its 20th season here April 20 and played a two-day stand at McKinney, Tex., Thursday and Friday (28-29), makes its third start of the season May 5 in Denton, a two-day stand.

A parade, preceding the big show, was held in Gainesville, with eight bands, scores of floats, saddle clubs, spec wagons, buggies and carts taking part.

### Hildreth Is Ringmaster

Melvin D. Hildreth, Washington, past president of the Circus Fans' Association, was honorary ringmaster here. He was the main speaker at a joint luncheon of Gainesville's four service clubs at noon opening day. He also headed the show's parade, along with Dr. H. H. Conley, Park Ridge, Ill., retiring prez of CFA, and Karl Knecht, Evansville, Ind., founder of the CFA.

Cloudy weather marked the three days in Gainesville. Only mishap occurred when Roddy Osborne, 11, trampoline and rolling globe performer, was run over by a truck, driven by his father, on the eve of the engagement. He will be out of the show several weeks.

Gainesville attendance was off slightly from last year's all-time record.

### New Acts Listed

New acts which went over big are a three-person aerial bar number; four people working on two double trapeze riggings joined together; Billy Alexander, 10-horse hitch, and the Riding Aristocrats, a seven-person act featuring Alexander as comedy rider.

B. D. Ford directs the 20-piece band, with Bob Eggleston playing caliope.

First night's program of 27 numbers ran 2½ hours, but was cut 15 minutes the second night.

### Rector in Clown Alley

Rev. Johnstone Beech, rector of St. Paul Episcopal Church here, joined clown alley and garnered national publicity thru the Associated Press.

Visitors at the opening included Mr. and Mrs. Brace Helfrich, Wichita, Kan.; Hal and Judy Conley, children of Dr. Conley, and Eddie Vaughn, Dallas, former Ringling-Barnum legal adjuster.

The line-up:  
DISPLAY 1.—Spec. "Here Comes the Parade," with all 50 of the circus.  
(See Gainesville Drops on page 73)

## Biller Scores At Oak Ridge; Ky. Spots Okay

OAK RIDGE, Tenn., April 30.—Biller Bros., the first circus ever to appear here, hit the jackpot, scoring with a full one at the matinee and an overflow at night. Weather was ideal.

Two Kentucky spots gave good business. Middlesboro registered a three-quarter matinee, despite a half-hour delay in starting, and it was better than three-quarters at night. Weather in Jenkins was excellent and business good. Matinee and night shows drew three-quarter houses.

## 16 Nations Have Talent Appearing With Polack Unit

SACRAMENTO, April 30.—Sixteen nations are represented on the Polack Bros.' Western Unit. From Austria comes Rose Gould. Her husband, Andre Pihan, and their associate, Bernard Zenner, hail from France, as does Natal, the Monkey Man.

Italy contributed the Boginos and Czechoslovakia the wire-walking Berosinis. Germany is represented by Otto Griebing, who has been in this country since 1912, and the cycling Sydneys.

Sweden's Barton the Great and his wife, who is from Denmark, were reunited on the show with Chai and Somay, Chinese tumblers, with whom they worked in Sweden during World War II. Agube Gudzov, dog act, is from Russia, tho he lived in England the last 30 years. His assistant George, is from Poland.

Alexander Konyot was born in Budapest, Hungary. His mother was Russian, and he was educated in France, Spain and Portugal. He has seen service in both the Foreign Legion of France and the U. S. Army. Naida Roberta came to this country from Belgium after World War I.

Freddie Freeman is the English representative, and his wife comes from Australia. The sole Latin American on the show is Carlos Carreon.

From the United States, representing 10 States, are the Ward-Bell Flyers, Bobo Barnett, Harry Dann, Chester and Joe Sherman, Arden Beecher, Billy Griffin and Morris Gephart.

## Wallenda Unit Inked by Ward

### High wire act will play three Texas dates in May—Kreis sheds arm, leg casts

CHICAGO, April 30.—Jack A. Leontini announced here this week that the Wallenda unit, currently appearing at the Chicago Stadium with its 9-person high-wire act, 10-person Roman ladder combination, a cloudswing ensemble, an aerial ballet and Miss Rietta's swaying high-pole act, has been signed by Ward Bros. Circus for its Denison, Sherman and Dallas, Tex., dates May 20-29. Deal was closed after negotiations between George W. Pughe and Archie Gayer for the circus and Leontini, representing the unit.

Following the Texas engagements the Wallendas open for Tom Packs in Nashville, June 6, and will play the entire Packs summer circuit, closing in Montreal July 31.

Philipp Kreis, veteran high-wire performer with the Wallenda unit, who was injured in a fall at the close of the 1949 Shreveport Shrine Circus January 16, has his arm and leg out of casts. He suffered the loss of sight in his right eye. Kreis may be able to return to his place on the high-wire later in the summer, Leontini said.

### Regional CFA Confab Set

BRIDGEPORT, Conn., April 30.—A New England regional meeting of the Circus Fans Association will be held here June 12-14, in connection with the P. T. Barnum Festival and the showing of Ringling-Barnum. CFA headquarters will be in Hotel Barnum. J. B. Tomlinson is president of CFA.

## Orman Named New Manager

### Jimmy Watts new general sup't, Tavlin announces—weatherman proves unkind

INDIANAPOLIS, April 30.—Noyelles Burkhart, who reached the parting of the ways with Cole Bros., the first part of the week, has been replaced by Frank Orman, Jack Tavlin, general manager of the Cole org, announced here.

Burkhart, who held the title of show manager, has not announced his future plans. He had been with the Cole org for years as manager under



NOYELLES BURKHART

Zack Terrell, former Cole owner, and continued in that capacity under the new ownership until the break-up.

### Orman No Stranger

Orman is no stranger to the Cole show, having been with it for a number of years in one capacity or another.

In another change, Tavlin announced that Jimmy Watts had been named general superintendent. Watts, former assistant boss canvasman on the show, replaces Frank Casey. Frank (Dutch) Werner, trainmaster, no longer is with the show, Tavlin reported. Blackie Martin has been named temporary trainmaster.

### Weather Hurts

Cole business has been good when the weather has behaved. At Springfield, Ill., Friday (22), the show had a good matinee but rain at night hurt. Next two days in Peoria were excellent, Tavlin said, but Hoopeston, according to reports, was a bust.

Tuesday (26), in La Fayette, Ind., the show played in an all-day rain. Business was called good, considering the weather.

Org moved in here for a three-day stand Friday (29), after playing Kokomo Wednesday and Muncie, Ind., Thursday.

### Dutch Units Under Canvas After Big Winter Season

AMSTERDAM, April 30.—Indoor circus season in Holland, with the Circus Strassburger, of Hilversum, and the Circus Franz Mikkenie, of Amsterdam, both chalking up good biz, has been terminated and the tent season is getting under way.

Principal tent shows on the road this summer will be the Strassburger and Mikkenie circuses and the Circus Van Bever, of Terheyden.

**ACTS WANTED**

**Am Now Contracting**  
**FEATURE ACTS**  
 FOR MY  
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BURT LANCASTER, left, movie actor, and his long-time friend, Nick Cravat, who ended their two-week tour with Cole Bros.' Circus April 27, are shown reading The Billboard in the Cole private car, recently completed at a cost of \$20,000. Both trouped with Kay Bros. a few years ago.

## Beatty, Back in L. A. Area, Is Garnering Top Business

LOS ANGELES, April 30.—Following three turnaways at San Diego, April 22-24, Clyde Beatty returned to this area and continued to garner top business.

The San Diego stand gave the show a two-third house at the matinee and a capacity night crowd Friday. Saturday, with schools out, the show registered two turnaways. The Sunday matinee again was over capacity and the evening show was strong.

Moving up the Coast toward this city, Oceanside went beyond expectations with a fair matinee and a strong night house. S. L. Cronin, general manager, said it was the largest turnout ever experienced by the show in that city.

Santa Ana and Anaheim Tuesday and Wednesday had satisfactory crowds.

Playing Pasadena Thursday, the show was one of the first in a long

time to open on time and without difficulty in getting seats and canvas approved. Because of turnbuckles on seats and the secured jacks, there was no hitch on the seats.

Harriet Beatty is back on the lot following an operation in Houston. She expects to resume her tiger riding turn within the next few weeks.

## Hunt's Opening Is Big Success

ANNAPOLIS, Md., April 30.—Hunt Bros.' Circus opened its 57th annual tour here Monday (25) and scored with full ones at afternoon and night shows. Org was in here Friday (22) but did not set up until Monday because a carnival was on the lot until late Saturday night (23).

Three bulls, playing indoor dates in Syracuse, arrived in time for the opening.

Visitors here included Ed. Smith, Bill Fuzzellbaugh, Vin Carey and Andy Thumse.

Show's staff includes Charles Hunt, owner-manager; Charles Hunt Jr., general manager; Jack Ramsey, general agent; Bob Dickman, advance; George E. Foster, banners; Lew Barton, Side Show; Louis Reid, superintendent of menagerie; Capt. Roy Bush, elephants; Dan Stewart, cook-house; Harry Hunt, announcer and band leader; Ed. Bowen, front door; Leo Dixon, lunch wagon; Bobby Dan, concessions; Pete Van Cleif, novelties, and Happy Spitzer, producing clown.

The line-up:  
 Display 1—Hunt's ponies and dogs. 2—Marvin and Hazel Cove, tight wire. 3—Clowns. 4—Miss Colleano and Mildred Hunt, ladders. 5—Max Morris seals. 6—Elephants, worked by Capt. Roy Bush and Max Morris. 7—Townsend duo. 8—Clowns. 9—Deliskle troupe. 10—Ponies, dogs, monkeys. 11—Spanish web, featuring Miss Colleano. 12—Phil Wirth, riding. 13—Clowns. 14—the Powells and Eddie Hunt, rolling globe; Colleanos, bicycle. 15—James Eddy rolla-rolla. 16—Liberty horses. 17—Francine, head balance. 18—Clowns. 19—James Colleano, juggling and dancing on tight wire.

At this time, the First of May of '48 figures that he is an old-timer if he has mastered his road jargon and knows the swinging ladder gals' first names.

## Mills Registers Excellent Biz in Two Ohio Spots

LIMA, O., April 30.—Mills Bros. tallied red ones in two Ohio spots, here and in Osborn. Showing here Wednesday (27), the show turned away 200 at the matinee and came back with a full one at night. Matinee was held up a half-hour so some 50 school kids, unable to be present on time, could catch the show.

At Osborn, it was a full one at the matinee and an overflow at night, show officials sitting a large group of kids on the straw. Org was sponsored in Osborn by the Junior Chamber of Commerce.

In Piqua, the show ran into rain for the night show. Attendance was good, considering the weather, with a three-quarter house on tap. Matinee house was at least three-quarters filled.

Business was on the light side, especially at the matinee, in Camden, O. Matinee drew a half-house and it was three-quarters at night. Among show visitors at Camden were Mr. and Mrs. Robert C. King, Mr. and Mrs. Glen Tracy, Mr. and Mrs. Richard Conover, Clarence Shank, Malcolm Webb, Mr. and Mrs. Harry J. Simpson, Forrest Fought, Arizona Jack, formerly with Cole Bros., joined the show here. He will appear in the concert. Ann King, 10-year-old daughter of Mr. and Mrs. Robert King, rode Big Burma in the spec.

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PICTURED AT THE BUFFET-SUPPER DANCE staged by the Circus Fans' Association of America as one of the features of their recent national convention in Hagerstown, Md., were three former prexys with President James B. Tomlinson. From left to right they are Dr. H. H. Conley, William H. Judd, Tomlinson and Melvin D. Hildreth.

**UNDER THE MARQUEE**

Helen Golden and Kitty Kelly recently visited Phyllis and Biletza Darling, who are with the Side Show on King Bros.' Circus. . . . John C. Fulghum, Richmond, Va., circus fan, who underwent an operation recently, plans to catch the Big One in Washington. He reports getting some good pictures of the Ringling-Barnum train when it went thru Richmond en route to New York.

Showbiz provides everything except a nice, quiet, homey old age.

Mrs. Delous Wicks and son, Bobby Gene, Hastings, Neb., caught the Ringling show while in New York. . . . Myron Kyle (Huey the clown) advises that he is make-up artist with the Clyde Beatty Circus. . . . Harry W. Mason cards that he will not clown this season. He has a promotional job with a circus. . . . L. B. (Doc) Holtkamp passed thru St. Louis last week after closing with King Bros. in Arkansas. . . . Bradford, Pa., will be the mecca for circus fans, July 4, when Ringling-Barnum plays there. Bradford is "winterquarters" of the mythical Mighty Watson Shows, which annually sponsors a "mulligan."

General agent has but one stomach to give for his show.

Walter L. Main, 89, well-known retired circus owner, didn't miss participating in a number at the buffet-supper dance of the Circus Fans' Association of America during the annual convention staged in Hagerstown, Md., recently. . . . Joe Short, clown, is located at the Detroit Zoo. . . . A birthday party was given Esperanza Gutierrez, on Rogers Bros., April 20, and at conclusion of her foot revolve, she was presented with roses. . . . Mr. and Mrs. John Mease visited the Dales Circus at the Charleston, W. Va., fairgrounds. They reported that business was good for the two days despite rain the first day and cold weather the second.

Nylon tights don't fit like stockings—but close enough.

Mr. and Mrs. James B. Tomlinson, Portland, Me., report they caught the Ringling-Barnum show in Madison Square Garden, and visited with Pat Valdo, Col. Harry Thomas, Frank Braden and Emmett Kelley. Tomlinson is president of the CFA. . . . J. C. Admire states that Burling Bros.' Circus has been doing well all along the line. . . . Notes from Roy's One-Ring Circus: Org made jump from Georgia to Ohio. Weather has been good and bad. Visitors in Delphi, O., were Al Jones, members of Bartone Ideal Show, Mr. Hutchins, Mr. and Mrs. Hill, Rusty Barton, Spaun Family, Al Burris, Mr. and Mrs. Sid

Householder, and Mr. and Mrs. Reed. Acker and Kay left to join Ray Shill's Show. Acorn and Nuts, comedy team, have replaced them. Mr. and Mrs. LaRoy saw Mills Bros. in Chillicothe, O.

An agent gets an idea of thrill from town meeting speeches when an alderman says that a low license for a circus would lose the burg's treasury a lot of money.

**GAINESVILLE DROPS**

(Continued from page 71)  
taking part. 2.—Leona Threadgill and Kay Fellers. 3.—Ralph Gerneth, Morris Hansen and Billy Alexander, aerial bars. 4.—Buddy, wire walking dog, handled by Portis Sims, and Dexter, diving dog, handled by Alex Murrell. 5.—Aerial ballet, with Mary Louise Beizer on loop-the-loop trapeze; Nita and Lucy Strauss, Bobbie Wilson and Harry Hudson, double ladders; Donna Rogers, Eva Hyden, Evelyn Kaps, Kay Fellers, Joy Bowles, Mary Littlepage, Ruth Price, Pat Reagan, Virginia Elliott, Leona Threadgill, Peggy Wilson and Wanda Wilson, single ladders. 6.—Dogs and ponies, Vern Brewer and Portis Sims. 7.—Billy Alexander, 10-horse hitch. 8.—Pat Reagan, Ralph Gerneth, Mary Louise Beizer and Morris Hansen, double trapeze. 9.—Donna Rogers, Jimmy Bowles, J. R. Marsh and Raymond O'Mill, rolling globes. 10.—Clowns, F. E. Schmitz, producer; J. B. Baylors, Rev. Johnstone Beech, Dr. S. M. Yarbrough, Harry E. Simpson; Louise, Dan and Jerry Smith; Paul Nieball Sr., Leon F. O'Neal, Pete Denison, Pat O'Brien, John D. Cunningham, Cad Wingert, Roy Stamps Jr., H. B. Newberry and Ted and Terry Herrmann. 11.—Bobbie Wilson, Portis Sims, Gerry Murrell, Vern Brewer, Nita Strauss, Evelyn Kaps, tight wire. 12.—Frankie Schmitz, small car. 13.—Web, featuring Joy Bowles, Evelyn Kaps, Kay Fellers, Lucy Strauss. 14.—Gerry Murrell and Vern Brewer, pony drills; Portis Sims, horses. 15.—Clowns. 16.—Joy and Jim Bowles, Dale Butler, Virginia Elliott, Mary Littlepage, Ruth Price, Ray O'Mill, J. R. Marsh, Bobby Lee Johnson, comedy act. 17.—Vern Brewer, six-horse Liberty act. 18.—Clowns. 19.—Morris Hansen, muscle grind; Pat Reagan, foot loops, Evelyn Kaps; teeth slide. 20.—Billy Alexander, Pat Reagan, Mary Louise Beizer, Kay Fellers, Leona Threadgill, J. R. Harlow, A. B. Garvin, riding. 21.—Clown car. 22.—Portis Sims, Gerry Murrell, Vern Brewer, Louise Smith, high school horses. 23.—Berg Davis, juggling. 24.—J. R. Marsh, Ray O'Mill, Bobby Lee Johnson, Joy and Jim Bowles and Dale Butler, trampolines. 25.—Clowns. 26.—Flying Marvels, Ralph Gerneth, Evelyn Kaps, Mary Louise Beizer, Pat Reagan and Paul McGehee.

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# BARGAINS AT CHI RIVERVIEW

## Schmidt Setting Cut Rate, Car Giveaway To Hypo Biz

Believes expected 10% biz drop can be stymied with auto handout aimed at Sunday night adult trade, 2-cent rate on minnie train as lure for kid biz

By Hank Hurley

CHICAGO, April 30.—Long a believer in promotions aimed at the small fry, George Schmidt, president-general manager of Riverview Park here, is scheduling cut-rate days in an effort to stimulate biz. Schmidt plans to feature 2-cent rides on Riverview's miniature trains. Price will be effective Mondays, Wednesdays and Fridays. Regular price on the train is 10 cents, including 2 cents tax. Schmidt, in his plans to hypo biz, isn't overlooking any bets for adult trade. In the adult bargain department the park, which bows Wednesday, May 18, will feature a car giveaway every Sunday night.

## Illions Signs Gilbert, Sells Bozo, Rapids

NEW YORK, April 30.—Harry A. Illions, owner-operator of Celeron Park, Jamestown, N. Y., and the new Liberty Park, Buffalo, announced here yesterday (29) that Jack Gilbert, well-known concessionaire, would have the games at the latter spot. Gilbert last season was with Endy Bros. Shows, and before that with the World of Mirth Shows.

Illions was accompanied here by John L. Lorman, president of the new Ocean View Park, Venice, Calif., to whom he had just sold his Bozo and Rapids rides, neither of which have ever been viewed on the West Coast. The Bozo cost \$77,000 and the Rapids \$130,000 to build, Illions said. The sale price was not revealed, but it was stated that transportation costs for the two units which are now in Jamestown, would exceed \$10,000.

Celeron will open week-ends beginning Saturday (14). Both Celeron and Liberty will go into full operation Decoration Day week-end. The openings will feature fireworks and other special attractions, including free acts. Two new Ferris Wheels have been ordered for the parks.

While here Lorman was negotiating with the Trefflich Bird & Animal Company for a number of monkeys. The Lormans, who are celebrating their 40th wedding anniversary, planned to visit relatives in Philadelphia before returning to the West Coast. Mrs. Florence Illions accompanied her husband here.

## Name Bands Draw At Lake Compounce

BRISTOL, Conn., April 30.—Lake Compounce, popular amusement park serving the heavily populated Hartford area, is operating week-ends, with name bands brought in as special attraction Sundays. Vaughn Monroe's band is in this Sunday (1), with Tony Pastor set for Sunday (8) and Frankie Carle inked for May 15.

Lake Compounce, one of the oldest parks in America, offers pre-season roller-skating at its big rink Thursday nights and Sunday afternoons, and dancing to Russ Schurer's ork, Saturdays.

Since its founding 104 years ago, this resort has been operated by direct descendants of the original owners, the Pierce and Norton families. The active manager is L. E. Pierce.

Schmidt tried the car giveaway once near the end of last season and it was so successful that it was decided to hold the giveaway weekly this year.

Riverview drew about 2,000,000 persons last year, the same number as in 1947. This season the spot hopes to lure a like number but, Schmidt believes, it won't be done unless promotions and bargain days are featured.

"I look for a 10 per cent drop in receipts this year and I am gearing operations for that," said Schmidt. "Money is tighter and I believe we'll have to battle for every penny."

Riverview will stress picnics and its annual Mardi Gras, which gets under way the final month of the season, and Schmidt leaves no doubt that he is open to other suggestions that will sell Riverview.

A large crew of workmen has been busy painting, repairing, installing (See Riverview Bargains on page 94)

## Rain, Cold Hamper Mountain Park Bow

HOLYOKE, Mass., April 30.—A heavy spring rain and temperatures in the lower 40's put an effective damper on attendance at Mountain Park Saturday (23) as the funspot launched its 54th season. Turnout was said to be the lightest in the park's history for opening day.

Louis D. Pellessier, park's owner-manager since 1914, said a face-lifting project had been completed on the 400-acre site in time for the debut. Ballroom, directed by Bill O'Brien, featured Chick Hathaway's ork at the preem.

## Air Plug, Cut Rates Up Palisades Biz

NEW YORK, April 30.—Wednesday (20) Bert Nevins, Palisades (N. J.) Amusement Park tub thumper, arranged for sportscaster Mel Allen, broadcasting the ball game from Yankee Stadium over WINS, to promise free admission to the funspot the following day for anyone mentioning his name. He also plugged the Thursday bargain policy of all rides operating for 5 cents in the afternoon and 10 cents at night.

Thursday (21) at 9 a.m., four hours before the gates were skedded to open, 300 kids were in line. The day's attendance was estimated at 10,000, and the park garnered its biggest week-day business in years, Nevins reports.

Park owners, Jack and Irving Rosenthal, are counting on the cut rates to stimulate biz on what otherwise might be one of the week's slowest days.

## Rain, Cold Weather Hit Detroit Spots; Spending Said Free

DETROIT, April 30.—Park business here, since full-scale operations got under way, is down from the corresponding period a year ago, but ops aren't worried. Weather is the chief reason, and once it clears, business should spurt.

Jack Dickstein, manager of Edgewater, for instance, notes an optimistic sign. "Even when weather is bad, those who come out spend freely," he said. "This indicates good prospects for the season." Dickstein said business so far is down 20 per cent.

At Eastwood, only other park operating on a full-week schedule, business is off considerably due to the legal problems faced by the funspot.

## Rocks' Playland Sets Daily Sked

NEW YORK, April 30.—Rockaways' Playland will go into full-scale afternoon and evening operation, beginning Friday (20), it was announced by President A. Joseph Geist. The expanded schedule will have the funspot operating daily from 1 p.m. until 1 a.m. Fridays and Saturdays and until midnight on other evenings. At present the park is operating week-ends only.

Geist also said that the daily free-act policy will be continued. Acts are skedded to begin June 27 and to continue thru September 5. Talent is being booked for two-week periods thru the Al Martin Agency of Boston. Aerialists Doris and Vern Orton, billed as the Sensational Ortons, will be the first attraction.

A special program is being lined up for the full-scale opening. Arrangements for radio-video coverage are being made by Walter Kaner Associates, Playland publicists.

## Doolan Kid Spot Adds Four Rides

CHICAGO, April 30.—M. J. (Mickey) Doolan, owner of Green Oaks Kiddieland, 95th Street and South Crawford Avenue here, has sprung for four new kiddie rides for his extensive layout which opens for daily operation May 1.

The new rides are a Coaster, purchased from National Amusement Device Company, Dayton, O.; a boat ride, from Allan Herschell Company, North Tonawanda, N. Y.; a Hobby Horse ride, from Jordan Enterprises, Lapeer, Mich., and a Street Car ride, from Bisch Rocco Company, Chicago. Spot now has 12 rides.

Other improvements this year include added lighting, increased parking space, additional shubbery and blacktopping of the midway.

Doolan looks for business this year to run ahead of last year. No advance in prices is planned in any department.

## Philly Zoo Gets New Animals

PHILADELPHIA, April 30.—A shipment of animals arrived here recently, including penguins, king cormorants and a giant anteater, the latter two from South America. The new exhibits will go on display Sunday, May 1, when the zoo will begin its Diamond Jubilee celebration. The opening of Monkey Island will highlight the program.

## Spokane Nat To Bow With Krupa's Ork

Vogel Adds New Ride

SPOKANE, April 30.—Gene Krupa's band will be the feature at the official opening of Natatorium Park here the week-end of May 27-28. Manager Lloyd Vogel announced this week. Park opened Easter on a Sunday-only basis to good business thanks to unseasonably warm weather.

Vogel said he will book a number of name bands this season. Among dates inked are Del Courtney, May 13-14, in a tie-in with the Spokane Lilac Festival, and Ike Carpenter's band, June 8-11. Dutch Groshoff's local band is skedded for the annual Firemen's Ball May 26. Johnny Young's ork will be featured in the ballroom between engagements of name bands, Vogel said.

Spot has added a new Rock-o-Plane, purchased from the Eyerly Manufacturing Company, Salem, Ore. The Skooter building, damaged last year by a record snowfall, has been rebuilt.

On May 12 Natatorium will be host to some 2,000 junior farmers at a barbecue picnic to be held in connection with the annual Junior Livestock Show.

## Lakeside Tabs Boff Early Biz

BARNESVILLE, Pa., April 30.—T. L. (Ted) Detrick, midway manager of Lakeside Park here, reports that biz done to date indicates a boom season ahead. The play so far has been stimulated by the appearance of name bands, including Harry James and his ork, and advertising thruout six counties.

J. Tomat, head of the promotion department, announces outing contracts are already 30 per cent ahead of last year. The funspot has a 22-acre lake with speed boats and adequate facilities for picnics. Free bus service is offered within a 25-mile radius.

The Roller Coaster, Old Mill and park buildings were painted at a cost of \$6,000. Indoor bingo was started three weeks earlier than usual as the result of the heavy play being garnered by the Motordrome, Spitfire, Merry Mixup and two kiddie rides. Arnold's Ferris Wheel and a new C-Cruise are skedded to arrive Tuesday (3).

## Blackpool Resumes Spectacular Lighting

LONDON, April 30.—Blackpool, England's top shore resort, is resuming its illuminations, which in pre-war years were an added attraction to hypo end-of-the-season business and which drew millions of visitors.

Fred W. Field, former illuminations engineer, has been called out of retirement to design and supervise the display, set for September 16-October 24.

Displays will use more than 1,000,000 bulbs and 36 miles of festoon lighting. One feature will be Under Sea in the Tropics, which will be 300 feet long and 25 feet high, with tropical fish swimming in subdued light. There will also be The Caves, 100 by 30 feet, with simulated cascades.

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1947 Fly-o-Plane like new and 24 Car Caterpillar with Tunnel, A-1 condition. Best offer takes one or both.

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**MINIATURE RAILROADS**  
Deluxe, custom built, 12" to 24" gauge, to 300 passenger cap. Steam or Diesel types (all gas driven). Specials: Coal-burning 1 1/4" gauge Steam Loco. New 15 pass. Streamliner with rail, \$3,895.00. 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.

**See Shuffleboard Dept. This Week**

Among the stories of interest to park operators in the Shuffleboard Department of this issue are:  
**Rules Regulate Loop Play.** Second of a series on how to form a shuffleboard league.  
**Titles Won in Three Leagues.** A report on the finals in the National Shuffleboard League in Chicago.  
**Ops From Dakotas, Iowa Show Interest.** This is a comparatively new board area, but operators are beginning to bring the game to locations.  
**Eye Cleveland Shuffleboard Possibilities.** City proves ripe for the invasion of boards.  
 Watch the Shuffleboard Department each week for the latest developments in this new field as they will affect park operations.

**Announces Staff At Cincy Coney**

CINCINNATI, April 30.—The 1949 executive staff of Coney Island here was announced this week by Edward L. Schott, president and general manager, as the park prepared for the kick-off of its pre-season week-end operations beginning today.  
 The staff includes Fred E. Wesselmann, vice-president and chairman of the board; Ralph G. Wachs, secretary-treasurer and park manager; John Towle, purchasing agent; Harold Derfus, chief accountant; Harley Clark, manager of sales; Frank Koesler, special events director; Shirley Watkins, superintendent of maintenance; Charles R. Flatt, pool manager; William Devore, manager, and Ward Devore, assistant manager, refreshment department; Ralph Devore, manager of Moonlite Gardens ballroom; Henry Schwab, grounds superintendent; Wilbur Harman, park office manager; Edward J. (Mickey) (See Cincy Coney Staff on page 94)

**Eastwood Officials Given Respite From Raids on Funspot**

DETROIT, April 30. — A brief period of relatively quiet operation appeared assured at Eastwood Park here with the issuance Thursday (28) of a temporary injunction by Circuit Judge George B. Hartrick, restraining the City of East Detroit from making practically daily raids on the park for the past week. According to a press summary, 92 of the park personnel were arrested during the raids, many of the arrests being repeats for the same individual.  
 The city also was enjoined from pressing ordinance violation cases against the park—both clauses effective until May 17, when a hearing on

the petition for a permanent injunction, against both the park and the city, is to be held. Park counsel contends the city licensing ordinance is not sustainable, and that, accordingly, charges of operating without a license should be thrown out.

**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 o' Glass Hours. Requires about 12x25 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. Internal 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.

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WILDWOOD, N. J.

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 See Page 53

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 Building with clear space, 50x100 at Seaside Amusement Park, Virginia Beach, Virginia, facing ocean. Will lease for Dance Hall, Roller Skating or other Enterprise. Percentage basis.  
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 Operators for #5 Wheel and Octopus. Must be experienced. Good pay, good conditions. Must be neat appearing—no drunks or bums. Park operation; no up and downs; long season. No collect wires or phone calls accepted. Apply in person or letter.  
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 Have ALL RIDES. WANT Stock Concessions, Custard, Diggers, Fishpond, Cane Rack, Basket Ball, Punks, Pan Game, etc. Have 40x80 Top for Wild Life or Show. Will book Glass or Funhouse. No gate, 7 days per week. Free buses radius 25 miles. (Close to Hazleton, Tamaqua.) All answers:  
**T. L. DEDRICK, Mgr., Box 52, Barnesville, Pa.**  
**NEW LAKESIDE AMUSE. PARK**  
 (Harry James Band packed 'em and PLEASED 'em HERE)

## Canvas To Up Calif. State's Exhibit Space

### Tents To House 23 Displays

SACRAMENTO, April 30.—Tents will be used to increase exhibit space at California State Fair, September 6-11, the fair board has decided. Requests for space have been so numerous that exhibitors cannot be accommodated in the buildings. A total of 23 exhibitors will be housed under canvas.

Secretary-Manager Ned Green informed directors that the fair is within \$13,000 of the estimated \$1,000,000 revenue for the fiscal year ending June 30.

### Concessionaires Named

Concessionaires given contracts include, orange juice, Victor Frediani, Sacramento; Candy floss, candied apples, J. R. Krug Company, Los Angeles; fruit snow, Freige and Sax, Venice, Calif.; tobacco products, Capital Cigar & Liquor Company, Sacramento; novelties, Monette and Gordon, San Francisco; popcorn and peanuts, Robert Megatarian, Fresno; wrapped sandwiches, Benjamin Steacy Catering Company, Oakland; Mexico Cafe, Oscar Chapa, Stockton; cake decorator and pastry kit, Raymond Lindsay, Oakland.

A contract was awarded Golden State Fireworks Company, Redondo Beach, to provide fireworks.

American Building Maintenance Company and California Building Maintenance Company, both of San Francisco, submitted bids, the former for \$70,895.56 and the latter for \$71,195.49, for cleaning the (See Calif. State Exhibits on page 95)

## J. Clarke Appointed CCE Ass't Manager

OTTAWA, April 30.—Jack K. Clarke was appointed assistant manager of the Central Canada Exhibition Association at a recent meeting of the board of directors, it was announced this week by H. H. McElroy, manager and secretary.

Clarke has been on the exhibition staff since 1937, with the exception of the war years when he served in the army. Two years ago he was named secretary of the Canadian Association of Exhibitions, succeeding Walter Jackson, of London, Ont., who was elevated to the presidency.

## Sacramento Improvement Program Gets Green Light

GALT, Calif., April 30.—The improvement program at Sacramento County Fairgrounds was given the green light this week by Dan Donovan, president of the fair board, following a meeting of directors. Secretary-Manager Gene Keneflick is supervising work which is expected to bring the grounds into shape before the July 12-24 fair.

The horse show again will be under direction of J. R. Deterding, with Ancil Hoffman supervising the racing.

## Palmyra Adds Power Line; Looks for Record Year

PALMYRA, N. Y., April 30.—A new power line, which will adequately care for the proper lighting of exhibits and also make possible the installation of more and better units on the stage in front of the grandstand and the track, has been installed at the Palmyra Fair plant.

Manager W. Ray Converse predicts that this year's annual will be the biggest ever since requests for space, already being received, point to a bigger volume.

### A Good Thank You:

## Spencer, Ia., Tosses Special Fall Show for 1,000 Workers

SPENCER, Ia., April 30.—The Clay County Fair, which boasts of being the world's greatest country fair, is that largely because of the splendid co-operation it gets from many unpaid workers scattered thruout the area the fair serves.

At least that has been and remains the thought of the directors. But the directors do more than merely think this or send out letters of appreciation. Each fall they stage a special entertainment program in downtown Spencer to which they invite their active workers.

This annual event, usually held either in late November or early December, has grown since its inception. In recent years it has drawn over 1,000 persons and the attendance has hit as high as 1,200.

### Spend \$1,200 for Talent

For talent in this show, the fair digs into its treasury to the extent of \$1,200 and contracts the acts thru a Chicago booker.

The program more than pays off, the fair board feels. It demonstrates just how appreciative the fair is, and it stimulates even greater effort on the part of the workers. Moreover, they begin "talking fair" early and keep it up.

Most of the workers are attached in one way or another with the various township booth exhibits, of which last year there were 13. These displays are 20 by 12 feet, Bill Woods, fair secretary, points out, and they are judged not only for what they contain but for their beauty and their theme. Each township has a chairman who supervises and solicits the exhibits and obtains workers who get the job done.

Each township receives \$100 for building the booth. In addition, separate premiums also are paid. However, when it all adds up, no one is paid liberally for the work and effort it takes to accomplish the work, the fair board feels.

### Spurs Co-Operation

Hence, the entertainment. It makes up for any shortcoming in direct pay. And it builds more good will and more interested workers than would added dollars and cents remuneration, according to the fair board.

Each township chairman submits a list of the persons who co-operated

## Zabel Named First V.-P. Of Weyburn, Sask., Annual

WEYBURN, Sask., April 30.—Fred Z. Zabel, secretary-treasurer and manager of Weyburn Agricultural Society for many years, has been elected first vice-president. Monty Adolph, third vice-president, moved to second vice-president, and D. R. McDougald was made third vice-president. Les Holdstock is president.

Election of vice-presidents was necessary because of the resignation of Joseph H. Warren, first vice-president, and the death of William Keefe, second vice-president.

A fence to cost \$2,500 is to be built around the grounds.

## Mebane, N. C., Legion Post Buys Site for Annual

MEBANE, N. C., April 30.—The Mebane Post of the American Legion recently purchased a large tract of land on Route 70 here at the city limits, for a fair site. Plant is expected to be finished in time for the Six County Fair this fall.

Farm agents from the Six counties and civic clubs in the city are being contacted to provide exhibits. Thompson and Rumley Enterprises again will furnish the midway and free acts

in building the booths. A free ticket, in turn, is given to each worker.

"It seems unbelievable, but from 1,000 to 1,200 people serve some small part to make these township exhibits possible," Woods observes, and "when you have that many people scattered in a wide area, saying nice things and boosting your fair, you have community co-operation."

## Building Program Started at Trenton

TRENTON, N. J., April 30.—A full-scale renovation program under the direction of Normal L. Marshall, secretary-treasurer, has been inaugurated at the New Jersey State Fair here. George A. Hamid, fair president, said that projects will include the hard-surfacing of additional roads and walks, a new swine building and the painting of the grandstand.

The surfacing of roads last year hastened the resumption of business after heavy rains and eliminated considerable dust. The demands for space among livestock exhibitors necessitates the erection of a new swine building. Last year considerable stock had to be housed in tents. The grandstand will be painted after the skedded June 19 big car races which will be staged by Nunis Speedways.

About 100 trotters are in training at the grounds. A record 238 trotters and pacers are already entered in the fair's five-day race meet, Marshall said. Fourteen stake events, with purses ranging from \$1,100 to \$1,700, are skedded.

About 50 outings have been booked for the fair's picnic grove.

## B. J. Franken, Altamont President, Dies at 66

SCHENECTADY, April 30.—Bernard J. Franken, president and treasurer of the Altamont (N. Y.) Fair Association, died here suddenly Monday (25).

Franken, 66, was president of Franken-Sammler, Inc., local automobile agency, and had been supervisor of the city's Ninth Ward since 1945. He was a member of the Elks, Loyal Order of Moose, Kiwanis Club and Chamber of Commerce.

The county building will be draped in black and the flag flown at half-mast for 30 days.

## Ernest McCook Elected Natl. Orange Show Prez

SAN BERNARDINO, Calif., April 30.—Ernest McCook has been named president of the 1950 edition of the National Orange Show. He succeeds George A. Herz. McCook served as vice-president this year.

Other officers named were William H. Pattillo, vice-president; John M. Oakley, re-elected treasurer and R. Z. Smith, re-elected secretary.

## Kerrobot Inks Elliot

KERROBERT, Sask., April 30.—Elliot's Shows have been signed for the one-day fair to be held in July. J. I. Bell was re-elected president of the Kerrobot Agricultural Society; Melvin Joyce and W. S. Gardiner, vice-presidents, and Frank Bell, secretary.

## Troy Hills Ups Prize \$\$

TROY HILLS, N. J., April 30.—The Morris County Fair has added \$5,000 to the cash premiums in the several farm crop departments, it was announced this week.

## Set Coliseum Construction Date at Minn.

### To Cost \$1,000,000

ST. PAUL, April 30.—Figured to cost \$1,000,000, the new Minnesota State Fair Livestock Coliseum, on which construction will start July 1, is expected to be ready for the 1950 annual, according to Raymond A. Lee, secretary.

The Legislature, which adjourned recently, appropriated \$400,000 for use in constructing the building. The balance will come from monies previously earmarked for that purpose by fair officials.

The structure will be erected on the site formerly occupied by the Hippodrome, used as a livestock judging and horse show pavilion. The Hippodrome was torn down two years ago, after its return to the fair after military use.

The Coliseum, said Kindy C. Wright, fair architect, will be 375 feet long and 265 feet wide and will be of concrete construction. The inner show ring will be 270 feet long and 120 feet wide, and will be surrounded by seats for 8,800 persons.

Consideration of plans for adaptation of the Coliseum to skating, hockey and other sports will be deferred until after it is finished, Lee said.

## Orval Pratt Named By Ft. Wayne Board

FORT WAYNE, Ind., April 30.—Orval Pratt, former general manager of Indian State Fair, has been named manager of the 1949 annual Allen County Fair here August 8-12.

Pratt served as head of Indiana State Fair from January, 1945, to March, 1949.

## L. A. Borne Renamed Prez Of South La. State Annual

SHREVEPORT, La., April 30.—L. A. Borne, Raceland, was re-elected president of the South Louisiana State Fair at a meeting of the board of directors and stockholders.

Returned to office with Borne were G. J. Autin, Houma, vice-president; Sidney Harp, executive vice-president; R. S. Vickers, secretary emeritus; Joseph Mistretta, treasurer, and P. M. Sleet, secretary-manager. All are from Donaldsville. Sleet also was elected secretary of the Association of State and Parish Fairs of Louisiana. Dr. A. H. Lafargue, Sulphur, is president of the latter organization.

## New ESE Bldg. Started

WEST SPRINGFIELD, Mass., April 30.—Ground has been broken for the new \$75,000 administration building at the Eastern States Exposition. The two-story structure will house the exposition's general offices and an auditorium. Albert C. White Jr., chairman of the fair's building committee, officiated at the ground-breaking ceremonies.

## Danbury Buys Exhibit

DANBURY, Conn., April 30.—John Leahy, Danbury Fair head, has purchased the New England exhibit which was displayed at Grand Central Station, New York, for several months by the New York, New Haven and Hartford Railroad. The exhibit consists of a huge canvas back drop on which is depicted a New England main street and replicas of town buildings and business establishments in colonial times.

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**WANTED**

Rides for week's engagements of Pecos Fair. Would be interested in contracts for groups of individual rides. We are not interested in shows or merchandise booths. Would consider fun house or mirror maze.

Write at once to:

**ALTON HUGHES** Secretary, Fall Fair, Pecos, Texas

**WANT CARNIVAL**

For week—Spring Festival, May or early June. Lancaster County Colored Fair Association.

Write **FRED L. CLINTON** 120 Pleasant Hill St. Lancaster, S. C.

**Ill. County Fair Officials Reach Accord on Racing**

SPRINGFIELD, Ill., April 30.—An agreement between pari-mutuel harness racing tracks and Illinois county fair officials, which will permit pari-mutuel racing thruout the summer, has been reached, according to State Rep. Paul Powell. The plan must be approved by the Legislature.

Powell said the agreement would allow pari-mutuel racing at harness tracks from mid-July thru August, a period now banned by the State. The ban was imposed, Powell said, because it was feared if harness tracks were running county fairs would not be able to get horses for their racing. He admitted that in actual practice track owners took their horses to other States during the forbidden period and county tracks still were without horses.

Under the agreement, pari-mutuel tracks will furnish enough horses to complete the field of any county fair that finds itself short. The fairs must give the pari-mutuel tracks 24 hours notice and the horses will be sent at the latter's expense, Powell said.

He said the agriculture committee of the House had approved a bill authorizing pari-mutuel tracks to operate all summer in return for the concessions to county fairs.

**Saskatoon, Sask., To Spend 18G for Improvements**

SASKATOON, Sask., April 30.—A total of \$18,327 is earmarked for improvements on the fairgrounds here. Alterations and repairs on barns will cost \$7,277; while \$4,300 will be spent on restroom improvement; \$2,500 for a new jockeys' building and \$4,250 for paving and other works.

Two nights of fireworks will be presented this year. Prize money for the baseball tournament has been boosted to \$1,600.

**Moose Jaw Plans Races**

MOOSE JAW, Sask., April 30.—Three days of harness racing are planned for the four-day fair here in July. Exact dates have not been set. Prize money will total \$2,000.

**TOM PACKS**

circus

**BABY ELEPHANTS**

Two Complete Numbers—Ready for Immediate Booking

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ALL WRITE TO **BARNEY Y. JAEGER, J-Bar-S Ranch Rodeo, Sussex, N. J.**

**Fair Dates**

The following corrections and additions to the List of Fair Dates were received during the week ended April 29.

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

- ALABAMA**
- Atmore—AlaFlora Agri. Fair. Week of Oct. 3. George M. Heard.
- ARKANSAS**
- DeQueen—Sevier Co. Fair Assn. Sept. 21-24. Ralph B. Kite.
- Fayetteville—Washington Co. Fair Assn. Sept. 15-18. James W. Holder.
- Harrisburg—Polk Co. Fair Assn. Oct. 5-8. Horace S. Smith.
- Hazen—Prairie Co. Fair Assn. Sept. 8-10. W. B. Fulcher.
- Monticello—Drew Co. Fair Assn. Sept. 14-17. Richard H. Lee.
- Mulberry—Crawford Co. Fair Assn. Sept. 15-17. T. J. House.
- Newport—Jackson Co. Fair. Week of Sept. 18. Mollie Hinkle.
- Pine Bluff—South Ark. District Fair. Aug. 26-Oct. 1. Charles F. Varn.
- CONNECTICUT**
- Durham—Durham Fair. Sept. 23-24. John A. Jackson.
- FLORIDA**
- Crestview—American Legion Harvest Fair. Oct. 3-8. H. A. King.
- GEORGIA**
- Bainbridge—Decatur Co. Fair. Oct. 10-15. Tom Rich.
- Cedartown—Northwest Ga. Fair Assn. Sept. 26-Oct. 1. Thomas Adamson.
- Lavonia—Franklin Co. Fair Assn. Oct. 10-15. E. K. Davis, Carnesville, Ga.
- ILLINOIS**
- Decatur—Macon Co. Farm Show. July 27-29. E. L. Huntley.
- Flora—Clay Co. Fair Assn. Aug. 1-5. Loren H. Petty, Clay City, Ill.
- Roseville—Warren Co. Agri. Fair. Aug. 23-26. John Felt.
- (See FAIR DATES on page 95)

YOU NEED THE **ROBOTCASHIER** TRADE MARK

See Page 53

**WANTED CARNIVAL**

To play the Weirwood Fair. Fair dates, August 9-10-11-12, 1949.

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**CONCESSIONS WANTED EASTERN ILLINOIS FAIR**

July 31-August 5, 1949

Approved big car races, Hennes Bros. Shows 4 days of horse racing, Ernie Young Rovne, and Welcome Traveler Radio Show are booked. Write **RUSSELL B. RODGERS, Secretary** 1021 1/2 N. Vermilion Street Danville, Illinois

## 300G Mullins-Mitchell Spot At Tulsa Has Hefty Opener

TULSA, Okla., April 30.—Teasing off with a capacity crowd April 15, business to date has been above expectations at Arena Roller Rink here, the new \$300,000 skatory owned and operated by John C. Mullins and Leslie O. Mitchell. Among various other Mullins enterprises is Crystal City Park here, of which he is owner. Located at 11th Street and Norfolk Avenue, two of the most traveled thoroughfares in the city, the rink is only six blocks from the heart of town.

The Mullins-Mitchell combine already has organized a morning housewives' session, and reports the booking of many church, school and industrial skating parties. The rink has a nightly schedule from 8 to 11, Saturday bargain matinees from 2:30 to 4:30, and Sunday matinees from 2 to 5. Special rates are allowed for private party bookings.

One of the most modern rinks constructed in recent years, the 136 by

200-foot Arena is built of steel, brick, stone, concrete and glass. It offers a 90 by 190-foot hard maple skating surface free of posts. Spun glass has been inserted between the sub-floor and concrete base to deaden sound. Mullins and Mitchell have used pumice blocks on inside walls and for partitions to absorb sound, and the promenade and offices have acoustical ceilings. Approximately 500 theater seats have been installed for spectators. There is also a separate beginners' floor. The rink's marquee and changeable letter sign are done in neon, while the lobby boasts cove lighting. Among other facilities offered are dressing rooms with showers for men and women, first aid and custodian rooms, and ample office space. There is a 30-foot refreshment stand with special built-in fixtures and the latest equipment.

### Staff

Mitchell manages the rink and is assisted by the following: Mrs. Eunice Mitchell, office; Mrs. Dorothy Fanning, hostess; Mrs. Clede Boling, skating parties; Jack Eldridge, publicity; Edward Hinkle, professional and supervisor of skate salesroom; Frank Rhee, organist; Frank Swanton, skate room, and James Duncan and Charles Hull, floor managers.

Mullins and Mitchell announced the Arena opening Friday (15) in *The Tulsa Tribune* with a large ad. It was a tie-in deal with companies supplying materials and labor for the construction work.



A VIEW OF THE NEW \$300,000 Arena Roller Rink in Tulsa, Okla., which opened April 15 to a capacity crowd under the joint ownership of John C. Mullins and L. O. Mitchell. Aggressive management, marked by many party bookings and a recently organized morning skating session for housewives, is paying off at the gate in better-than-expected business. The Arena's midtown location is a factor responsible for the excellent crowds it has been drawing.

## Paterson Wins, Alexandria 2d In AOW Events

ELIZABETH, N. J., April 30.—The five-day, ninth annual roller skating championships of the America on Wheels chain of rinks concluded with a formal Friday (22) night dinner dance in the Essex House, Newark, N. J., with AOW General Manager William Schmitz awarding trophies to winning skaters, reports Jack Edwards, director of racing activities.

This year's contests, the largest ever staged by AOW, drew 276 entries from five States and Washington. Helping to swell the entry list were skating clubs from Paterson (N. J.) Arena and Alexandria (Va.) Arena, new rinks in the chain. Of the total entries 120 were in the speed division.

Paterson skaters, confining themselves to artistic divisions, won the club trophy with 23.4 points. In second place was the Alexandria club, speed entries contributing 15 of its 22 points.

Race results: Midget boys, James Donley, Alexandria; Otto Erdman and Don Jorgensen, Twin City Skating Club, Elizabeth. Juvenile boys, John Bernahard and George Emmert, Alexandria, and Louie Meyers, Capitol Skating Club, Trenton, N. J. Junior girls, Marion Eckwerth, Mount Vernon (N. Y.) Skating Club; Elizabeth Cunningham, Twin City, and Eliza Kruck, Hackensack (N. J.) Skating Club. Junior boys, Edward Horan, Twin City; Edward Swenson and William Butler, Hackensack. Intermediate ladies, Millie Bruno, Hackensack. Intermediate boys, Robert Terry, National Skating Club, Washington; Burton Speed, Hackensack, and Herbert Bronack, Mount Vernon. Senior ladies, Virginia Mann, Mount Vernon; Doris Dahl and Ceal Dobwolski, Twin City. Senior men, Herbert Plump, Hackensack; Marvin Schwartz, Twin City, and James Calder, Alexandria. Five-mile team relay, Marvin Schwartz and Edward Horan, Twin City; Herbert and Raymond Plump, Hackensack, and James Calder and John Bernahard, Alexandria.

## E. H. Bollinger Dies at Age 72

PORTLAND, Ore., April 30.—Edward H. Bollinger, 72, owner of Oaks Park here and the roller rink which was located in the resort, died April 22 in a local hospital following a month's illness.

Associated with Oaks Park for 44 years, starting as superintendent in 1905, Bollinger became manager in 1925. In 1940, with his son, Robert, he purchased the park and the two have been operating it since.

Born in Switzerland, the elder Bollinger came to the United States at the age of five. He was a long-time member of the Roller Skating Rink Operators' Association, the Masonic order and the Knights Pythias. Services were held April 25, with burial taking place in Portland.

## ARSA Looks West For '50 Nationals

MINEOLA, N. Y., April 30.—When the United States Amateur Roller Skating Association meets in convention this year, the question of holding the 1950 national championships on the West Coast will probably be brought before the meeting.

In approving Earl Van Horn's Mineola Roller Rink for the June 27-July 2 nationals of 1949, the USARSA executive committee recommended that a motion be placed before convention delegates that the contests be taken to one of the Pacific States.

## TV Back to Eastern Parkway; WPIX Hunts for Bankroller

NEW YORK, May 2.—Telecasting of roller revues from Eastern Parkway Rink, Brooklyn, will be resumed Sunday, May 22, it was announced by Al Lawrence, WPIX managing director of special events, after a meeting with metropolitan operators of the Roller Skating Rink Operators' Association Thursday (28) at the

offices of the Roller Skating Institute of America.

At least two shows are definite for this spring. The opener, with the Queens Club of Elmhurst, L. I., supplying the talent, will be followed by another one a week later, May 29, for which casting plans have not yet been made. After that, there will probably be a summer recess, with a lengthy series starting in the fall.

WPIX is seeking a commercial sponsor.

The period since the trial telecast on March 18 has been used by operator Emil Lence to make extensive alterations, costing over \$6,500, which make Eastern Parkway an ideal television showcase for the roller recreation. Additional alterations, if it is decided to add roller hockey to the program, will zoom the total cost over the 10G mark.

Present plans call for local rinks to put on complete productions or, whenever necessary, to pool talent. Star skaters will also be brought to the Brooklyn rink-studio from all over the country.

## Agawam's Rollaway Holds Annual Show

AGAWAM, Mass., April 30.—Annual roller skating show of Riverside Park Rollaway here, with production by the Rollaway staff and a cast of local skaters, concluded a three-night engagement at the rink Thursday (21). General skating sessions were omitted during the three nights. Edward J. Carroll Figure Skating Club was the sponsor.

The show offered 23 numbers, including *Romeo and Juliet*, with Dana and Henry Haffke; *Little Miss Red Top*, Jean Squazza; *Massachusetts Yankee*, Ed Ainsworth; the *Rollerettes*, chorus; *Twin Harmony*, Elaine Kerriko and Muriel Stewart; *Miss Tiny Mite*, Sylvia Haffke; *Flashing Green*, Bert Walsh; *School of Learning*, Thelma Waite and Henry Haffke; dance interpretations, Elaine Kerriko and Ernie Scavotto; *Rock-a-Bye Rollers*, Ray Haffke; *Ball-a-Tumble*, Joe Sapelli, Joe Byrnes, Gus Montenegro, Ed Ainsworth and Normand Gelinas; *Hi Stepping*, by the dance group; *Flying Low*, Fran Shanley; *Spinning Wheels*, Anita Logan and Mary Ahearn; *Horzing Around*, Dana and Henry Haffke; *Spring Fever*, Bob Ainsworth, Cliff Riley, Hilda Thorn, and Ray Haffke; *Smooth Sailing*, Elaine Kerriko; *Waltz Time*, Elaine Kerriko, Ernie Scavotto, Marge Riley, Cliff Riley, Nattie Massaro, Dana Haffke, Terry Belliveau, Gus Montenegro, Hilda Thoben, Ray Haffke, Rose Nigro, Frank Kielytyka and Ann Discezza; *Western Troubadour*, Kenny Fortin; *Red Dream*, Claire Landry, Marge Riley, Cliff Riley, Terry Belliveau, Gus Montenegro, Coro Vivier, Joe Sapelli and Ed Ainsworth; and *Midnight in a Madhouse*, Muriel Stewart, Rose Nigro and Bert Walsh.

Bud Ostrander was show director, with Hal Lee directing music, and Palmer Cardinale as emcee.

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# Park Circle First In RSROA's New York State Meet

NEW YORK, April 30.—Park Circle Skating Club, Brooklyn, holder for many years of national, regional and State crowns of the Roller Skating Rink Operators' Association, emerged champion team from the association's Easter week New York State meet at Gay Blade Roller-drome here. Queens, of Elmhurst, placed second, and Wal-Cliffe, of Belmont, was third. Competition went on all day Monday (18) thru Wednesday (20). A full program of athletic events was contested but no racing.

Approximately 225 contestants from a dozen Empire State clubs, including most metropolitan New York City ones along with Hoffman's, of Albany, and New Skateland, of Buffalo, participated. Points were well distributed and a greater number went to out-of-towners than in past championships.

Several innovations proved popular with spectators and skaters alike. Among these were the new system in figures which calls for contestants to do each one once instead of three times apiece as in other years; a speed-up system of judging figures and dance, and the provision of separate medals and titles for figure skaters and free stylists.

Crowds, as usual, were light in the morning; medium during afternoons, and heavy at night. Biggest turnout was for Wednesday's finale, featuring main senior contests, which drew an estimated 1,700 fans.

All meet place-winners automatically qualified for the RSROA North-eastern regional meet to be held late this month in Worcester, Mass.

Mrs. Virginia Gerbe, who formerly skated professionally with the Earls, Carltons and other acts, introduced her one-year-old son, Edward, to roller skating April 24 at Wal-Cliffe Roller-drome, Elmont, N. Y. Mrs. Gerbe is grooming the tot for competitive skating.

# Neighborly Approach Pyramids Joe Hughes' Hinterland Sales

(Continued from page 50)  
a basic requirement and held in high regard in those days, Joe enrolled in the Long Island Business School where he learned to write legibly.

**Circus Press Agent**  
The lure of the road exerted its influence after Joe had been at Hubert's for only a short time. Fred Beekman contracted him for the Frank A. Robbins Circus as treasurer, but upon their arrival they found that job filled and Joe was given the job of press agent, altho he had no prior experience.

"I didn't know what a press agent did, or even what he was supposed to do," Joe says. "We opened in Passaic, N. J., and a beautiful story written by the city editor earned me a reputation which I accepted with a becoming show of modesty. After that I decided to do the telling and let the newspapermen do the writing and it worked out very well."

"When you signed on a circus in those days you agreed to be 'generally useful.' I later learned that this meant substituting for the cooks when they were on a drunk."

**Forms Carnival**  
It wasn't long before Joe turned to concessions, where there was more money to be made faster. He had stock and merchandise wheels on shows, including the one owned by Ben Williams. He formed with A. Cohen, who was out of Portsmouth, N. H., an org known as Stevens Bros. Shows. The title stemmed from a marriage announcement involving show-world acquaintances. The enterprise was short-lived.

With Sam Katz and Billy Hamilton, Joe later organized the World's Standard Shows. The title of this show was influenced by William's Standard Shows which at the time, and for years to come, enjoyed a considerable reputation in the Northeast.

"We opened in Derby, Conn., and closed in Sydney, Nova Scotia," Joe recalls. "We brought the equipment to New York and shipped it to Panama, where, after a couple of strikes and revolutions, we lost said show," Joe concludes.

**Hotel Manager**  
Winters Joe returned to New York, moved into a hotel, and sat up all night cutting jackpots. An observant proprietor offered him a night clerk's job and Joe accepted since the work didn't interfere with his normal routine. He started at the Trafalger on 14th Street and moved to the Calvert on 41st Street as manager. Joe had a natural aptitude for hotel work and undoubtedly could have achieved considerable success in that field, but each spring the lure of the open road was too strong.

In the off-season Joe also managed theaters for the Fox chain. "Nice quite houses, like the Star Theater at 109th and Lexington Avenue in New York where we staged professional night, amateur night, and just about every other kind of night you could think of." He also spent a year in Florida managing a real estate office.

As a concessionaire Joe put his units over in a big way. Typical was "Joe's Big 6—22d year in show business." The 22 years referred to his tenure in the business and not to fronting for the wheel which, Joe says, offered blankets, altho it was possible to "play for a few coppers on the side."

At Ocean View Park, Virginia Beach, Joe framed a toy store which was bedecked with huge signs bearing the inscription: "Joe's Place. 25th Year. Branches, Toronto, Miami. Joe Hughes, manager."

**Sales Philosophy**  
"When they read these signs people had confidence in dealing with an established firm," Joe says of his sales philosophy. "They thought of the establishment as part of a chain system and used it for a family meeting

place." Joe's glibness proved a valuable asset on the few occasions when he turned to sheet writing to build the bankroll. But this, too, was a winter pastime and of short duration.

Joe spent considerable time in Panama managing a night club for Mary Lee Kelly who, he says, is still operating there. When he took over the job of running the club he eliminated the bouncer on the theory that a muscle-man in a gin mill invited trouble. His operating formula proved right—or at least it won the favor of John Barrymore, a patron.

While at the night club Joe received a cable from New York offering him "New York State territory" and signed simply "Features." Joe bought a *Billboard* and thumbed thru it until he saw a Wirth & Hamid ad with the cable address "Features." "If I couldn't have located a *Billboard* I would never have known what the cable pertained to," Joe says. He has been with Hamid for 21 years of the 45 he has spent in show business.

**Park Manager**  
In 1928-'29 Joe managed Hamid's White City Park, Worcester, Mass., in the summer and sold acts in the winter. While there he built big kids' days and week-ends and business was good despite the fact that almost half of the layout burned down in his second year as manager.

Joe's culinary artistry is well known thruout show business. His "poor man's pudding," the origin of which has long since been lost, has resulted in cross-country phone calls and considerable correspondence from gourmets. Testimonials and personal experience demand its chronicling for posterity.

Add one-third of a cup of rice to a quart of milk. Season with one-half cup of sugar, one-quarter teaspoon of salt and one teaspoon of vanilla, or to taste. Bake for one hour and 40 minutes at 350 degrees. Stir frequently for an hour and 10 minutes and then let it brown.

**L. I. Resident**  
When off the road and residing at his Jackson Heights, Long Island home, which has been supervised by his daughter, Jane, since the death of her mother only a few years ago, Joe spends the business day at the Hamid offices at 10 Rockefeller Plaza, Radio City, New York.

At 64 his life is still full and he doesn't live any part of it in the past, altho he will reminisce with little urging. He has witnessed, and participated in, the growth of fair entertainment from a few acts to the gigantic revue-type shows that are in vogue today. He likes to revel in the fact that rain has affected few of his doings in all of the years he has been selling shows. Last year he lost three days and the year before only two.

Joe says he is pretty much "settled" now. His interests these days revolve around his daughter, Jane, and the "roar of the grandstand." "I'm like a Boy Scout," Joe says. "I try to do a good deed every day"

**Firestone Gets Appointment**  
FLINT, Mich., April 30.—Dr. Louis H. Firestone, president of Flint Park and Amusement Company, operating firm of Flint Park Roller-cade, has been appointed a member of the Michigan State Fair Board by Gov. G. Mennen Williams. Firestone will serve a four-year term.

**FOR SALE ROLLER RINK & BUSINESS**  
Located in North Eastern part of Ohio, this rink has had a continuous increase in business over a period of 12 (twelve) years. This is not just another rink, but a business that enjoys an enviable reputation for its select patronage. Year-round operation, with parking grounds. For further information, write,  
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**WANTED TO RENT**  
Building suitable for use as Roller Skating Rink. Cash or percentage. Have 7 years' experience in rink business and equipment to handle 500 skaters all in A-1 condition. Will go anywhere.  
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Well known Roller Rink in New York City. Attractive price because of illness. Phone  
**MR. KAPLAN**  
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**YOU NEED THE ROBOTCASHIER**  
TRADE MARK  
See Page 53

**FOR SALE SKATING RINK AND DANCE HALL**  
Miami's only downtown location, now in operation. Full price \$12,000, 500 pairs Chicago Skates, Hammond Electric Organ, B-40 Speaker, P.A. System, Soda Fountain, Fans and Blowers. Write or phone  
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40 by 90 complete—Tent, Floor, Skates, P.A. System in first class condition. Now operating. Reason for selling: Other business.  
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NATIONALLY ADVERTISED WATCHES—50% off list prices; dealers wanted; write giving references, lines now carried, name brand watches desired. Box 410, Hillbroad, N.Y.C. my21

NEW "SPONGE" DUE CLOTH—REPLACES messy dishrags; banishes dishwashing drudgery; lightning seller; samples sent on trial. Kristee '19, Akron, O.

NOVELTIES FOR "REGULAR FELLOWS"—Real money-making fast sellers; 20 samples and price list, \$1. "Action Novelties," 12-B Churchlane, Philadelphia. my28

NYLON DEALERS—ALL STORES ARE LOOKING for a Full Fashion Sheer Nylon they can sell for a dollar, with quality that satisfies; our \$49 will do this; cost you \$7; stores will pay you \$8 to \$9.50; repeats tremendous; 3 sample pairs, postpaid, \$2; satisfaction guaranteed. United Sales Co., 118 West Main, Chattanooga, Tenn. Phone: 6-9520.

OFFER NEWEST ITEMS FIRST—MONTHLY bulletins tell where to get 100 newest products before reaching open market; details free. Publishers, Gardenville 3, N. Y.

ORIGINAL KOEHLER SIGNS—LEADER SINCE 1890; 1500 varieties for stores, taverns, etc., \$4 per 100; free catalog. Koehler, 335 Goetz, Lemay 23, Mo. my28

OVER 100% PROFIT WITH "HANG-IT-ALL"—Sensational magic hanger of 1,000 uses; sells fast for \$1; your cost, \$5.80 dozen; amazing repeats. Write Penmant P O Box 1148, Pittsburgh 2, Pa. my7

PITCHING PETE—MAKE \$50 DAY UP WITH "PITCHING PETE," the wonder toy; \$4.50 dozen; send 50¢ for sample. Western Arts Co., Box 2124, Reno, Nev. my28

PLASTIC NEON-EFFECT SIGNS—DISTRIBUTORS, salesmen; tremendous earnings, overnight deliveries; new as tomorrow. United Plastic Signs, Starke, Fla.

RURAL ROUTE MEN — MAKE BIG PROFIT with America's leading, fastest selling poultry magazine! Excellent market; peak interest; unlimited opportunities, maximum commissions. Write Poultry Tribune Box 100 Mount Morris, Ill. 1e25

SELL TO STORES, CAFES—BLUE SIGNS, such as "Thank You, Call Again"; No Dances Allowed" and hundreds of others; cost \$6, retails 35¢, sample 10¢. M. Hudak (Dept. 14), 125 Sullivan St., New York 12, N. Y.

STOP—WANT TO MAKE MONEY ALL YEAR round selling a complete line Wool Uniforms, Shirts, Caps, Ties, Hosiery, 2000 Emblems, Personal Initialed Buckles, Belts and hundreds of other easy-to-sell items; sales kit furnished; please write today. Hook-Fast Company, Box 480 HB, Roanoke, Va. np

THIS WAY FOR FEATURE LINE 'SALES ACTION'



No. 240 BELLHOP

Fully 21" tall, smartly styled in contrasting rayon fabrics. Gorgeously painted composition head with moving "goo-goo" eyes. Shiny metal buttons and fine cotton stuffing complete a perfect charmer.

\$15 a Dozen  
Sample \$1.50

Write for jobbers' prices and prices on larger quantities. Send check with order or 25% deposit, balance C. O. D., F. O. B. New York.

Other fast-selling dolls from \$6.75 dozen.

Write today for Majestic's complete catalog of "Feature" line hits. Ask for catalog B.

**MAJESTIC DOLL & TOY CORP.**  
Manufacturers of Dolls, Toys & Novelties  
737 BROADWAY • NEW YORK 3 • OR 3 3750

2 Terrific Items—Immediate Delivery!

**WALKING TURTLE**

Dozen, \$4  
Gross, \$46.50  
Sample, 65¢



Wind it up with its attached key and it struts along, realistically, wiggling from side to side and wagging its tail. Six inches long—all metal. Traffic stopper. Sells on sight.

**CREEPING BABY**

Dozen, \$7.20  
Gross, \$84  
Sample, \$1



Crowds will gather to watch her creep along. She pulls up her knees, reaches out her hands and crawls along like a real baby. Takes only a few twists of the attached key.

Write or wire for these fast sellers! Cash with order or 25% down, balance C.O.D.

**M. D. ORUM CO.**  
414 West National Milwaukee 4, Wis.

**Fireworks Distributors!**  
Safe and Sure Variety

SEND FOR OUR NEW ALL-TIME LOW PRICES!

Due to elimination of tremendous overhead and our convenient central location we are now in a position to offer you the benefit of the LOWEST PRICES IN THE HISTORY OF FIREWORKS.

**ERNIE'S ENTERPRISES**  
Dept. F8-1  
725 PINE ST. ST. LOUIS 1, MO.

**BELLA**

**MIRROR-TINSEL DECORATED FRAMES**

Horseshoe Frame Illustrated is 6" x 8" Retails 49¢ ea. Your price \$2.40 doz. Heavy concentration on other popular numbers allows 33 1/2% reduction. Sample free. Write or telegraph orders to **BELLA PRODUCTS CO.** Established 1925 41 Union Sq. New York City





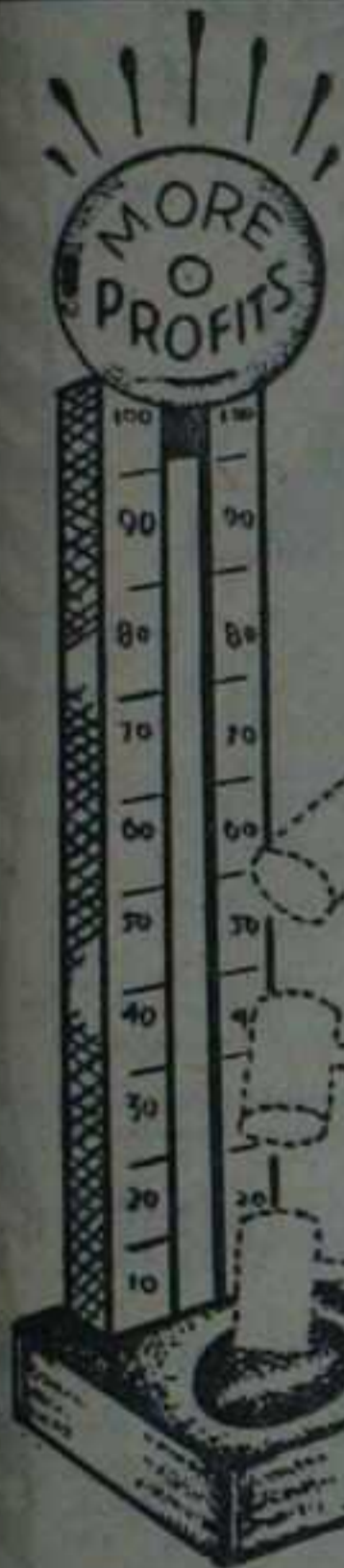
HARRY A. MYERS  
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# Products

MANUFACTURERS OF PREMIUMS AND GIFT WARES

749 SPRING GARDEN ST.  
PHILADELPHIA 23, PA.



The finest  
money making  
line NOW  
Ready. Write  
for complete  
Literature.



**NO. 35—PALM BEACH CLOCK**  
All metal—Available in Gold, Silver or Bronze—Figure hand painted—Sessions Electric Movement—Assorted colors.



**NO. 40—SWEET SUE CLOCK**  
All metal—Available in Gold, Silver or Bronze—Figure hand painted—Sessions Electric Movement—Assorted colors.



**NO. 225—HORSESHOE CLOCK AND LARIAT SADDLE HORSE**—10 1/2" Horse. Sessions Electric Movement, 16" wooden base. Removable Saddle and Blanket.



**No. 55—Solid Jockey Mounted Horse**—5" length—hand painted—Available in Bronze, Gold or Silver.



## ALSO AVAILABLE

HORSES ONLY 4 1/2" TO 10 1/2"

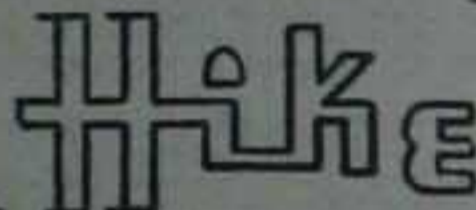
Operators—Jobbers write for quantity prices, or see your nearest distributor.

New York Representative

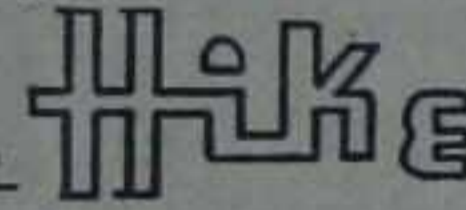
**SAUL D. TUMPSON**  
245 West 104th Street



**No. 105—Lariat Saddle Horse**—10 1/2" Horse—12" wooden base—Removable Saddle and Blanket.



profits with



products

## JOBBER'S SPECIAL PRICES

**EXTRA — EXTRA — EXTRA**  
— MYSTIFYING —  
**BLOND IN A BATHTUB**  
THE SENSATION OF A NATION — THE HOTTEST OF ALL  
IMMEDIATE DELIVERY — ORDERS FILLED IN ROTATION

**\$42.00 GROSS**      **\$3.60 DOZEN**

ORDER YOURS NOW!  
SAMPLES—\$1.00 Each: Shipped Postpaid.  
Cash With Orders or 25% Deposit—Bal. C.O.D. Minimum Order 2 Dozen.

ALSO!

DADDY'S BOY	\$18.00 GROSS
BOTTOM'S UP	13.00 GROSS
BUMPER CROP	18.00 GROSS

**MERCURY DIST. CO.**  
417 FOURTH ST.      Phone 2-3442      DES MOINES, IOWA

### Earn Big Money

With one of the fastest selling, most profitable items on the market! Ideal for door-to-door selling!

Patents Pending

More than 4,000 rubber "Fingers"—25 to the square inch!—scrape all dirt off shoes quickly and cleanly. Self draining.

**VELVO "WELCOME" RUBBER DOOR MAT**

**Cash in Now on Seasonal Business. Get Complete Information.**  
Here's a unique type door mat from a company that sells more than a million mats yearly! Of heavy duty construction, "Welcome" mats wear like iron, will not tear, last for years, yet are flexible and soft as velvet. Positive non-skid tread on bottom. The remarkable rubber "finger" feature alone makes these mats sell on sight!

Mats cost you only \$1.00. You sell them for \$2.49! Packed 40 to a lot, shipping wt. 120 lbs. Color: Black.

Mail \$1.00 Today for Postpaid Sample  
**R. L. Mitchell Rubber Co.**  
Dept. B-10  
2120 San Fernando Road, Los Angeles 41, Cal.

## CLEOPATRA LIVES AGAIN!!!

Crazy Cleo is entirely new!

Mystifying  
**CRAZY CLEO** won't stay put unless you know how to put her in her place. Individually boxed with complete instructions.

**\$30.00 Gross**      **\$2.75 Doz.**

Min. order 2 doz. with attractive counter display box. Include 25¢ extra for postage on minimum order.  
Jobbers: Write! 1/3 Deposit, Balance C. O. D.

**PRITT NOVELTY CO.**  
12 W. 37th St.      Tel. MU 2-3324      N. Y. 1, N. Y.

## Genuine Swiss 2-Push-Button CHRONOGRAPH WRIST WATCH

Written 1-Year Service Guarantee

1. RADIUM DIAL
2. SWEEP SECOND HAND
3. TIMED & TESTED
4. CHROME CASE
5. UNBREAKABLE CRYSTAL

Stainless Steel Expansion Band and Box 25¢ additional.

**\$4.25**

**SWISS IMPORT CO.**  
1335 S. CALIFORNIA AVE., DEPT 329  
CHICAGO 8, ILL.

Above prices for orders of 8 or more watches.  
\$1.00 ea. extra on orders under 8.  
25% with order, balance C.O.D.

### Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hazzoeks, Plaster Slum, Flying Birds, Whips, Balloons, Mats, Canoe Ball Game Specials, Bingo Merchandise.

**Catalog Now Ready—Write for Copy Today**

IMPORTANT To Obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

**ACME PREMIUM SUPPLY CORP.**  
1111 South 12th, St. Louis 4, Mo.

### GET ON OUR MAILING LIST

We Are Getting in Imported Porcelain Figurines, Demitasses, Miniatures, etc., etc., Right Along.

Completely Illustrated Price Lists Mailed to Any RE-SELLER on Request.

**LEO KAUL** IMPORTING AGENCY, INC.  
333-335K So. Market Street  
Chicago 6, Illinois

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**ON THESE ORIGINAL WATCHES**

**REFINISHED LIKE NEW**

★ ELGIN ★ WALTHAM  
GRUEN BENRUS BULOVA

EACH WATCH IN EXCELLENT CONDITION

★ 7 jewels obtained only in Elgin and Waltham \$9.95, gold-plated Expansion Band included. 15 jewels available in all the above mentioned watches, \$12.95, gold-plated expansion band included, no extra charge.



Ladies or gents 7 jewel rhinestone dial reconditioned watches, \$7.95. Ladies or gents 15 jewel, rhinestone dial reconditioned watches, \$9.95. Above prices apply in lots of three or more—

25% deposit on all C. O. D. orders. Single orders, \$2.00 extra.

## WEINMAN'S

108 BEALE AVENUE MEMPHIS, TENN.

### AGENTS & DISTRIBUTORS

(Continued from page 80)

**YOU CAN SELL ENCHANTING FRENCH PER- fumes anywhere!** We ship all over the world; three enticing fragrances assures steady repeat business; 1/2-oz. bottles, beautifully boxed, retail \$1 each; get all three, plus 1/2 Petite Perfumery and price list other fast sellers postpaid for only \$1. Willingmyre, Merchantville 5, N. J.

**\$3 DOZEN PLASTIC APRONS—OTHER QUICK-** selling quality buys, including matching Tablecloth-Apron Sets, \$12 dozen; Sample Set, \$1.25; free catalog. Jole Fashions, 251B E. 119th St., New York, N. Y. my28

**51-54 GAUGE FULL FASHIONED NYLONS—** Mill-run quality, 3 pairs to box; beautifully packaged for premiums, etc., \$3.50 dozen. \$1 box postpaid, C.O.D.'s, 1/2 deposit. Southern Hosiery Sales, Box 1624, Chattanooga, Tenn.

**100% PROFIT—14 PIECE SET ALUMINUM-** ware, \$6.50 in lots of 3; sample, \$7.50; Perfex Electric Shavers, single head, \$27 dozen; sample, \$3.25; double head, \$36 dozen; sample, \$4.25; individually boxed with simulated pig-skin pouch; Wm. Rogers 50 piece Silverware Set, service for 8, with packet, \$19.95 in lots of 3; sample, \$20.95. Ideal Sales, 757 Milwaukee Ave., Chicago 22, Ill.

**51-54 GAUGE FULL FASHIONED NYLONS—** Fancy packed, 1/2 dozen, boxed, \$2.55, \$5, \$6 dozen; prompt delivery and satisfaction guaranteed. Hosiery Converters, Box 7008, Chattanooga, Tenn.

**\$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. my28

### ANIMALS, BIRDS, PETS

**ATTENTION SHOWMEN—NOW YOU CAN GET** Healthy Rattlers, Boas, Racers, Dragons, Glas, others; dens or singles; lowest prices, prompt shipment. Reptile Gardens, El Paso, Tex. my28

**BABY RHESUS MONKEYS, PUMAS, AGOUTIS,** Pacas, Boas, Snake Dens, Kangaroos, King Vultures, Coatí Mundis, Tyras; Giant Jungle Rats; write for spring list. Chase Wild Animal Farm, Egypt, Mass.

**CUB BEARS FOR SPRING DELIVERY—FOR** full particulars write to the Reliable Bird Co., Winnipeg, Canada. je11

**NOTICE SHOWMEN—READY NOW: BLACK** Bears, Raccoons, Opossums, Skunks, Civet Cats, Bobcats, Foxes, various Birds and Snakes; poisonous and non-poisonous. L. E. Thomson, Clewiston, Fla. my14

**OCFLOTS, \$65; KINKAJOUS, \$75; COATI MUN-** dies, \$25; Zoriellos, \$25; Toucans, \$50; South American King Vultures, \$95; immediate shipment; terms, cash with order or half cash, balance C.O.D. Don Compton, Box 93, Mt. Vernon, Ill.

**PLENTY HEALTHY SNAKES, ALL KINDS—** Alligators, Armadillos, Beaded Lizards, Boas, Horned Toads, Giant Jungle Rats, Peafowl, Bantams Pals, Mice, Guinea Pigs, Opossums, Rabbits, Owls, Badgers, Monkeys, Rabbits, Raccoons, Ringtail Cats, Agoutis; wire. Otto Martin Locke, New Braunfels, Tex. my28

**WANTED—TRAINED MONKEY FOR ORGAN** Grinder work; also trained trick Monkeys. O. Kirkpatrick, 17742 Dix Ave., Melvindale, Mich. my7

### BUSINESS OPPORTUNITIES

**ANALYZE HANDWRITING FOR PROFIT!!!—** Complete outfit, \$1; profits \$20-\$50 daily; extra charts, \$7.50 1,000. Graphologers, POB-971, Philadelphia. my28

**FLORIDA OPPORTUNITIES—ICE CREAM** business nets \$350 weekly, \$20,000; Plymouth-DeSoto Agency, \$14,000; restaurant with beer license, \$3,700; grocery and meats, \$7,700; AAA Motor Court and home, \$29,500; money-making grove, \$8,100; homes, groves, farms. H. L. Chambers, Relator, Wauchula, Fla.

**FREE LITERATURE DESCRIBING MANY** money-making plans. West's Mail Service, 2518 Cleveland Ave., Port Huron, Mich. my14

**FREE FOLDER—HAVE YOUR OWN SILK** Screen Printing Business; today's profitable opportunity; inexpensive materials. Graphic, Manchester, N. H. my14

**FREE COPY "MAIL SALE ADVERTISER"—** Full of opportunities, plans, bargains. Wallace, 446B Main St., Placerville, Calif. my14

**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. my28

**NEED MONEY—FREE PARTICULARS R. C.** Rainbolt, Mail Order C. Box 189, East St. Louis, Ill. my7

**OPERATORS WANTED—BRAND NEW PIC-** ture 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. je4

**SELL BIG MONEY MAKER TO MEN AND** women—Easy handwork makes fast-selling useful articles; sample free. Sunmade Company, Brockton, Mass. my14

**SELLING OUT COMPLETE STOCK—CHINESE** Firecrackers, while they last, \$18 per case; 8 bundles per case; cash with order. H. Taulton, 1925 Shaftesbury Rd., Dayton, O. my14

**TESTED MONEY-MAKERS—58 PAGE BOOK,** 25 cents, postpaid; Ideas, Plans, Formulas, supply sources; money back if dissatisfied. L. B. Clay, Box 1063, Wichita, Kan. my21

**TIE EXCHANGE—SEND UP TO SIX TIES AND** receive six new, cleaned ties for \$1.50. Tie-Exchange, Box 1124, Beverly Hills, Calif. my7

**WANT A PAYING MAIL ORDER BUSINESS?** My plans are among the best; write me personal. A. S. Spencer, Mokena, Ill. my7

**WONDERFUL LOCATION ON BEACH FRONT,** in good building, 100 ft. by 24 ft., opposite new pavilion at Myrtle Beach, N. C.; suitable for arcade or show; write or wire at once. Louis Achilles, Myrtle Beach, S. C. my7

**WOULD YOU PAY 3% FIRST \$350 MADE?** Color-illustrated book "503 Odd Successful Enterprises" free! Work home; expect something odd! Pacific 1, Oceanide, Calif. my7

### COIN-OPERATED MACHINES, SECONDHAND

A Large List of Second Hand Coin Machine Bargains will be found on page 95 in this issue

### COSTUMES, UNIFORMS, WARDROBES

**ALL BRAIDED CELLOPHANE WAISTBAND** Bula Skirts, \$7.50; Satin Bras, 75c; Satin Bally Capes, \$7.50; combination Oriental and Strip Costumes, \$10; Rhinestone G-String, \$6; Bras, \$1.50; Chorus or Strip Pants, \$1. C. Gureite, 348 W. 45th St., New York 19, Tel: Circle 6-4137.

**CLOWNS' AND BURLESK COMICS' PROPS,** Wigs, Accessories; free list (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. my28

**SOLID COLOR TIES—ALL COLORS; VERY** slight irregularities; 3 for \$1.10 C.O.D. Mort's Supply, R308, 600 Blue Ash 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, 129 S. Halsted, Chicago, Ill. my14

**BALLROOM AND RINK LIGHTING, NEW—** Crystal Showers, Spotlights, Color Wheels, Newton, 253 W. 14th, New York City. np

**CRETORS #41 POPPER, \$85; LONG-EAKINS** Rotary, chromium plated, Roaster Drum, \$175; Peanut Blower, \$35; Copper Kettles, Popping Kettles, Gasoline Burners, Bottled Gas Equipment, Peanut Roasters, Northside Co., Indianapolis, Iowa. je2

**MICKEY MOUSE—20x30 TENT, FLAME PROOF,** almost new, poles, stakes, 30 ft. banner line, 3 banners, ticket box, 9'x10' plywood pit, 8 miniature rides, 160 mice, new P. A. bell, 2 speakers, 1 mike, records, etc.; \$1000; doctor ordered me off the road, can book. R. Berkshire, Rt. 4, Box 644, 99 Hwy So. Stockton, Calif.

### FOR SALE—SECOND-HAND SHOW PROPERTY

**BARGAINS GALORE—THEATER AND SOUND** Projectors, 8, 16, 35mm.; Area, Rectifiers, Chaffa, D apes, Screens; catalog mailed. S. O. S. Cinema Supply Corp. Dept. T, 602 W. 52d St., N. Y. 19. np my28

**CHAMPIONSHIP FIGHT FILMS JACK DEMP-** sey-Bill Brennan in Old Madison Square Garden, also preliminaries; five reels silent 35mm., perfect condition, \$195; 1/3 with order. M. E. Gimme, Durango, Ia.

**COMPLETE EQUIPMENT FOR 500 SEAT** Movie Theater, excellent condition; catalog on request. Movie Supply Co., 1318 South Wabash Ave., Chicago. my21

**EVANS DEVIL BOWLING ALLEY—16-FT. TOP,** Frame, Balls, Plush; Floss and Snow Cone Outfit, extra spinnerhead, bands, ribbons, booster top, frame; all nearly new; write, see. Lillian Herrman, Wallace Bros. Shows, Humboldt, Tenn.

**FOR SALE—THREE FINE CONDITION AN-** tique Racing Bikes, approximately 150 years of age; good investment if used as paid admission exhibit at Harness Horse Raceways; for photo and sale price send inquires to Box 465, Springfield, Ohio. my7

**1941 FORD TRACTOR AND PREMIER SEMI-** Trailer; this unit was used to haul my bare-back horses; all in excellent condition; tractor has new motor, sleeper cab and two speed axle. Joe Hodgini, Peru, Ind. my14

**FOR SALE—200 PRS. RICHARDSON RINK** Skates, some new, no cracks or welds, \$200; skate grinder included. Thomas Mulligan, Lake Mills, Wis.

**FOR SALE—35MM. HOLMES PROJECTOR,** Speaker and Amplifier; 2 all-Negro Pictures; cast. It Happened in Harlem; also Murder on Lenox Avenue and 3 newreels; all on 2,000-ft. reels; all like new, \$500 cash. Roy Bales, 505 Hobson Ave., Hot Springs, Ark.

**FOR SALE—LATE MODEL 24-SEAT CHAIR-** plane in A-1 condition; used 4 months; with transportation, reasonable; reason for selling, health. Box C-327, Billboard, Cincinnati, O.

**FOR SALE—KIDDE ELEPHANT RIDE, IN** good condition, cheap. John Welsnet, 15045 Evanston, Detroit 24, Mich.

**FOR SALE—KIDDIES'—MINIATURE STREAM-** line Railroad, 700 ft.; track used short time; train includes one streamline Diesel locomotive, 2 cars including rear observation car; carries 18 to 20 children. If interested contact Sandino Snigiani, 12 Sherman St., Peabody, Mass.

**FOR SALE—THE FINEST POPCORN CON-** cession Trailer on the road; all stainless steel outside, mahogany inside, beautiful neon lighting and fluorescent lights inside, with 106 chaser lights around outside; rubber tiled floor, tandem wheels; Cretors Popper and Carmel Corn Equipment, Bottle Gas; round corners, all plate glass; very clean, used one season; original cost, \$6,200; take \$3,300. F. H. Campbell, Box 534, Winona, Minn.

**FOR SALE—ONE (1) 2 1/2x3 1/2 DIRECT POS-** itive Camera and Booth, complete. James Tillery, Route 3, Dublin, Ga.

**HAND CAR RAILWAY—NEW, TRACK AND** six cars attractively finished; made under original W. F. Blue patent with improvements; see demonstration here; price \$1,880. L. E. Blue, Monteruma, Ind.

**LIGHTING PLANTS—NEW AND USED, GOV-** ernment purchase. Low price O. C. EVANS, Mt. Sterling, Ky. my7

**NEW, USED R. 16MM. SILENT, SOUND HOME** movies, sales, exchange. A. L. Johnston, 604 W. B., Hutchinson, Kan.

**NEW CORN GAME—USED ABOUT 8 WEEKS.** It cost \$500; will sell for \$225. Les R. Pritchard, Wesson, Miss.

**PHOTO BOOTH—COMIC CANVASES, CANE** Rack, Canes, Flash, Shelf Cloth, 37 Chevrolet Panel Truck, reasonable. 309 N. Main, Sharpsville, O. PR 7586V. my14

**POPCORN AND FLOSS—EIGHT FOOT PANEL** with top, glass enclosed, double head machine, large capacity popper; all new, ready to work; unable to hook, sacrifice for \$300 complete with paper, cones, boxes, etc.; 50% deposit, balance C.O.D. Larry R. Burns, Gen. Del., Appalachia, Va.

**POWERS PROJECTORS, BRENKERT LAMPS,** Rectifiers, Sound, etc.; make offer, consider diamond trade. Goldstein, Masonic Club, Portland, Ore.

**REVELATION SHOW—NATURAL MOULDS IN** wax, man in health, disease; also birth of Julius Caesar, circumcision, half & half, freaks, etc. A. E. Besley, 14825 Euclid Ave., Cleveland, O.

**SHORT RANGE TARGETS—30 KINDS, MANY** new ones; free samples. W. Wooler, 115 Donald, Penira, Ill. np

(Continued on page 84)

### "THRU THE KEYHOLE"



\$6.50 DOZ.

100 SETS \$46.00

Special prices to quantity buyers.

Posed by Models From PAREE

Absolutely new, "Thru the Keyhole" Art Portraits made in our Artcraft Studios. Satisfaction now from any angle. 12 large size 4x5 glossy photos to a set in a new display folder.

Double your money with our new low prices. Send \$1.00 for sample set. P.S.: Sample size in last ad should have been 4x5 instead of 4x9.

50% deposit must accompany each order, balance C.O.D. Order now.

**ARTCRAFT EMBLEM CO.**  
81 4th Ave. New York 3, N. Y.

### FIREWORKS

Chinese Firecrackers  
1 Bundle or 1280 1 1/2" Crackers \$3.50  
1 Bundle or 1600 1 1/2" Crackers 4.35

### BALLOONS

Latex Rubber  
NO. K10—PER GROSS.....\$1.25  
NO. K20—PER GROSS.....2.50

Cash With Order

**United Fireworks Mfg. Company, Inc.**

DAYTON 7, OHIO

### 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! Best sold in stores. Extra sheer 15 denier, sheer 20 denier and service 60 denier Latex nylon. Lengths 28 to 33 inches. Both seamless and seamed. Also complete line men's line history guaranteed for ONE FULL YEAR or replaced FREE! No money or experience needed in wear big, steady income wearing 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 outfit 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 WHEELS



24"-30"-36" sizes  
Stands-Lay down  
charts

SEND FOR FREE CATALOG

**CARDINAL MFG. CORP.**  
Manufacturers of Carnival Wheel and Supplies  
430 KEAP STREET, BROOKLYN 11, N. Y.  
Evergreen 7-5027

### GOOD BUYS

- Peek-a-Boo, Cute model viewers.....\$8.40
- Dozen 75c; Gross.....
- Telescope Key Chains..... 7.40
- Dozen \$1.00; Gross.....
- Cutie Television Key Chains, 5 Pictures, Gross \$24.00; Doz. .... 2.40
- Pix Portfolios, 12 dazzling, alluring models to a set. New low price, 100 Sets \$35.00; Doz. Sets .... 4.80
- Strip Tease Art Cards, Big value, Dozen 60c; Gross..... 5.75
- Schmoos Puzzle Key Chains, Gross \$16.50; Dozen..... 1.50
- 7-in-1 Ladies' Wallet, Gross \$40.00; Dozen..... 5.40
- Mechanical Toys, Imported, 50 different numbers, Dozen \$1.95, \$2.75, \$3.75, \$4.20, \$5.40, 4.60
- Sun Glasses, Aviator type, with sweat bar, Big value, Each 75c; Dozen..... 7.20
- Razor Blades, 5 in a box, Firsts..... 3.95
- 100 Blades, 45c; 1000 Blades..... .95
- Pocket Combs, 10 Gross \$9.00; Gross .95
- Nobody anywhere undersells us. 1001 items stocked. Send orders with ads from others, or state goods wanted, with deposit or payment. You will be our customer for life. Visit us. No catalogs at this time.

**MILLS SALES CO.**  
Cut-Rate WHOLESALERS Since 1916  
901 BROADWAY, New York 3, N. Y.

### 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.

### ENGRAVERS!

(I'm with it since 1907)  
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**ALL-ALUMINUM IDENT.**  
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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  
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**RING VALUES**

**FLASHY-14K** Gold Plate

CASH IN ON THESE MONEY MAKERS

No. 237  
  
**\$2.50** Doz.  
**\$27.00** Gross  
 Ladies' Flashy White Stone and Ruby Color Baguette

No. 301  
  
**\$3.00** Doz.  
**\$31.50** Gross  
 Gents'—A real flashy white stone and a big seller.

No. 703  
  
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 Gents' Round White Brilliant Stone and Ruby Red Baguette.

Deposit on all C. O. D. orders. State your business. Above 3 Samples Postpaid \$1.00.

**PROVIDENCE RING CO.**

49 Westminister Street Providence, Rhode Island

**SWISS WATCHES FROM DIRECT**

They have: Precision Workmanship Sweep Second Hand Radium-Luminous Dial Genuine Leather Straps Chromium Case

#6 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.

#F Two Push Button Stop Chronograph **\$4.75 Each** Same in yellow case, \$5.25 each

All our watches are guaranteed for one full year. Free instructions included for the stop-watches.

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501 PINE ST. ST. LOUIS 2, MO.



**WESTERN SCARF SLIDES HEAVILY SILVER-PLATED \$24.00 Gr.**

SAMPLE ASSORTMENT OF SIX HAND-SOME STYLES—\$1.00

Minimum Order Accepted 3 Doz.

**DIRECT MFG. CO.**

P. O. BOX 632, PAWTUCKET, R. I.



WE ARE THE SOLE MFRS. of this PATENTED GOLD WIRE RING, 1/20-12Kt Gold Filled.

FULLY GUARANTEED \$9.00 Per Doz. \$86.40 Gr. Lots

Pat. D150,726 Birthstone set, all sizes ladies and gent's changeable stone. Do not accept an un-stamped ring as a substitute for the original. 25% deposit with order, cert. ck. or money order, bal. C. O. D.

**T. V. PHELAN & CO.**

MANUFACTURER and DESIGNER 3814 Kensington Ave. Philadelphia 34, Pa. Phone: RE 9-1609

**BUY DIRECT FROM MANUFACTURER**

- IDENTIFICATION BRACELETS ..... \$30.00 gross  
White or Yellow—Hand Polished
- TIE SLIDES ..... \$5.00 gross  
White or Yellow—Indiv. Carded
- KEY CHAINS ..... \$18.00 gross  
Individually Carded
- STERLING SILVER SPRAY PINS ..... \$12.00 dozen  
Gold Plated

No. 196—Hand Polished—Hamilton Gold Plated With Safety Catch—Individually Carded—\$18.00 Gross.

**A. LEONARD COMPANY**

51 Bassett Street



No. 196



**NU-D-ART MODELS IN TANTALIZING POSES**

**12 ACTUAL PHOTOS 12 IN A SET**

All 4x5 Glossy Prints

Newest, Hottest, Fastest Selling Item on the Market.

Details FREE or send \$5.00 for Sample assortment of 8 Sets—96x4x5 Photos. If You Think the TELESCOPE was hot—see these for profit!

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30 W. Washington Street, Chicago 2, Illinois

**Complete Assortment of Jewelry**

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
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- ENGRAVING JEWELRY
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**"Ride 'em Cowboys" Colorful BOYS & GIRLS • COWBOY VESTS with Matching CHAPS & SKIRTS**

Complete with designs of COWBOYS, INDIANS, BUCKING BRONCHOS, COVERED WAGONS and FRONTIER SCENES.

There's year 'round appeal in every one of these outfits . . . and year 'round profits, too. Sensational sellers time and again. Here's your opportunity with an item that has EVERYTHING.

Sizes: S—2-4 yrs., M—4-6 yrs., L—6-10 yrs.

Cowboy Suede CHAPS and Matching VEST ..... \$21.00 doz. sets

Cowgirl Felt VEST and Matching SKIRT ..... 13.50 doz. sets

Cowboy Leatherette or Suede VEST ..... 7.50 doz.

Cowboy Felt VEST ..... 6.00 doz.

Made of FELT & SUEDE  
 Colors: RED, BRIGHT BLUE, KELLY GREEN, BROWN, BEIGE, GREY

Sets packed in individual boxes. Terms: 25%—10 days, F.O.B., N.Y. Special prices to quantity buyers. Samples available.

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**YOU MAKE ANY NAME**

IN GOLD on Crew Hats, Pin-On Pennants, Hearts, Scarfs, etc. with the NEW, FAST SELLING gold letters and stamping machine. Anyone can work, tested, proven. Better than sewing machine. Samples, Price Lists, 10¢.

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- MEXICAN DANGLING SPIDERS—\$10.00 hundred.
- DART BALLOONS—85¢ Gross—in 100 Gross Lots, 75¢ Gross.
- TELEVISION CUTIE KEY CHAIN—with five views—NOW AT THE UNHEARD-OF LOW PRICE OF \$2.00 Dz.—\$23.00 a Gross.
- PEEK-A-BOO TELESCOPES—\$9.00 Gross.
- RUBBER LIZARDS—The good ones made in Los Angeles—\$6.00 Dz.—\$65.00 Gr.
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- FINGER TRAPS—2 gross pack—special—\$1.25 Gross.
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- SMALL SIZE IMPORT MONKEY w/hat—\$10.80 Gross.
- LGE. SIZE IMPORT FUR MONKEY w/hat—\$24.00 Gross.
- 6" CUPIE DOLL—dressed w/hat and cane—\$16.50 Gross.
- 4" DRESSED CUPIE DOLL—\$10.50 Gross.
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- TIP WHIPS—\$16.00 Gross.
- 7" DRESSED CUPIE DOLLS—\$24.00 Gr.
- 9" DRESSED CUPIE DOLLS—\$36.00 Gr.
- PUZZLE CARS—Closeout, \$5.75 Dz.—\$64.00 Gross.
- RABBIT FEET—\$3 Hundred—with chain, \$4.75 Hundred.
- OAK MICKEY MOUSE #10 Mottled Heads—\$9.60 Gross.
- 25% deposit with all orders . . . balance C. O. D. No orders without deposit . . . prices F. O. B. Los Angeles.

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**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.



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**ATTENTION!**

**GOLD WIRE ARTISTS**

- Square and round rolled gold plate wire, all gauges and qualities
- Stone-set and plain bangles as follows
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- stars
- clovers
- crescents
- beaded hearts
- wagon wheels
- crosses, etc.
- Jewel sets, all sizes, with 1 and 2 holes set with stones and pearls
- 8-stone ring top on beaded stock
- beaded band wire
- Plain findings such as crosses
- anchors
- bow-knot pins
- springings
- jumpings
- swivels
- chains
- plain and twisted hoops
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- earwires
- earcrews, etc.
- Hoop earrings
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- Hand-made adjustable handle bracelets
- Wire knot rings of rolled gold plate
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- Cameos, etc.

Write for \$5 sample order with price list. Deposit \$2, bal. C. O. D.

**EMROW JEWELRY CO.**

Box 93, North Station, Providence 8, R. I. Buy Direct From Manufacturer and Save

**NEW Suction-Cup Auto Flag-Holder for Decoration Day**

For Autos, Windows, Celebrations, etc. Complete with 3 American Flags, 4 1/2 x 6". Sensational seller. Sell for 50¢ each. Samples, 25¢.

Adjustable, used in Horizontal or Vertical Position.

Doz. \$2.20  
 Gro. \$24.00  
 25% deposit with order, bal. C. O. D.

Write for List of Over 350 Popular Items.  
**GORDON MFG. CO.**  
 110 E. 23 St., Dept. B.F.-2, New York 10, N. Y.

**TALKING GREETING CARDS**  
 They actually talk. Can be used over and over. Anyone can play them. 3 styles: "Happy Birthday," "Hello, Sweetheart," and "Merry Christmas." 3 samples, 50¢ postpaid. Dozen, \$1.80. Cash with order. Quantity prices on request. Terrific house-to-house item. 6 new styles coming soon. PYRAMID SALES, 2342 Scarff St., Los Angeles 7, Calif.

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WITH THIS NEW NUMBER!

**No. 7048**  
**MEN'S DOUBLE WHITESTONE RING**



A new design—a real eyecatcher. This number can produce—can make big sales for you!

**IN STERLING SILVER**  
only \$12 per doz.

**GOLD FILLED**  
only \$15 per doz.

**SPECIAL — CLOSEOUT!**



**No. A3-SS SOLITAIRE**  
**No. B6-SS WEDDING BAND**

Ever-popular 5-stone Engagement Ring and Wedding Band

Sterling Silver or Gold over Sterling only \$7.00 per doz. sets.

**SOLD SEPARATELY . . . \$3.50 per doz. or \$36 per gr. for either Wedding or Engagement Ring.**

**SAME RING—SAME COMBINATION**  
**GOLD FILLED, \$10.00 per doz. sets.** Also sold separately at \$5.00 per doz. or \$48.00 per gr. for either style.

**MINIMUM ORDER, ONE DOZEN**  
Send for catalog. Over 500 styles \$1 and up per doz. Sample asmt. for \$20. On regular orders send 25% with order, bal. C. O. D.

**STERLING JEWELERS**  
44 E. LONG ST. COLUMBUS 15, O.

**FOR SALE—SECOND-HAND SHOW PROPERTY**

*(Continued from page 83)*

**SHORT RANGE SHOOTING GALLERY** — 2 new Super Deluxe Models; most sensational gallery on road; photos on request. Supreme Welding Co., 3320 14th St., Detroit, Mich. my14

**STAR POPCORN MACHINES—ALL MODELS;** Popcorn Supplies. Central Popcorn Supply Co., 45 Arch St., New Britain, Conn. my21

**TENT, 20x24, KHAKI, 120Z., 8 FT. WALL, FINE** shape, cheap. Herman White, 517 W. Schunior, Edinburg, Tex.

**THEATER SEATS—MANY RECONDITIONED;** 1,500 Folding Chairs, Tents, 16mm. Film Projectors. Lone Star Film Co., Dallas, Tex. my7

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**24x40 TENT, 1945 1 1/2 TON FORD TRUCK, 16MM.** Projector with speaker and screen for sale; will sell tent separately for \$350. Billie Murff, 1273 North Parkway, Memphis, Tenn.

**16x30 STAGE, PROSCENIUM, MARQUEE,** Maskings, Scenery, Costumes, Switchboards, Middles, Tents, Footlights, Poles, Wiring, Drops, other equipment. Ludwig, Carroll, Ia.

**\$100 BUILDS 12 PASSENGER KIDDIE CHAIR-** plane, complete plans. \$5; 16-ft., 16-passenger Major Chairplane, \$10; others; free plan catalog. Brill, 228-B North University, Peoria, Ill.

## HOLLYWOOD HITS AGAIN

#1 was Strip-Tease \$5.76 grs.  
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The

## New Esky Coin

'nuff said

3 Samples, 50¢.  
\$6.75 Per 100. \$1.25 Doz.  
Min. Order 3 Doz. F. O. B. Los Angeles.  
Cash with order.  
Quantity prices on request.

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This year BANNER FIREWORKS offers you more for your money than ever before.

**OVER 1000 PIECES**  
**\$13.25 VALUE ONLY \$4.95**

All your old favorites plus many new items. Buzz Bombs, Star Shells, Block Busters, Siren Aerial Bombs, Zig Zag Whistles, Flash-light Crackers, Jap Pop-Bottle Sky Rockets, Cherry Bombs and hundreds of others. Plenty for a day and night celebration. Order now while stocks are complete. No C.O.D.'s. Send certified check, Money Order or Bank Draft. Register the letter if you send cash.

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**Simms Tobacco & Candy Co.**  
Denison, Texas

## FOR SALE—SECOND-HAND SHOW PROPERTY

*(Continued from page 83)*

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**COUPON SALESMAN—\$20 DAILY AVERAGE** taking orders for bronzed baby shoes; write Midwest Shoe Bronzing Co., 602 N. E. Marshall, Minneapolis 13, Minn.

**MAKE \$7 HOURLY—REPRESENT OLD ESTAB-** lished advertising book match manufacturer; D'Ancona lithograph glamour girls; new and different; all merchants prospects; commissions advanced; outfit free. Chicago Match Co., Libertyville 12, Ill. np

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**USED SEEBURGS, WURLITZER, MILLS PHON-** ographs. M. E. Grimm, Durango, Ia.  
*(Continued on page 86)*

## SPRING SPECIAL DART BALLOONS

50 Gross - - - - \$ 8.70  
50 Gross - - - - 41.00

1/2 with order, balance C. O. D.

**EASTERN DISTRIBUTING COMPANY**  
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Buy Direct From Mfr. and Cut Expenses!



Long Lasting, Stand-ard Umbrella - Action Spring. Every one guaranteed to work.

49¢ Retail or  
18" Spruce Handle  
21" Waxed Handle  
Bright Yellow Stick  
Jumbo Ball Handle and Strap  
Assorted Colors

**\$3.25** (Packed 4 doz. to carton)  
**Gross \$39.00**

7 Samples, \$1.00  
Discount to quantity buyers.

**CELLULOID FEATHER BACK DOLLS** 12" Spread, 3 1/2" Cupie, beautiful assorted colors. \$17.00 Gross  
Discount to quantity buyers.

We mfr. the best Feather Backs in flashy colors. Our Feather Backs stick! 1/3 dep., Bal. C. O. D.

**Farber Trading Co.**  
263 WILLIAM ST. WORTH 2-1389 N. Y. 7

## DIRECT From Manufacturer Sensational Value

Beautiful 3-piece set. Hooded point fountain pen, automatic pencil and precision ball pen. Assorted colors with gold-plated caps. Attractively boxed.

**SPECIAL PRICE 75¢ Per Set**

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**These Pens Sell Like Wildfire!** Combination ball pen and lighter. 50¢ ea.  
Two-color pen writes in red and blue. 40¢ ea.  
Smart gold-plated finish. 25% deposit with order. Send \$2.00 for Sample.

**ORDER NOW!**  
**H. EPSTEIN**  
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A Sure Hit.

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**NEW DEAL  
AT LAST**  
**NU-FLEX Presents  
TEN PIECE  
RUG BRAIDING SET**

*Stops All Competition! Grossed  
\$1,600 Last Week in One Store!*

Now for the first time a Set that actually works on all material! Ten piece sets consist of 3 folders for light material; 3 folders for medium material; 3 folders for heavy material, plus rug lacer. 10 Pcs. in all for 25¢! Easily sells for \$1.50!

**TEN  
PIECE  
SETS  
25c**

ALSO  
Seven Piece Set — Includes 3 folders for lighter material and 3 folders for heavier material, plus rug lacer. 7 Pcs. in all for 18¢! Sells readily for \$1.25!

**7 PIECE  
SETS  
18c**

Send \$1 for Sample 10-Pc. Set and Rug Braiding Manual

**WE HAVE 100,000 OF OUR OLD 3 PC. SETS AVAILABLE AT LOWEST PRICES!**

Nu-Flex is the originator and introduced this system in The Billboard last May for making reversible braided rugs. Beware of imitators.

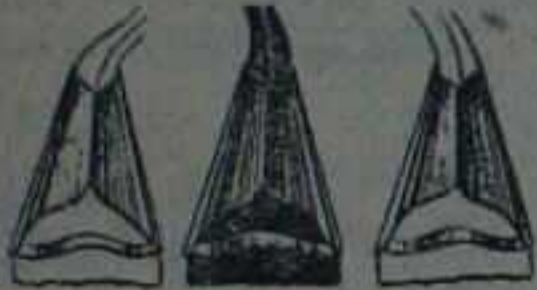
Shipments sent day order received.  
1/2 Deposit, Balance C.O.D.

**NU-FLEX CORPORATION**

1133-Broadway  
New York 10, N.Y.  
WAtkins 4-1409

West Coast Operator's  
Contact  
**HOLLYWOOD SHAGGEE**  
818 South Broadway  
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Prices slightly higher.

Set #1 for Heavy Material



Set #2 for Medium Material



Set #3 for Light Material and RUG LACER

**ATTENTION:**

- We have our own Rug Braiding Manual—5c.
- We have our own Rug Braiding Thread.
- We have our own wool, cut to size.
- We have a large supply of beautiful rugs for flash.



**The New Golden  
Horse Clock  
Pride of the West!**

#115-G

17" LONG, 12" TALL

Lacquered Gold-Plated Horse 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.  
25% Deposit, Balance C. O. D.  
Telephone: OREGON 3-6330

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928 Broadway...New York 10, N. Y.

**"THE ONE—THE ONLY"**

**"SWEET 16"**  
16 FULL COLOR  
PICTURES THAT  
SNAP INTO PLACE  
WITH ALL THE  
MAGIC OF MOVIES



SEND YOUR ORDERS NOW  
FOR FAST ACTION

Price \$1.00 Each  
(Retail-Price Protected) **\$7.20** per dozen

**"NEW  
TELE-PEEK"**



**The Sensational New  
2 Piece Focusing  
Telescope at the  
LOWEST PRICE OF  
ALL TIMES**

Get on the "gravy  
train" and send in  
your order at once

New Low Price **\$12.00**  
Gross

Minimum Order, 2 Doz., \$1.20 Doz.

Send Cashier's Check or Money Order  
for Full Amount—No C. O. D.'s

**B & N SALES**

913-15 PINE STREET  
ST. LOUIS 1, MO.

**IT'S NEW...IT'S FUN...FOR EVERYONE!**



**Crazy Woodpecker  
Whistle**  
"Patent Pending"



Imitate  
**WOODY WOODPECKER...  
THE CHICKEN...THE CROW...THE SIREN**  
AND PLAY YOUR FAVORITE SONG HIT TOO!

**FORM AN ORCHESTRA**

**NOVELTY MEN**

**SOMETHING NEW**

**NOVELTY MEN**

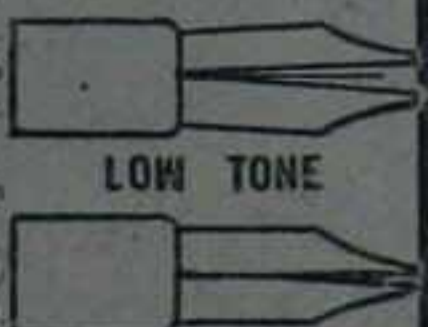
Sensational 25¢ Grind Item. Comes in all beautiful plastic colors. Kids go wild for them. Makes all sounds—Woodpecker—Crow—A Real Laugh—The Crow Call, same as \$10.00 Sportsman Crow Call. Sounds great with record music.

This item is brand new—Hustlers, Pitchmen and Novelty Men first call.

Big on Fairgrounds, Conventions, Parades, Circuses. Crowds really get big belly laugh. Every one comes with beautiful display card.

NOTE: This is not a Kazoo. Play by blowing only. 25% deposit with order, balance C. O. D.

**\$10.80** Sample \$2.00  
Gr. Dz.



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LOUISVILLE, KY.

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IS THE OWNER BY ASSIGNMENT AND LICENSE OF ALL PATENT RIGHTS RELATING TO  
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Premium Division

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LOS ANGELES 14, CALIF.



PRICE . . . . . \$53.50 EACH  
3 OR MORE . . . . . 55.00 EACH

REBUILT SINGER PORTABLE ELECTRIC SEWING MACHINE, with new electric motor, controls, electric wheel, luggage carrying case and equipment. All nickel parts chrome plated and new crinkle paint finish on the head. Every machine a perfect stitcher, ready to do your sewing in comfort.  
F. O. B. New York. 25% With Order, Balance C. O. D.  
Ideal for renting out or resale because they'll stand up and do the work. Prompt shipment.

**MITCHIE GOLDMAN**

5 BRIGHTON 1ST ROAD

BROOKLYN 24, NEW YORK

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BEST VALUES!!

LOWEST PRICES!!



**GENUINE SWISS  
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CHRONOGRAPH**

- Written 1-Year Service Guarantee
- Precision Timekeeper and Stopwatch
- Radium Dial, Sweep Second Hand
- Assorted Colored Dials
- Polished Chrome Case
- Guaranteed New—Not Rebuilt (With waterproof strap and gift box, 20c additional)

Sensational Value!  
With  
100% Profit Appeal



- Written 1-year Service Guarantee
- Precision Swiss movement
- Radium and Assorted Colored dials
- Polished Chrome Case
- Unbreakable crystal (With duraplast strap and gift box, 20c additional)

(With sweep second hand, 20c 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.

**HELP WANTED—ADVERTISEMENTS**

RATE—12c a Word Minimum \$2

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No charge accounts

Forms Close Thursday for the Following Week's Issue

**A-1 TRUMPET, DOUBLING SAX OR CLARINET** preferred; vocalist; top 7 piece commercial band; state age, salary. B. Wilson, General Delivery, Fort Worth, Tex. my7

**ACCORDION FOR SOCIETY BAND—MUST** double violin or reeds and vocalize; steady work. C. Drake, 849 Sheridan Place, Downers Grove, Ill. my7

**RELIABLE AGENT WITH CAR TO BOOK** Midnight Spooker and Illusion Show into theatres. State qualifications and salary expected in first letter. Write, wire, Hart Fisher Productions, Ottawa, Illinois.

**GIRL PIANIST—PLAY IN COCKTAIL LOUNGE** steady; non-union; wonderful opportunity, good appearance, photo, recording with letter. A. Michaels, 2525 Scioto Trail, Portsmouth, O.

**GOOD ALL AROUND PIANO MAN—WANTED** for hotel resort for summer; must play solo, classics, dance, with combo; minimum, \$100. Box C-331, Billboard, Cincinnati, O.

**LADY TO HELP MANAGE COOKHOUSE AND** other concessions on road; strictly business; no drinking. Box 168, Clute, Tex.

**MUSICIANS FOR FINE DANCE ORCHESTRAS,** work steady, guaranteed salaries; write complete details. VSA, 848 Insurance Bldg., Omaha, Neb. ju4

**STEEL GUITAR MAN—MUST PLAY LEAD;** free to travel; salary guaranteed. Wire Johnny Johnson, Western Union, Yankton, S. Dak.

**TATTOOER—FIRST CLASS ON PERCENTAGE;** best location in town in window; lots of sailors here and new ones every few months. 445 Oxnard Blvd., Oxnard, Calif.

**WANT HAMMOND ORGANIST, TWENTY** weeks' work, wages \$75 weekly to play two shows daily; apply at once if interested; state all in first letter. Art B. Thomas Shows, Lennox, S. Dak.

**WANTED—MASTER OF CEREMONIES AND** Pitch Man; Ohio location; excellent proposition; write, giving qualifications and background for personal interview. Box C-321, Billboard, Cincinnati, Ohio.

**WANTED BASS MAN FOR MIDWEST TERRI-** tory band; steady salary. Hank Winder, 8333 Cass St., Omaha, Neb. ma14

**YOUNG MAN IN PERFECT PHYSICAL CON-** dition not over thirty years; must be sober and reliable, with experience in tumbling or high-diving, not over 150 lbs.; wanted for Human Cannon Ball Act. For details write Human Cannon Ball, care Billboard, Cincinnati, O.

**AT LIBERTY—ADVERTISEMENTS**

5c a Word, Minimum \$1

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Forms Close Thursday for the Following Week's Issue

**BANDS AND ORCHESTRAS**

**AVAILABLE JUNE 1—COMMERCIAL SOCIETY** Band (5) concluding nine-month engagement class night club; club closing for summer; also play authentic rumba, novelty; young, clean-cut appearance, smart wardrobe; outstanding female vocalist will travel if wanted; prefer location but will travel if lucrative. Write, Orchestra, 3501 Logan, Canton, Ohio.

**COMMERCIAL ORCHESTRA—9 PIECES; FE-** male vocalist; special arrangements, union; desire summer location; available June 11th. Bandleader, 109c Federal, Oberlin, 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**

**AT LIBERTY FOR CARNIVAL—ELECTRICIAN,** sober and reliable; know lighting, transformers and generator sets; please state salary. Vernon I. George, 3310 Washington Blvd., Baltimore 27, Md.

**CARNIVAL SECRETARY—AVAILABLE ON** account misrepresentation; handle all details any size show; reliable. Secretary, 338 Boush St., Norfolk, Va. my14

**TICKET SELLER AND GRINDER FOR SIDE** Show; circus or park; no booze; state all in first. Box 283, Ashland, O.

**DRAMATIC ARTISTS**

**ACTOR-DIRECTOR—DESIRES STOCK COM-** pany position; experienced showman, capable, sincere; acted with Frank Libuse, Franklyn Burke, 1037 Loyola, Chicago, Ill. RO 4-4339.

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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. . . . .	.85
BB 831—Worth Special Base Balls. Doz. . . . .	2.25
Case of 15 Doz. . . . .	32.25
BB 831—Latex Covered Base Balls. Doz. . . . .	2.40
Case of 15 Doz. . . . .	33.75
BB 1527—French Weighted Darts, Doz. . . . .	1.20
BB 138—Dart Balloons, Gr. . . . .	.95
10 Gr. for . . . . .	9.00
BB 1528—Add N Win Dart Boards, Ea. . . . .	.80
BB 1529—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

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Wholesalers since 1880  
240-42 South Meridian Street  
Indianapolis 4, Indiana

**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**

**CONSTANCE VAN DUSEN DANCING STU-** dios, 355 West 34th St., New York 7, N. Y.; stage and ballroom; children's Saturday classes, adults' evening classes.

**MECHANIC AVAILABLE—18 YRS. EXPERI-** ence on all coin machines; sober, car and tools, go anywhere; hours no object or days. D. E. Hughes, 7312 Kelly St., Pittsburgh, Pa. my14

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**ATTENTION—STYLE BANDS, LARGE OR** small; Drummer, name sweet band experience; steady soft rhythm, excellent appearance, cut fine show; jazz, rumbas; willing, co-operative; own Cadillac; travel anywhere, locations short or long; been 1 1/2 years on present job. Phone: Frank Kestler, 215 N.W. 79th St., Miami, Fla.

**ATTRACTIVE GIRL ACCORDIONIST, WEST-** ern singer, yodler, also hillbilly comedy singer; can memorize, read, play background, harmony; wants work with Western entertaining band; can travel (union). Wire or write: Lindy Rose, P.O. Box 100, Vineburg, Calif.

**AVAILABLE AFTER MAY 1—TENOR AND** Clarinet Man and Trumpet Man who doubles drums; both well experienced in combo and large bands; ages 26 and 23 respectively, single; wire: Musicians, 2227 Wood St., Wheeling, W. Va.

**AVAILABLE—TENOR MAN, DOUBLE CLARY,** baritone; Guitar Man, double string bass, steel guitar; Featured Vocalist, experienced, pantomime, originals, skits, gags, etc.; union, read, fake, play jazz or society; travel together. Contact: Art Byman, 112 Trumbull Rd., Bridgeport, Conn.

**DRUMMER—20; SINGLE, RELIABLE, EXPERI-** enced; prefer road; fine equipment. Write or wire Phil Banister, 211 W. 6th, Bristow, Okla.

**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

**GUITARIST—VOCALIST (TENOR), ARRANGER,** read, improvise; modern arrangements; age 22, married. Clarence Alexander, RFD 3, Greenbar Road, Waukegan, Ill., Majestic 3560-Y-3.

**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.

**HAMMOND ORGANIST—OWN ORGAN,** chimes; male, union, white; big set-up; exp. bar, radio, grille; photo, record. P. O. Box 298, Chicago. ma14

**LEAD TRUMPET-VOCALIST—NAME BAND** experience, desires steady or jobbing work within fifty mile radius of Newark. Musician, 347 Summer Ave., Newark, N. J.

**MALE ENTERTAINER—PLANO, SOLOVOX,** Voice; smart cocktail to community sing with unlimited request repertoire; versatile, with good personality; East coast desired; \$125; photos on request. Fred Lybarger, 21 Lewis St., N.Y.C. Spring 7-7839.

**ORGANIST—EXPERIENCED IN ROLLER** rink musical qualifications; first-class recommendations; good salary essential. Organist, Box C-318, Billboard, Cincinnati, Ohio. my7

**PIANIST-ENTERTAINER, VOCALS, PLAYS** Solovox, rumba 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

(Continued on page 88)

**Men's Rhinestone Dial WRIST WATCHES**

- ELGIN
- BENRUS
- GRUEN
- WALTHAM

Reconditioned & rebuilt, guaranteed like new.

7-Jewel \$10.95

15-Jewel \$12.95

Square or rectangular models \$1.00 additional.



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Look like real diamonds. Beautiful settings increase sales and profits. Rings up to \$27.50 value. All 14 kt. R. G. P. Healy & Co. mountings.



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Boxes \$1 doz. additional

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**CASEY CONCESSION CO.**

Carries a Complete Line of Items

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AT LOWEST PRICES!

**Casey Concession Co.**

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We sell to Wholesale Tobacco, Candy Dry Goods and Notion Jobbers

Range 21—Two dozen handkerchiefs on attractive Display Cards, each handkerchief in a Matching Individual Glassine Envelope. Price Per Gross (144 Handkerchiefs) . . . \$8.00

Range 22—Two dozen handkerchiefs of a Much Better Quality and Larger Size, as above, under a different brand and different color display card. Price Per Gross (144 Handkerchiefs) . . . \$11.40

25% Deposit, Balance C.O.D. 30 Day Terms for Rated Concerns

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**CHINESE FIRECRACKERS**

80/16 (1380 1 1/2 in. Firecrackers), \$2.35. Cash with order, F. O. B. Joplin, Mo. Write for prices in case lots.

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BOX 376, JOPLIN, MO.



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Offer Tremendous Profits for Dealers, Distributors, Concessionaires

FLUORESCENTS FOR EVERY PURPOSE

Direct From Manufacturer at Lowest Possible Prices. AS LOW AS \$2.10 EACH Write for Catalogue and Price Lists

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Phone: Walnut 2-1947-1948

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CONCESSIONAIRES! DOUBLE YOUR BUSINESS!

MAKE BIG PROFITS!

Give Glamorous, Useful WONDERWEAR Nylons as Premiums . . . Women Love 'Em!

All gauges, deniers, shades in stock at all times. ACT NOW! Write, Phone or Wire for Information.

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**ROUND-CORNERED HEAVY-WEIGHT BINGO CARDS**



3,000 series—Available in 4 different colors. Also Bingo Specials, Baby Bingo, Featherweights, Electric Flash Boards, etc.

IMMEDIATE DELIVERY!

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**SAVE \$**



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Stuffed Toys as low as \$7.20 per dozen

- 32" High Grade Quality Rayon Plush Bear, asst. colors, cotton stuffed. Special Price **\$34.50** dz.
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**FOR IMMEDIATE DELIVERY**

HIGHLY POLISHED • ELECTRO PLATED

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- PINS • GUARD PINS • FOBETTES

from \$14.40 Gross and Up

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25% Deposit With Order, Balance C. O. D.

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PITCHMEN . . . DEMONSTRATORS

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Sells any place fast. Big profits. Fairs, Shows, Stores, Resorts, 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 \$24.00. 18 Gross \$50.00 per gross.

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ASBURY PARK NEW JERSEY

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IMMEDIATE DELIVERY!

- ELECTRIC FLASH BOARDS
- RUBBERIZED and WIRE CAGES

WIRE OR WRITE FOR CATALOG

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- Each pair guaranteed for life.
- Handsome carrying case with each pair.
- Each pair individually boxed in two-color display box.
- Free streamers and display material with each order.

THESE ARE NOT CHEAP GOGGLES BUT HIGH QUALITY MERCHANDISE, SOLD BY LEADING JEWELERS, SPORTING GOODS, DEPARTMENT STORES AND OPTICIANS THROUGHOUT THE COUNTRY.

Sample pair ..... \$ 2.00  
By the dozen ..... 18.00 per dozen  
By the gross ..... 194.40 per gross  
Lots of 500 ..... 600.00 for 500

Send for free catalog of latest types of rimless, zyl, mirrorlens, gold trim clip-ons, rhinestone fantasy, etc.

**PHILRAY PRODUCTS Corp.**  
30 IRVING PLACE NEW YORK 3

25% Deposit with order, balance C. O. D. F. O. B. N. Y.

SATISFACTION GUARANTEED




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SA 13 Round Metal Whistle, Gr. .... \$ .85	SA 28 6 In. Stripe Horn (Jap), Gr. .... \$1.75
SA 14 White Metal Charms, Asst. Gr. .... .85	SA 29 Jap Folding Fan, Gr. .... 4.75
SA 15 Plastic Asst. Ships, Gr. .... 1.00	SA 30 Plastic Bird Warbler, Gr. .... 4.50
SA 16 Plastic Scotty Statuettes, Gr. .... .65	SA 34 Daisy Cork Rifle, Ea. .... 5.50
SA 17 Carded Luck Charms, Per 100 .. .75	SA 35 Armstrong Corks, Per 1000 .. 2.75
SA 18 Gift Key Chain, Per 100 .. .95	SA 37 Alum. Pint Bottles, Ea. .... 1.15
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TERRE HAUTE, INDIANA

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Cries, closing eyes, beautiful wigs. Hat trimmed in white fur. Red or blue.  
**\$4.00 each**  
**\$44.00 doz.**

19" #1473 DOLL  
Latex arms and legs. Plastic face, cloth body. Ruffled organandy bonnet and dress. Cries, closing eyes and lovely wigs.  
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25% Dep., Bal. C. O. D., F. O. B. Chicago, Ill.  
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Havmarket 1-2913

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RACE THE EXCITING 'RHETT..the JET' BLOWN

PLASTIC CLOWN! JET TUBE! BALLOON! WHEELS! HERE HE COMES!

● BLOW HIM UP AND WATCH HIM GO

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This amazing 3-in-1 Clown will keep Junior and Sis busy for many hours. When you blow up his giant balloon hat through the jet tube... Rhett the Jet Clown speeds off all by himself, on his own power. This brilliantly colored plastic clown will have to perform his startling feat over and over again. But that's not all Rhett the Jet Clown can roll along on his real rubber wheels, so every youngster can pull him from a string... take him for a walk, indoors and outdoors. All the young folks will want to hug him, too, for his jolly shining face just beams with joy.

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See Page 53

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(Continued from page 86)  
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Summer Catalog—8-329

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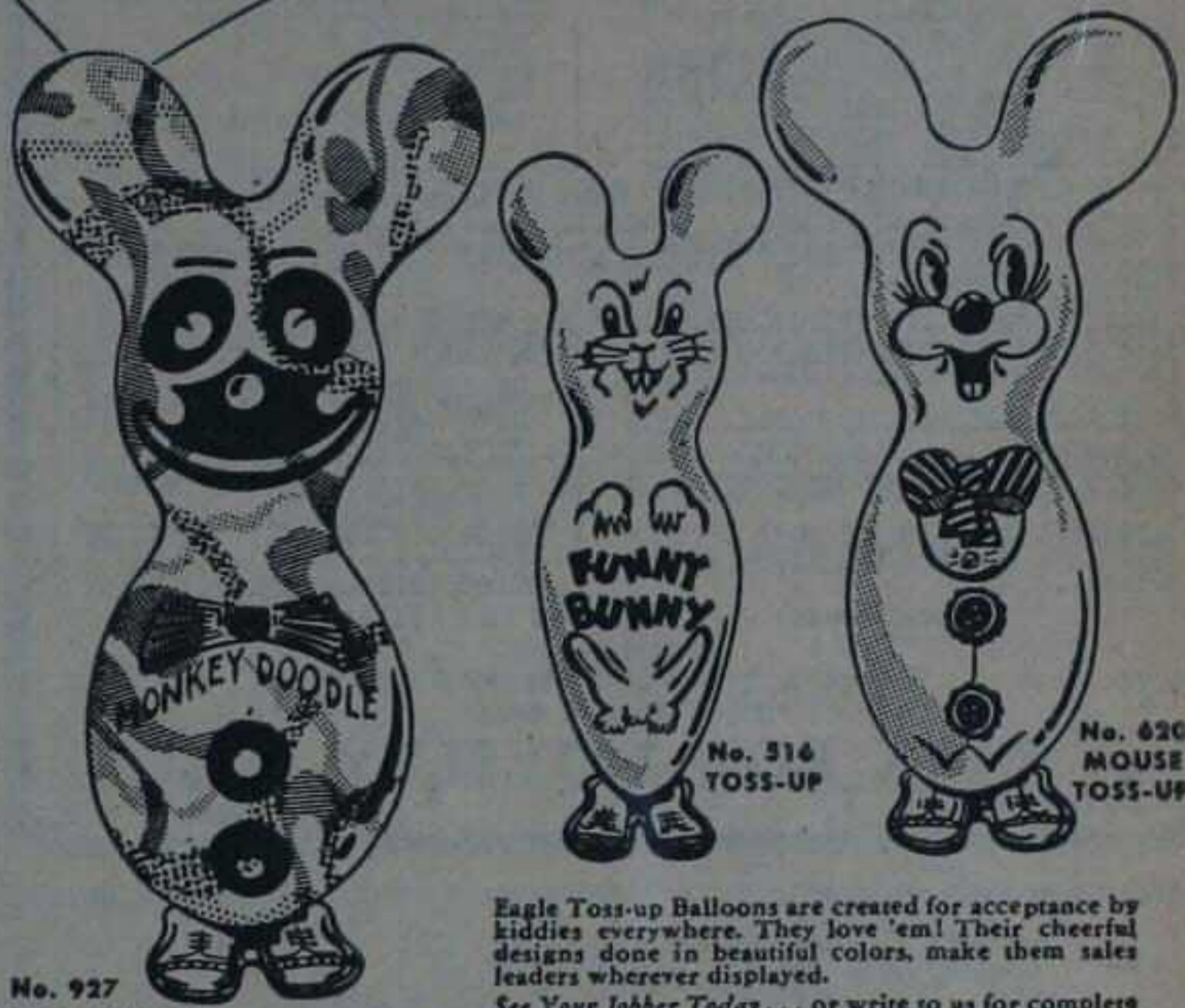
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PARK ROW NOVELTY CO.

139 PARK ROW

NEW YORK 7, N. Y.

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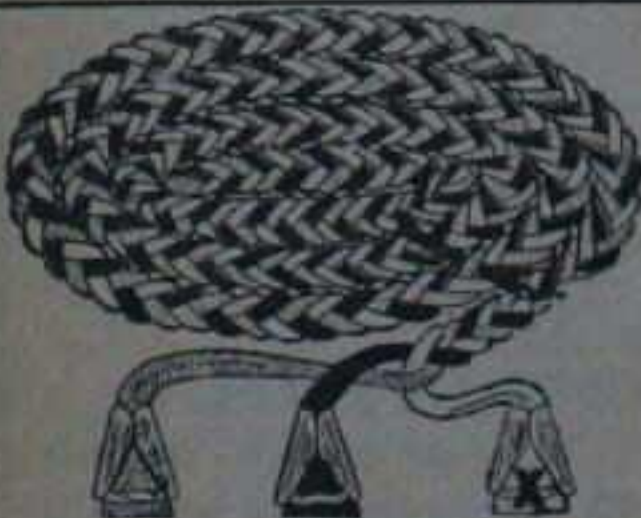


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ATLANTIC CITY, N. J.



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Letters and packages addressed to persons in care of The Billboard will be advertised in this list two times only if you are having mail addressed to you in our care look for your name EACH WEEK.

Mail is listed according to the office of The Billboard where it is held, Cincinnati New York Chicago and St Louis. To be listed in following week's issue mail must reach New York, Chicago or St Louis by Wednesday morning or Cincinnati office by Thursday morning.

MAIL ON HAND AT CINCINNATI OFFICE 2160 Patterson St. Cincinnati 22, O.

Parcel Post

- McGrath, Phillip A. 10c
- Meyers, Leo 10c
- Wray, A. V. 6c
- De Marks, Miller M. 5c
- Adams, Mike
- Akron, Irving
- Alton, Tom (Agt.)
- Ahler, James
- Abbridge, Edith
- Allan, Henry S.
- Allen, H. S.
- Allen, J. C.
- Almanza, Mable F.
- Andri, Russell
- Andrews, Slim
- Annin, Jimmy
- Annin, Ralph J.
- Argus, Edw. A.
- Ascher, Mildred
- Astler, Thos.
- Aston, Tom
- Baillie, Jack
- Baker, Alpha
- Baker, Louis
- Baker, Walter
- Baldwin, Mrs. Helen
- Rall, John G.
- Rall, Emory A.
- Rall, John G.
- Ballard, Horace
- Balswick, Peter
- Barber, Mrs. Jewel
- Baron, Sol
- Baxter, Mrs. Muraz
- Beard, Elbert L.
- Beck, Edna
- Becker, Wade
- Bell, Day-Break
- Bell, Mickey
- Bennard, Marie M.
- Bergman, Lila Sears
- Bickett, James
- Bickett, J. H.
- Billet, E. E.
- Riani, Bobby
- Blankship, James A.
- Blood, Daniel
- Bookman, Chas.
- Borsten, Sam
- Bozman, Bob
- Boyetto, Merion Jr.
- Bradley, Albert
- Bradley, Chas
- Breadley, Lee
- Brenstein, Nat
- Broeding, Don
- Brent, Josephine
- Brink, Frank J.
- Brink, Clyde M.
- Brown, J. K.
- Brunner, W. C. & Iola
- Bryer, Mae
- Buchanan, Mrs. Amelia
- Buckland, Josh
- Buffum, Chas. D.
- Burgess, Ed.
- Bundy, E. J.
- Burke, Jack W.
- Burrledge, Frank
- Burton, Jack
- Bybee, Mrs. Mattie G.
- Byrne, John
- Campbell, Arizona
- Campbell, James H.
- Carlson, Arthur
- Carozza, Martin
- Carroll, Tommy
- Carter, Henry
- Carter, Linda
- Carter, M. C. (Tex)
- Cass, H. & Mary
- Caswell, Hoy
- Catalano, Peter
- Chamberlain, Tom
- Chambers, Chas. E.
- Chapman, Gene
- Chestiam, H.
- Cherry, J.
- Christeln, Jack
- Christine, Antigone
- Allen, H. S. Girl
- Christotta, Frank
- Chopper, Earl D.
- Clare, James
- Claremont, Cecil
- Clark, Jimmy
- Clark, Wm. Allen
- Clemens, Mrs. Fred
- Clyde, J. W.
- Cockrell, Loyce
- (Holiday on Ice)
- Colley, Don
- Cooper, John
- Colbert, Harry
- Colbert, Phil
- Colburn, John
- Cole, B. B.
- (to Joe Cole)
- Collins, Alice & Ernie
- Collins, Roba
- Comaker, L. C.
- Condon, V. J.
- Cundell, Louis
- Cummins, Mrs. Fred
- Conli, Alfred B.
- Conway, Jim
- Coon, Geo.
- Copanas, Eustace J.
- Corbett, John M.
- Covington, Floza W.
- Cowan, Wm.
- Coyle, Cornelius Jr.
- Crane, Sidney S.
- Crosby, W. C.
- Crowder, James
- Cron, Chas.
- Cunningham, Mrs. A. Made Lee
- Cunningham, O. C.
- Cunnington, Don
- Cusack, Barney
- Dale, Grever S.
- Daly, Wm. B. Jr.
- Daniels, Jack
- DeWitt, Mrs. Mary
- Dean, Judy Brown
- Dean, Marvin
- Deaver, Jos. Richard
- Deisher, Iby
- Demetra, Archie
- Dennis, Harry A.
- Dickerson, Katherine K.
- Dodson, Mrs. Dorothea B.
- Dorson, Chas.
- Dunlavy, Willis C.
- Duparski, Wm.
- Dove, Mrs. E.
- Downs, Geo.
- Drader, Roy
- Dunne, Larry
- Duchene, Lewis A.
- Mildred
- Dudas, Edw. A.
- Dugan, J. H.
- Duncan, G. M.
- Eidels, Harry E.
- Edwards, Mrs. Al
- Edwards, (Winnie)
- Edwards, Cliff
- Edwards, Elbert L.
- Edwards, Mrs. Nellie
- Edwards, N.
- Edle, R. Edgat
- Ellsworth, Gene E.
- Engle, Tommy
- Erland, Ralph E.
- Erlandson, John
- Evans, Savelly
- Evans, Tex
- Everitt, Mrs. Amy
- Feldman, Hyman
- Feller, Clifford
- Ferguson, Victor H.
- Ferris, Thos.
- Peters, Mrs. Ann
- Ferris, Irwin
- Fitch, Steijn
- Flelds, Geo.
- Fisher, E. L.
- Fitzgerald, Kenneth
- Fletcher, Perry
- Flynn, Mike
- Forbus, Mrs. Edna Lee
- Frank, Edw.
- Frank, Mike or Joe
- Frank, Tanna
- Fraser, Joe
- Fredrick, H.
- Freesey, Geo.
- Galehouse, L. H.
- Gainer, Wm. C.
- Gamble, Henry S.
- Garland, Habern
- Garland, Jos. Wm.
- Garrison, Wagon
- Garris, Arthur J.
- Garwood, Has
- Gauthier, Mrs. Tiaz
- Gerry, Bobbie
- Gerry, Frank Jas
- Gibson, Jack
- Gilmer, James J.
- Gibbs, Grove Vestal
- Goode, R. O.
- Gordon, Patricia
- Gottschaker, Harry L.
- Gould, Irvin
- Gover, Mrs. Geo
- Gradiot, Merle J.
- Green, H. A.
- (Jack)
- Gray, Alfred O.
- Griffin, Elsie A.
- Griffis, Mills
- Gross, Chas.
- Gualdiner, Paul
- Guidley, Davat
- Gumpertz, Sam
- (Fishbiter)
- Hancock, Vera
- Hand, Johnny (Hall)
- (Bitters)
- Harley, Domingo
- Harley, Henry J.
- Harley, Paul
- Harrod, Mrs. Wm. T.
- Harris, Mr. Babe
- Harris, James
- Hartman, Geo. E.
- Harris, J. E.
- Harrison, Jack
- Hartman, Hollis
- Hartman, Walter
- Hastings, Miss
- Haut, Mrs. Beasie
- Harvey, Henry
- (Carolina)
- Henry, Mrs. Maxie
- Hornat, Maxie
- Herrmann, Mrs. Florence
- Herrick, Carl
- Hester, Irene
- Hicks, Geo. F.
- Higgin, Clifford R.
- Hill, D. A.
- Hill, Marie
- Hill, Alex. Edward
- Hodges, Fiske
- (Geweck)
- Hoffman, Harry
- Holmes, Mrs. Jimma
- Holt, Wm.
- (Hawaiian Nights)
- Hopkins, Eunice
- Hornor, Arthur B.
- Hubbard, G. M.
- Huffie, Thos.
- Hughes, Marie
- Humphrey, Joe
- Hunter, Chas.
- Hunter, Mrs. Jeannita
- Ingram, Miss Jerry
- Inland, A. T.
- Jackson, Al (Tom)
- Jackson, (of Fun)
- Jackson, Grody
- Jenkins, Don
- Jewels, The Juggling
- Johns, Mrs. Vaughn P.
- Johnson, F. F. (Smoky)
- Johnson, Ed.
- Johnson, Harry Lee
- Johnson, Krut
- Johnson, Victor H.
- Johnson, Marjorie
- Johnson, Carl
- Johnson, Mrs. Wm.
- Johnson, Prof. Wm.
- Johnson, Thos. C.
- Johnson, H. L.
- Johnson, "Smokes"
- Johnson, Fred
- Johnson, Wilford S.
- Jordan, Bill & Peggy
- Kane, Don
- Kaslos, Harry
- Kelly, Mamie Ruth
- Kelly, Harry
- Keller, Pat
- Kennedy, Richard
- Keppler, Dixie
- Kepner, Raymond
- Kibel, E. H.
- King, H. G.
- Kline, Faith
- King, Joanne
- King, Peaches & John
- Kirby Elaine
- Kirk, Mrs. Walter
- Kleiderlein, Fred D.
- Kramer, Louis
- Krutz, John A.
- Krapp, Geo.
- LaClude, Amy Lee & Lou
- LaFayette, Eddie
- Laloue, C.
- LaVelle, Mrs. Ray
- LaVelle, Ray
- LaVelle, Martin
- Lawton, Danny
- Layb, John C.
- Layb, Mrs. Ira
- Leatherman, Fred
- Leatherman, Mrs. Rose
- Lee, Kenneth
- Lee, Robt.
- Leiter, Mrs. Melba
- Lelloy, Billie
- Lester, Les
- Levin, R. V.
- Levin, Steve
- Levin, Walter
- (Dish Ball)
- Liedtke, Mrs. Dora A.
- Liretti, Tex
- Little, Edgar J.
- Lopez, Jackie
- Lopez, Wilma
- Lorance, Gladys
- Love, Raymond
- Loren, Earl Cecil
- Lusk, Jack
- Luther, R. L.
- MacDade, Spurgeon
- Mac Intire, Bill
- McDonald, Harry B.
- McGalen, Clyde
- McGarril, K. C.
- McGlone, Ken
- McKeezie, Nancy
- McKerry, Mack
- McKerly, Mr. Pat
- McKinnis, C. C.
- McLain, James
- McLoud, Earl
- McLoud, Roy
- McLoud, Mike
- McGarry, Mrs. Volna
- McGrigg, Donald
- McHugh, Jerry
- (Smoking)
- McIntosh, The
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- McHugh, Jerry
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- McIntosh, The
- (Smoking)
- McManus, T. J.
- McNeal, Mrs. Irma

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1 Bundle 1200 1 1/2 Crackers \$3.00 1 Bundle 1400 1 1/2 Crackers 3.50 1 Bundle 2000 1 1/2 Crackers 4.00 100% Profit—Cash With Order.

BUCK BROTHERS Columbia, Tenn.

Hess, Mike Ruth, Mrs. Ted Ruth, H. F. Ryan, Mike Ted Safford, C. W. Sakobie Sr., Jas. Salvage, W. H. Sanders, Geo. F. Sanders, Mrs. Mary Sandlin, Mrs. Hazel San Fratello, Joseph Sargent, Mrs. Eliza Saunders, Geo. W. Saunders, Ray Schless, Chick Schuck, Pete Sealt, Mrs. B. M. Sealt, Bo Serebneff, Wm. Sellhamer, Al Sellers, Jack Settle, T. D. Shafer, C. Jack Shearer, Robt. Shell, Frank Shorrock, Roy Hank Siegrist, Chas. Siegrist, Wm. Slaughter, Gerald (Mayo) Sliaky, Alex (Duncan) Small, Mrs. Ethel Smith, Mrs. Bert Smith, Bert Smith, Chas. H. Smith, Floyd O. M. Smith, Mrs. W. B. Smith, W. F. Soell, J. C. Sorenson, Mrs. Willie Sparks, J. C. Sparka, Joseph V. Spielman, Mrs. Marjorie Sproedwing, Bill Stack, Dick Stack, Ruth Stanko, Mack Stanley, G. M. Staples, Thomas Star, Wanda Starr, W. B. Steck, Ray Stein, Jack Steiner, C. S. Jr. Stevens, Paul Stevens, Virgil Stevens, Walter Stewart, F. E. Stewart, Speedy Stoney, Bill Straton, Tony Strumbo, Fred R. Stundelaker, Paul Stutzman, Robt. & Edna Suber, M. H. Surrency, H. D. Swornis, J. D. Tabbert, C. H. Taylor, Archie L. Tarne, Joseph Paul Tompleton, Ralph Edward

Terrell, Robt. Thomas, Millard Thomas, Miss Billie Thompson, Frank Thompson, W. A. Tibbitts, Buddy Tilton, A. M. Tilton, M. H. Tobell, Allen Townsend, Cal Townend, Webster Trov, Jimmy Turpen, Mrs. M. Urbanik, Eddie Urich, John Valero, Stan Vann, Mrs. Evelyn Vangness, Kenein Olander Voter, Elmer Vere, Ernest Voine, Harold Vredenburg, Ed Patrick Wahlen, Billy N. Walker, H. L. Wanko, Mrs. Anna Ward, Ed. A. Ward, Willie Jr. Warnus, John J. Warner, A. S. Warner, Mrs. Don Warner, Hugh L. Wasserman, Mrs. H. Wasso, Bob Weatherly, Delores Welch, Mrs. R. L. Wellington, Harry K. West, Howard West, Marie Wetherly, Harold Whalen, Johnny Wheelock, Leone M. Wheelock, Ray Whitmyer, Myra Wilkinson, Mrs. Williams, Dixie & Chuck Williams, F. E. Williams, Pat Head Williams, Geo. Williams, L. L. Williams, Mitchell Williams, Raymond Williams, Mrs. Rebecca L. Williamson, Mrs. John Jamesina Will, Claude Will, Harry E. Winchester, Joe Winegarner, Ernest G. Winston, Sherry Wise, J. A. Jr. Woods, Doc Harold Wright, H. C. Wray, Albert V. Wynn, W. H. Yawn, E. H. Yeager, Ed. L. Yelley, Lester Yeaber, A. H.

Marlin, Alice Marlon, Sam Mande, Beatrice Masterman, Geo. E. Mesalabe, Mort S. Michals, M. B. Myers, Mae Rosenberg Nelson, George Dodi Pennell, Troy Ray, Val Rafter, Irwin Rose, Harry Salcamp, Mark A. Schesser, Joe Schubert, Erwin Seach, Robert Sinitzen, Olga Garnett Smith, Cyril Stewart, Linda Stickland, Rosley T. Terrill, Harry A. Tom Thomas, John H. Town, Albert Towns, Freddy Trennell, Sally Velasco, Leleta Vestal, James C. von Felsing, John Weintraub, Michael West, George Hurley, W. O. Hyland, Melito Jackson, John Gordon Jackson, Stash Jacobs, Dolly Jenkins, Mrs. Edna Jo Johnston, Everett Kaunegieter, Art Kenler, K. K. Kernech, John King, Norman Kuhn, Mrs. Betty V. Lamiter, Fred & Viola Loan, Jack Lear, Fred Littel, Edward McAbee, H. A. McClanahan, W. H. McMullen, J. L. Madison, Broa. Madison, Mrs. Harry Majdeski, Polly Jo Mann, Ivan K. Marba, C. Marba, Herbert C. Marino, Joseph P. Marshall, Lewis D. Marshall, Jerry Masterson, John E. Mills, Mrs. Ida Morgan, Lizzie Nicklo, Niloer O'Brien, Mrs. Mary O'Rourke, W. F. Ogburn, Phil Ogilvie, J. B. Parker Dairy Co. Patrick, T. W. Patterson, John Paton, Pat W. Peters, Frank E. Phillipson, Walf Pierce, Wendell Piro, Allen Provost, Mr. & Mrs. William Regan, Mr. & Mrs. Ray Rankin, Micker S. Rendelle, Harry J. Rich, Arthur A. Riffings, W. T. Riley, Eddie Roberts, Harry E. Rochat, Mr. & Mrs. Rogers, Hugh Montgomery Ross, Patsy Ann Robinson, O. S. (Hob) Ruby, C. J. Schemel, Mr. & Mrs. Lloyd Serris, Mrs. E. F. Shanteau, C. Earl Shipley, Mr. & Mrs. C. W. Shufelt, Fred Silcox, Mr. & Mrs. Joe Skinner, H. Y. Smith, James B. Starcke, Randolph H. Steiger, Mr. Stevens, George Sward, J. D. Tabbert, Henry Taylor, Jerry Thamer, Timothy Neill Tomlin, Willie F. Trippel, Julius Trost, Elmer Tyree, Thomas Voyles, E. D. Walsh, Burnell Walker, J. Jack Watson, Mr. & Mrs. Eddie Watterson, Harold West, Ralph West, Mr. & Mrs. William Wetherbee, Harold Wickliffe, Thomas Woodward, Mrs. Norman Wray, Mrs. Ross Wright, George & Thelma Wuehlerick, John C. Zlonke, Mr. & Mrs. Robert

MAIL ON HAND AT CHICAGO OFFICE 155 No. Clark St., Chicago 1, Ill.

Adams, Ernest (Curly) Cameron, Wm. J. Cody, Al Cortez, Louise Cuda, Jim Donnelly, Russell Downer, Arthur L. Plegar, H. H. Filbert, H. F. Goodman, Frank Herod, J. Hoverson, Mrs. Jacobs, Joy Kirkpatrik, Chief Lanko, Speedy Wilson Martin, Bob McLaughlin, Marie Mitchell, H. J. Powers, Babe Patricia Ross, Harry Rozina Russ, L. L. Stephanie Nicholas Stevens, George Valentine, Freddy Walkow, Louis Whiteagle, Chief Carl

MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., St. Louis 1, Mo.

Parcel Post Madison, Mrs. Edna 12c

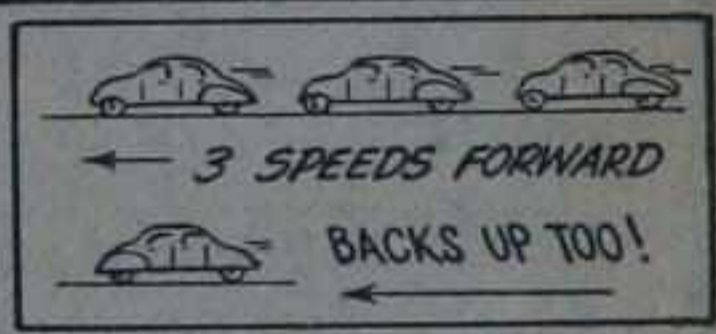
Allen, Ireland C. Anderson, Arnold A. Anderson, Bob Anderson, Bud E. Arnold, Wayne W. Ayotte, Clarence N. Ayres, Lester Bacon, Mrs. William Bacon, William Baber, Mrs. Freddie Bales, Dorothy Balos, Pete J. Bazaar, B. W. Co. Berry, Howard Y. Beach, Harry M. Becker, Lawrence J. Beckner, Cecil Bell, Estell Tarbes & Louis A. Bernard, Susstine Blue, Bernice Bishop, Belle Blittschan, Richard E. Boatwright, B. E. Bortan, Mrs. Marie Borke, Leon H. Boyce, Joseph Phillips Brady, Mr. & Mrs. John Brison, Harry R. & Mary Jane Brison, Robert L. Brown, Irvin F. Burto, L. Canipe, Walter Carter, Ruth B. Carter, William Chapman, Mr. & Mrs. Keith Childs, Mr. & Mrs. C. E. Collins, Mr. & Mrs. Richard Frances, Amelia Leo Dalby, Miss Joan DeBlaker's Riding Devices, Inc. Darrin, Melner Day, Doc DeWitt, Mr. & Mrs. Ted R. Dillon, Leonard L. Drake, Edward R. Duval, Maurice Eagle, Chief Ed. Eagle, Mrs. Edward W. Ellis, Charles (Blackie) Ferguson, Victor H. Free, William Fulton, Gale Glassburn, J. C. or Mildred Golden, Mrs. Helen Goodman, W. S. (Sparkplug) Gooms, Leon Gordon, Charles L. Granger, Allen Grinnam, Mr. & Mrs. H. L. Hall, Justin Chas. Hamilton, Jack R. Handler, Mrs. Louan Handler, Wm. C. Hanusa, Miss Cricket Harper, Mr. & Mrs. Jack Harris, Robert Harrison, Ed. Hartman, Joe Hatfield, Mrs. D. W. Harvey, H. F. & Mrs. Margaret Harvey, Mr. & Mrs. Henry, William Hint, Chester Hiebs, Mrs. Billy Hobbs, Curly Holston, Mr. & Mrs. John Hoosier, Mrs. J. E. Howards, John

MAIL ON HAND AT NEW YORK OFFICE 1564 Broadway New York 19, N. Y.

Allen, Al Fields, or Felds, Harry Flores, Costica Fanadio, Louise Goley, Larry Greene, Cissie Harvey, Al A. J. Hobson, Laura, K. Horn, Eugene Howard, Joseph Humphries, John Hubbard, Skeets Jackson, Zedee W. Jewell, Billy C. John, Francis Jones, Jeanne King, Mrs. Ethyl King, Like Kroener, H. A. Livermore, Muriann Lombard, Linda Lorraine, Blanche

LOOKING FOR ACTION? HERE IT IS! . . . . . NEW 1949 MODEL ARISTOCAR... AMAZING ELECTRIC TOY MOTOR CAR

3 Speeds Forward and Reverse Powered by Famous Vibro-Roll Motor

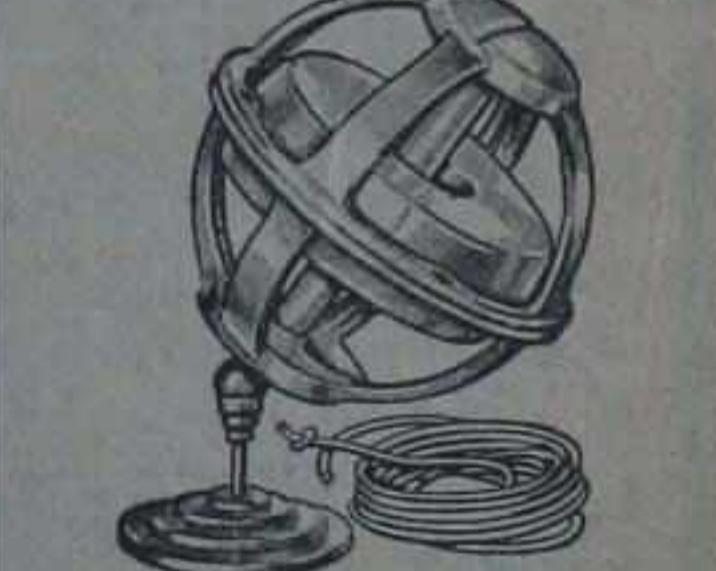


RETAILS FOR \$2.98 SAMPLE \$2 In Doz. \$1.79 Lots, Ea.

Not a small toy, but a big 10" long, 4" wide, 3" high automobile with purring motor, gleaming plastic body, glistening chrome trim. Motor powered by two ordinary flashlight batteries. An eye-filling delight, a real value for your customers. Packaged in colorful box, 12 boxes to carton. Here's a real money getter. Orders filled in rotation.

DELUXE MODEL . . . . . retails for \$3.49 Same features as above PLUS electric headlights that turn on or off.

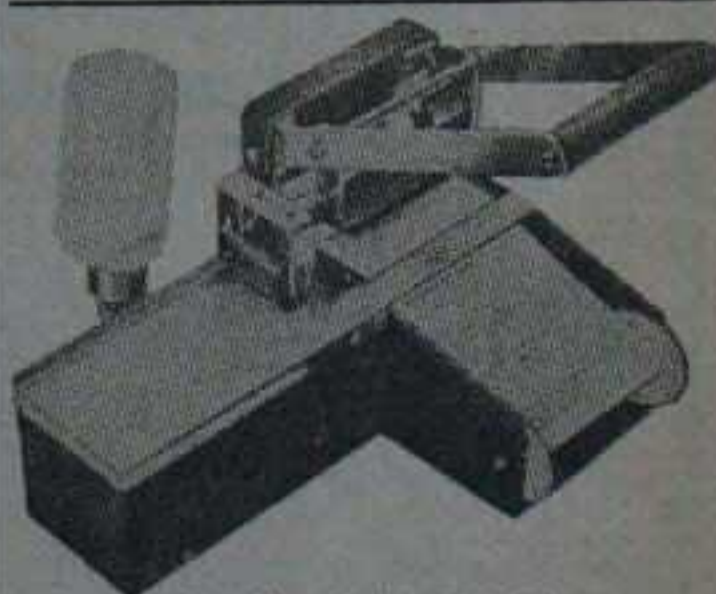
SAMPLE \$3 In Doz. \$2.09 Lots, Ea.



Every Toy Store—Premium User Will Want the Sensational NEW PLASTIC GYRO TOP

Colorful precision made toy that fascinates all ages. Does tricks on a cord, spins and balances at amazing angles. Fluid filled rotor in ball-bearing mounted . . . looks like a \$5.00 item. Packed 36 to carton, each top in colorful box.

Write for DOUBLE YOUR MONEY DEAL — SEND \$1.00 for sample and be convinced.



The New Addressprint ADDRESSING MACHINE

Addresses envelopes, catalogs, postal cards, circulars automatically. Priced so low, two or three mailings will pay for it. Addresses are imprinted from master list at speeds up to 50 addresses a minute. Every business man, lawyer, doctor, retail store a prospect. Retail Price, including complete set of supplies for 500 names \$33.25

WRITE FOR VERY SPECIAL DEAL 25% with order, balance C. O. D. Cash Orders Shipped Prepaid

RETAILERS SALES & SERVICE 141 W. Jackson Blvd. Chicago 4, Ill.

HERE IT IS! SWEET 16 FULL COLOR NEW CUTIE POSES AUTOMATICALLY with each CLICK! READY! AMERICA'S FASTEST SELLER SENSATIONAL MONEY-MAKER Sample Doz. \$7.20 Get on the "gravy-train" right now. Don't delay—wire or air-mail order. Dealers-jobbers, get our quantity prices. Send check or money order. No C. O. D.'s. Buy direct. Exclusive distributors for Eastern U. S. GREENGLASS SALES CO. 50-11 40th St. Long Island City 4, N. Y.



SENSATIONAL LOW PRICES

Newest Designs! Fast Sellers! Over 500 Styles in Men's and Ladies' Gold Filled and Sterling Silver. Immediate Delivery. Send for Illustrated Circular and Compare Prices. For Resale Only.

U. S. RING COMPANY 105 Nassau St. New York 7, N. Y.

SLUM BALLOONS Bingo and Premium Merchandise

WRITE FOR OUR 1949 PRICE LIST M. A. SINGER CO. 2125 COMMERCE STREET DALLAS 1, TEXAS

**The Latest Scientific Marvel**

NO PICTURE OR WORDS CAN DESCRIBE THE RADIANT BEAUTY OF **NEO-LITE FLUORESCENT NON-ELECTRIC SIGNS**

Reg. U. S. Patent Office 1949  
**AS NEW AS TOMORROW**  
Reflect — Refract — Magnify — Day or Artificial Light.

**BORN 180 DAYS AGO**

Tried and proven a tremendous success in Miami, Fla.; Baltimore, Washington, Philadelphia and New York. The rest of the world in virgin territory.

Fluorescent Neolite Signs are being sold to stores, salarooms, garages, realtors, hotels, theatres, business trucks and autos, or any type of business establishment. They are a proven hit wherever shown. Miami, Fla., business men have purchased these signs to the value of \$100,000 in the past 180 days in the downtown area alone.

In New York they are being used by such stores, firms, and chains as Kruse, Philco, General Electric, General Motors, Filigdale, Jantzen, Leighton's, Mohawk Carpets, and many other coast to coast chains and nationwide advertisers.

More attractive than Neon, at one-fifth the cost. No unsightly transformer boxes—no upkeep, no breakdowns. Uses no electricity; reflects and refracts a radiant, glorious light that commands instant attention.

Up to one hundred dollars a day without asking a penny. You can be your own boss and make \$20 an hour selling the most fascinating and decorative product ever produced. No investment required.

We make Neo-Lite Signs to order, any name or any wording—thus:

**TELEVISION** ← Base or Shelf Sign. State style of frame with each sign ordered.

This 10-letter sign in 6-inch letters, made in Neon, retails for \$105.00. The same 10-letter sign in 6-inch letters made of fluorescent neolite retails for \$20.00, only \$2.00 a letter—your cost 28¢ per letter including frame, allowing you 4¢ per letter express charges. This gives you a clear, net 100% profit.

**BEAUTY SHOP** ← Hanging Sign with holes

This 10-letter sign in 4-inch letters, made in Neon, retails for \$95.00. The same 10-letter sign in 4-inch letters made of fluorescent neolite, retails for \$15.00. Only \$1.50 per letter. Your cost 74¢ per letter including frame, allowing you 1¢ per letter express charges. This gives you a clear, net 100% profit.

**AGENTS AND SUB-AGENTS**

You can appoint sub-agents on commission, pay them 25 or 33 1/3% and still have a nice profit in addition to the 100% you make on your own sales. Exclusive territory if we see you are a live wire and can produce. We will give you a **CONTRACT IN WRITING** for your protection and cease selling to anyone who might trespass on your territory.

Letters come in 2, 4, 6 and 8-inch sizes.

**SECURITY DEPOSIT \$10 FOR SUB-AGENTS**

We are now shipping a sample layout consisting of 1 sample 6-inch sign, 1 sample 4-inch sign, and 1 sample 2-inch sign. These are standard samples, you may return them for refund if they are not exactly as represented or if for any reason you cannot devote your full time to this agency. Consists of 3 signs: 6 in Cafe, 4 in Open and 2 in Office.

**SECURITY DEPOSIT \$25 FOR AGENTS**

This sample layout consists of one 10-letter 6-inch sign, **TELEVISION**; one 10-letter 4-inch sign, **COFFEE SHOP**; one 4-letter 2-inch sign, **OPEN**, and one 4-letter 8-inch sign, **CAFE**. This is by far the best sales-producing layout of samples. Your deposit is refundable if they are not exactly as represented or if for any reason you cannot devote your full time to this agency.

**SALESMEN'S SAMPLES** cash with order. Remit by postal money order. Checks must be certified.

**PRICE LIST BLOCK LETTERS**

**FLUORESCENT GLOW**

Your Retail Cost Price

Depth 3/4" 2-Inch Letters or Store and House Numbers 49 1/2¢ \$1.00

Depth 1 1/4" 4-Inch Letters or Store and House Numbers 74¢ 1.50

Depth 1 1/4" 6-Inch Letters 96¢ 2.00

Depth 1 1/4" 8-Inch Letters \$1.46 3.00

**Neon Glow Neon Glow**

**NEW DELUXE NEO-LITE**

As brilliant as neon, up to 12" in height. Full 2 inches deep. The last word in attention-compelling signs.

**PRICE LIST**

Your Cost Retail

4-Inch Letters ..... \$1.10 \$2.25

6-Inch Letters ..... 1.35 2.75

8-Inch Letters ..... 1.96 4.00

10-Inch Letters ..... 2.70 5.50

12-Inch Letters ..... 3.45 7.00

Above prices are designed to cover cost of express—gives you a clear 100% profit. All our signs are sold with money-back guarantee. Above prices include luminous crystal-clear plastic frame.

Send all **MAIL ORDERS** to 1422 Wisconsin Ave., Washington, D. C. Order will be shipped from nearest point.

Use Western Union or Air Mail Special Delivery for same day service on samples.

Manufactured by

**J. A. WHYTE & SONS**

General Offices and Showrooms: 1422 Wisconsin Ave., Washington, D. C.

**FACTORIES:**

Arlington, Va., Plant #1, 4411 Lee Hwy.

Plant #2, 5726 So. 1st St., Washington, D. C., 1732 Wisconsin Ave.

3036 A St., N. W., Detroit, Mich., 313 Woodward Ave.

Alpine, Texas, Montgomery Electric Bldg., P. O. Box 1023

Pueblo, Colo., 681 W. Abriendo.

Canadian Factory: King Show Print Bldg., Estevan, Sask., Canada.

Cable Address: NEOLITE.

CODE ABC—5th Edition and Bentley's. Telephone: NORTH 7082.

**OUR MONEY BACK GUARANTEE**

**WAS BORN IN 1923**

**Pipes for Pitchmen**

By Bill Baker

**HARRY MAIERS** . . . cards from Cookeville, Tenn., that he is en route to Alabama where he will vacation in accordance with his doctor's orders.

He'd much rather be correct than critical.

**SLIM CUNNINGHAM** . . . cards from Beeville, Tex., that Jack Males, veteran pitcher, has been chalking up some good scores in that area. "I visited his location on the USO lot recently," says Slim, "and saw Jack giving out with that magic touch. I believe he's one of the top workers in the field. He combines a good personality with a selection of the best in good merchandise to make his living."

Few pitchers can be charged with a useless life.

"**AFTER SPENDING** . . . three years around the valley," cards Jack (Bottles) Stover from Staunton, Va., "I thought Pennsylvania, Delaware, Maryland, Virginia and North Carolina would provide me with a little more money but, like the prodigal son, I've returned to these parts."

Are you planning any special activities for Mother's Day and Memorial Day?

**CLIFF JONES** . . . is working Frank Neek's cleaner layout in the W. T. Grant store, Los Angeles, to fair results.

It's simple to be an early-opener guesser when the weather's right.

**RICHARD ARCAND** . . . has opened two demonstrations in the W. T. Grant store in downtown Los Angeles after closing at Newberry's store there with Easter decorations.

His new spots are an embroidery set-up on crew hats and a mechanical toy layout. Both have been working to satisfactory results, Arcand reports. Arcand says that California isn't too profitable an area to work and warns that it won't improve for some time. He'd like to read pipes here from Frank Ribedeau, Harry Flax, Harry Mills, Jimmy Beach, Jimmy Ryan, Madaline Ragan, Bill Baring and Morris Kahntroff.

There's many a grass lot that has brought the pitcher long green.

**CHARLIE (STEVE) STEPHENS** . . . is in Ward C-2-245, Veterans Hospital, Des Moines, with a spinal ailment and expects to remain there for some time. He hopes to take to the road again as soon as his health permits. Stephens was taken to the Des Moines hospital by army plane from Shreveport, La., where he had been hospitalized twice during the winter. His wife, Inez, accompanied him and will remain with her parents in Des Moines during Steve's hospitalization. He'd like to read letters from friends.

Most pitchers aren't resentful of imitators. They are flattered by them.

**WORKING** . . . Newberry's downtown Los Angeles store with wipe-on to good returns is Marge Goodman.

**LILLIN ROBBIN** . . . is working wipe-on to fair returns in the W. T. Grant's downtown Los Angeles store.

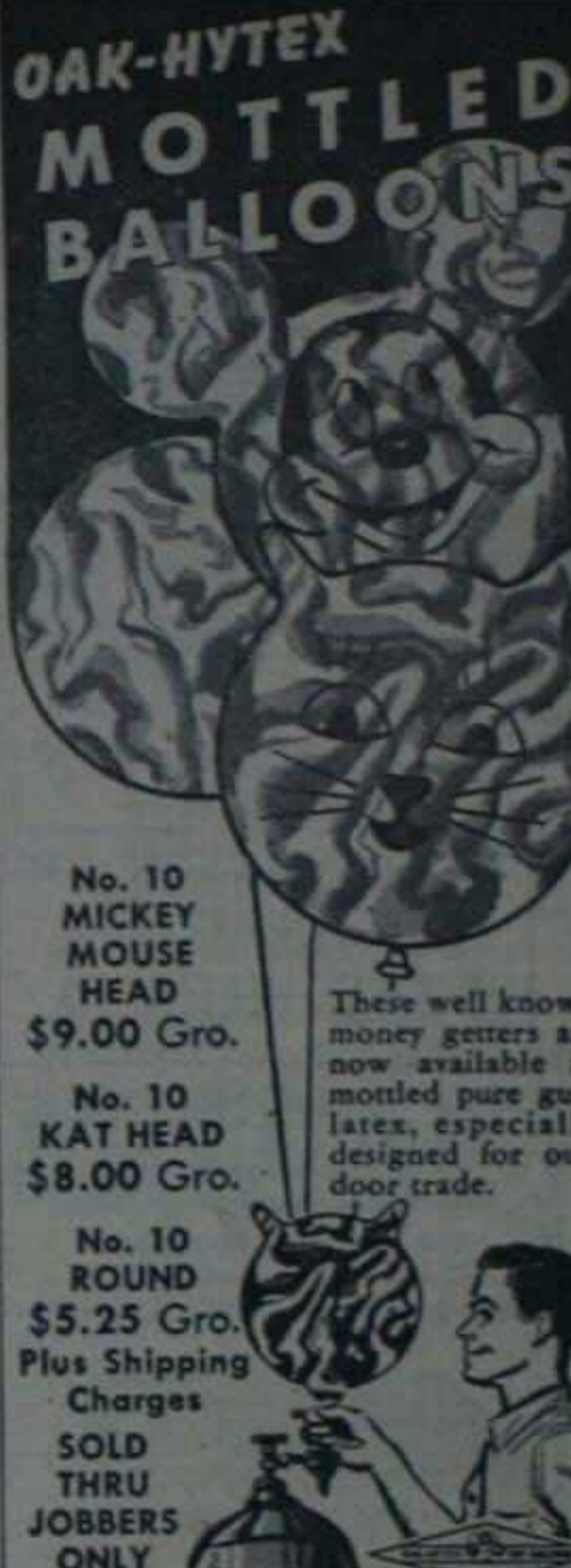
The snowballs are gone and you can't eat daisies. It's up to you to get the dough.

**BIG AL WILSON** . . . rambled into Richmond, Va., last week and immediately made preparations to work the Winchester, Va., Apple Blossom Festival with mice, combs and handwriting analysis. Following a number of festival dates in that sector, Al will head for Cincinnati where he has placed a number of demonstrations in Queen City stores.

The successful pitcher feels that if he does his best today, he's a cinch to do better tomorrow.

**J. A. WHYTE & SONS** . . . Company, Washington, well known to pitchers and demonstrators, has completed plans for the opening of a neo-lite manufacturing branch in Pueblo, Colo., under the name of Barday Distributing Company, headed by F. W. Barday. Arthur Rowell will become a partner in the

**OAK-HYTEX MOTTLED BALLOONS**



No. 10 **MICKEY MOUSE HEAD** \$9.00 Gro.

No. 10 **KAT HEAD** \$8.00 Gro.

No. 10 **ROUND** \$5.25 Gro. Plus Shipping Charges

**SOLD THRU JOBBERS ONLY**

These well known money getters are now available in mottled pure gum latex, especially designed for outdoor trade.

**The OAK RUBBER CO.**  
RAVENNA, OHIO.

Authorized Distributor For **OAK RUBBER CO. PRODUCTS**

25% Dep. With Order, Bal. C. O. D.

**ACE CARNIVAL SUPPLY CO.**  
5617 S. Halsted Chicago 21, Ill.

**Wholesale Distributors**  
**ALL OAK BALLOONS AND TOYS**

Price List on Request. Circus and Carnival Goods.

**HARRY KELNER & SON**  
50 BOWERY NEW YORK 13, N. Y.

TO GET A FREE CHANGE APRON MAIL YOUR BALLOON ORDERS TO

**LEVIN BROS.**  
TERRE HAUTE, IND.

OAK HYTEX DISTRIBUTORS

**IMMEDIATE SHIPMENTS**

On OAK Products. 25% with C.O.D. orders.

**KIPP BROTHERS**  
240-42 S. Meridian St., Indianapolis 4, Ind.

**IMMEDIATE SHIPMENT**

ON ALL OAK PRODUCTS 25% Dep. with order, bal. C. O. D. Catalog free upon request.

**M. K. BRODY**  
1116 S. Halsted St. Chicago, Ill.

**PICO NOVELTY CO.**

Distributors for Oak-Hytex Balloons and Rubber Toys

424 So. Los Angeles St., Los Angeles 14, Calif.

**WIRE ARTISTS**

BUY GOLD FILLED AND ROLLED GOLD PLATE DIRECT FROM THE MANUFACTURER

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SAVE TIME—SAVE MONEY—GET QUALITY

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WE HAVE SUCCESSFULLY SERVED THE TRADE FOR OVER FIFTY YEARS

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EVERY ORDER MADE TO YOUR INDIVIDUAL SPECIFICATIONS

★ ★ ★

**THE IMPROVED SEAMLESS WIRE CO.**  
775 EDDY ST. PROVIDENCE 5, R. I.

**MEDICINE MEN!**

There is no substitute for quality!

Write: Request for new wholesale catalog on tonic, oil, solve, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** Products Liability Insurance Carried. We are Manufacturers. **Established 1924.**

**GENERAL PRODUCTS LABORATORIES, INC.**  
121 E. CHICAGO ST. CHICAGO 11, ILL.



Send \$3.00 for assorted samples

**D. GORDON** 336 N. Ogden Drive, Los Angeles, Calif.



**IMMEDIATE DELIVERY**  
Cash with order (unless D & B rated)

**Direct From Manufacturer!**

**TWILL CREW HATS** \$54.00 Per Doz.

(Two-Tone Comb. Tops)

**FELT CREW HATS** \$36.00 Per Doz.

(Two-Tone Comb. Tops)

**COWBOY LACED BRIM HATS** \$6.25 per doz.

**Gabardine SPORT CAPS** . . . . . 5.00 per doz.

**THE QUALITY KEY CHAIN AT NEW LOW PRICES!**

**\$11.72 PER GROSS**

50 Hollywood beauties in natural full color. Clearer, magnifying lens—adjustable focus. **EXCLUSIVE REMOVABLE END** lets buyer insert different pictures—a great sales builder! Sets of 5 pictures in envelope, \$18.00 PER GROSS of Envelopes.

**HOLLYWOOD KEY-CHAIN CO.**  
911 W. Boston St. Los Angeles 12, Calif.

**"POLLY PEEL"**

Strip-Tease Card

An old reliable item. Back on the market again by popular demand! Gross \$6.00

**"CRAZY CLEO"**

MYSTIFYING—NEW

Know how to put her in her place. Doz. \$3.25. Gross \$36.00

"ESKY" Coin (It's Hot), 100 Coins ..... \$ 7.00

Cutie Telescope Key Chain, Gr. . . . 12.00

Peek-a-Boo Key Chain, Gr. . . . 9.00

- Sweet 16 Viewer, Doz. .... 7.20
- Cutie Television (5 Pictures), Doz. . . . 2.75
- Rubber Alligators, Doz. .... 6.50
- Shmoo Puzzle Key Chain, Doz. .... 1.50
- "15" Puzzle (New Item), Doz. .... 7.20
- 7-in-1 Ladies' Wallet, Doz. .... 6.00
- Blonde in Bathtub Mystery (It's New and Hot), Doz. .... 3.60

**HOLLYWOOD ART PHOTOS**

Size 4"x5". Genuine Photos. 12 Cards to \$4.80 Set. Doz. Sets .....

25% Dep. with all C.O.D. orders.

**BENGOR PRODUCTS CO.**  
119 5th Ave. N. Y. C. 3, N. Y.

**THE NEW 3 WAY PORTABLE RADIO**



3 or more  
1/3 deposit on order, balance C.O.D. **\$14.25 EA.**

Sample \$15.00 Postpaid

**IRWIN DISTRIBUTING CO.**  
106 S. GROVE ST.  
WICHITA 7, KANSAS  
State your business.

**NOT TO BE PAWNED SHRINE LAPEL PINS**

Set with 7 sparkling gems in 14k solid white gold.

**\$7.50** 4 OR MORE Samples, \$1 extra. 25% deposit, bal. C.O.D. Reproduction of \$85.00 pin baffles all diamond experts.

- Cut like a diamond
- Polished like a diamond
- Set like a diamond
- Each stone hand set

NOTE: For resale only. Not to be misrepresented or pawned as diamonds. Inquiries invited on all types of pins or emblems.

**NATIONAL DIST. CO.** 416 Calumet Bldg. Miami, Fla.

**FIREWORKS**

ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today for complete Price List

**MID-WEST FIREWORKS**  
114 W. SECOND ST. SEDALIA, MO.

**TIES**

Direct from manufacturer. Guaranteed \$1.50 to \$3.50 retail values—including some all silk. Send \$7.50 for sample dozen, all perfect quality. Send \$5.00 for sample dozen containing some slight imperfections.

**TIES**

144 Yorkshire Rd. Rochester, N. Y.

**LOWEST PRICES EVER OFFERED BALLOONS**

Giant size, No. 12, ass't. colors, \$1.95 gross. POCKET KNIFE, 1 blade, \$1.95 dozen; 2 blade, \$3.50 doz. PIN WHEELS, acetate, multi-color, 15-inch sticks, \$9.50 gross. Order today, prompt shipment. Complete satisfaction or your money back. M. L. WILSON, 811 Hunts Point Ave., New York 59, N. Y.

firm's operation with Barday, and the company will distribute neo-lite products thruout the Southwest, including New Mexico, Arizona, California, Utah and Nevada.

In the spring a lot of pitchmen have to do a lot of going before they hit a spot that will keep them going.

**SIGHTED WORKING . . .**  
Los Angeles spots recently with wipe-on were Claire Moore and Bernie Dunn in the Kress store, and Pearl Goodman in the Broadway store.

**KATE GOODMAN . . .**  
has her wipe-on demonstration clicking to good results in a Long Beach, Calif., location.

Be ready when opportunity tries to sneak thru a door you didn't realize you had left open.

**ANYONE KNOWING . . .**  
the whereabouts of Charley Mason is asked to have him contact his brother, Dave Fier, at the latter's home in New York.

**ABIE SKIDORE . . .**  
tells from Maysville, Ky., that he's been working spots in the Blue Grass State since winding up a five-month vacation in Florida. He says he'd like to read pipes here from Red McCoy, Barney Kaplan and Bill Weiss.

If changes bring different results, pitchmen should experience a favorable change in business this year.

**DR. SAMUEL B. MILTON . . .**  
coroner of Wayne County, Michigan, is seeking information concerning the whereabouts of relatives of Dennis Cronin, veteran purveyor of knife sharpeners, who died suddenly in Detroit April 30. Anyone knowing any of Cronin's survivors is asked to contact either Dr. Milton or F. Fondreau, Aransas Pass, Tex.

Confidence in himself and the item he's working is what puts the pitchman over with his tip.

**ALLEN R. ERWIN . . .**  
a newcomer to Pitchdom, is framing a novelty pitch which he plans to work in small tourist towns in Northern Wisconsin this summer.

**A. L. CLARK . . .**  
of the National Trading Company, letters from Little Rock that he will assist in the formal opening of the Jobbers Supply Company's new location in Chattanooga. Clark says that L. Q. Koonce, formerly with the Ben Pearson Company, Pine Bluff, Ark., and for the past several years assistant manager of the Jobbers firm, Little Rock, will be manager of the new branch.

Just because a fellow pitchman is successful where you have failed is no reason for you to knock him to other pitchfolk. Credit him with having something on the ball.

**"WHAT HAPPENED . . .**  
to the various pitchmen's ideas on a league, club, home or union? asks Francis Jay Bligh from Excelsior Springs, Minn. "Seems like all pitchmen have a big heart when it comes to doing things for others, but when it comes to doing something for themselves it is 'too tough an item to (See PIPES on page 95)

**SURE SHOT DICE BOX**

Sold Only for Amusement Purposes  
Attractive plastic box containing 2 ordinary dice. When you know secret you can predict top numbers after box is covered and shaken. An amazing trick. Sample, \$1.00. Wholesale, \$6.00 per doz.



Remit Full Amount. We Pay Postage. 152-B W. 42d St. New York 18, N. Y.  
**D. ROBBINS & CO.**

**MICHIGAN BUYERS—See Us For BINGO MERCHANDISE**

Full Line of Housewares, Appliances, Aluminumware, Enamelware, Clocks, etc.  
**ECONOMY SALES CO.**  
1435 Twelfth St. Detroit 8, Mich.  
Visit Our Showrooms—No Catalogs

**MAKING THE BEAUTIFUL LORD'S PRAYER MINI-SCOPE**

MIRACLE LENS

Check Out a Novelty of Professional Level  
The Answer for All A Lifetime Possession

- ALL METAL CASE
- DUST PROOF

**IT'S NEW . . . A KEEPSAKE EVERYONE WANTS . . . AND KEEPS FOR A LIFETIME!**

WONDERFUL GIFT—SOUVENIR ITEM for MOM—DAD—BROTHER—SISTER. Ideal for Church Bazaars, Gift Shops

**ORDER NOW—Be the First with a First**

**\$4.32 doz.** (2 Doz. Packed With Display Card) Minimum Order, \$8.64 **\$51.34 grs.**

SAMPLE, 75¢, postpaid. (Cash With Order)  
TERMS: Net F.O.B. Los Angeles. 25% Deposit, Balance C.O.D. Prepaid if full remittance accompanies order.

**FALCO NOVELTY & IMPORT CO.**  
2904 LOS FELIZ BLVD. LOS ANGELES 26, CALIF.  
Jobbers, Distributors—Write

**"DOWN GO PRICES"**

—Our Guarantee—Money back, if not satisfied within 3 days of delivery

Felt Crew Hats, Gr. .... \$27.00	Asst. Scotty, Skulls, etc., Key Chains, Gr. .... \$ 2.40
All Gabardine Crew Hats, flocked—extra good, Gr. .... 72.00	Aviator Badges, heavy, Gr. .... 1.60
Laced Edge Cowboy Hats, Doz. .... 8.00	Western Horses, 3 inch, Doz. .... 8.00
Felt Beanie Hats with large feather, Gr. 9.50	8 1/2 Inch Removable Saddle and Blanket, Doz. .... 17.50
Worth Baseballs, Doz. .... 1.95	10 1/2 Inch, Doz. .... 24.00
Jap Leis, Gr. .... 2.10	Giant Fuzzy Wuzzy Bear Lamb Wool Form, \$84.00. Now, Doz. .... 72.00
Swagger Canes—36" with tassel, Gr. .... 7.50	Giant Lion—plush and lamb wool, Doz. .... 66.00
Batons—finselled with bell, Gr. .... 13.00	Blow Outs, Gr. .... 3.25
Summer Crunch Candies 100% Filled—fine—beautiful package—cellophane wrapped, 1/2 lb. Doz. .... 1.80	Gold Combs on Card, Gr. .... 1.75
French Darts, Doz. .... .95	8 Pc. Kiddies' K & F Set on Card, Large, Gr. .... 4.25
Dart Balloons, fested, Gr. .... .75	Plastic Knives and Forks, Gr. .... .65
24" Reed Sticks, Gr. .... .55	Paper Masks, Gr. .... .55
Men's Asst. or Mottie Combs, Gr. .... .85	Large Paper Chicks with and without Sticks, Formerly 15¢ retail, Gr. .... 2.25
Cigarette Holders, Gr. .... 1.90	14" Plush Bear, Doz. .... 11.60
Ladies' Jeweled Combs, Gr. .... 3.00	22" Plush Bear, Panda or asst. Doz. .... 22.50
Plastic Whistles, Gr. .... 2.75	Black Scottie Dog, Doz. .... 11.60
Plastic Water Birds, Gr. .... 4.25	19x16 Real Fur Scottie Dog, black and ass't, Doz. .... 26.50
Wedding Rings, Gr. .... .55	
Gold Wedding Rings, Gr. .... .75	
Hat Bands—comic, best quality, Per C 1.10	
Per 1000 .... 10.00	
Metal Whistles, Gr. .... .95	

**"We Will Not Be Undersold"**

Goods shipped same day order received. Must have 25% deposit on all orders.

**GILES**  
51 N. 4TH ST. WA 3-9400 PHILADELPHIA 6, PA.

**POT OF GOLD NEW BEACON LEOPARD DESIGN BLANKET**

54x72 Packed 30 to Case  
**Ea. \$2.90**  
Less Than Case Lots, \$3.00 Each.

1949 No. 59 Catalog NOW READY—WRITE  
State Nature Your Business In First Letter

**WISCONSIN DELUXE CO.**  
1903 NO. THIRD ST. MILWAUKEE, WIS.

# New Lines Bow At NATD Meet

NEW YORK, April 30. — Salesboards producers showing at the 17th annual National Association of Tobacco Distributors (NATD) convention here this week did a moderate business and offered conflicting opinions on the value of this confab as a medium for board promotion.

The Triangle Manufacturing Company, of Minneapolis, used the confab to announce its entry into the cash and girl board fields. An established ticket game house, it introduced six new board numbers. Jay Zelle, head of the company, supervised the exhibit, with Max Goldman, Triangle's Eastern representative, on hand.

Universal Manufacturing, Inc., of Kansas City, Mo., a ticket game house, and Bee Jay Products, Inc., of Chicago, salesboard producers, occupied adjoining booths at the Statler Hotel, scene of the NATD convention. With both companies headed by Joseph Berkowitz, new items in each category were shown. Assisting Berkowitz at the displays were J. M. Brody, sales supervisor; Reuben Berkowitz, head of the Chicago office; Capt. Charles H. Gay, New England sales representative, and M. R. Hitter, in charge of New York sales.

# SALESBOARD SIDELIGHTS

Gardner & Company, Chicago, leading off with plug-patter on its two newest boards, presents Positive Twenties (quarter play) and Hit Those Tens (dime play) as top operator numbers. Both boards are of the booming six-numbers-on-a-ticket style, and feature extra thick construction. Supplementing Charles Leedy and Maury Kaye's enthused representation of the new Gardner line is the firm's new circular telling the story.

Irwin Secore, Secore & Secore, Chicago, announced an expanded territory coverage policy this week. Irwin reported that two new sales representatives were being added to cover the Dakotas, Nebraska and Kansas. The new Secore release, Zingo, is already being shipped, and is one of the leaders in the forthcoming string of board hits, Irwin stated. While brother Mort holds the Chicago fort, Irwin's current two-three-week tour will cover Iowa and Nebraska.

Crown Products, South Bend, Ind., singling out its jar deal, Draw-a-Card, for spotlighting, stresses its fast play. Roy Galentine, Crown official, repeats his last week's "good-by business lull" statement, telling of the rising jar and board activity. . . . Columbia Sales Company, Wheeling, W. Va., reports rising order levels for its line of pull ticket games.

Sam Feldman, Harlich Manufacturing Company, Chicago, says firm is putting its new Reel Luck number up as a major bid for the big merchandise board market. It's a dime play, 720-hole thin type design, Sam declares, that is also available in a cigarette payout number. . . . Muncie Novelty Company, Muncie, Ind., reports that its recent Jefferson Street move, from former Walnut Street quarters, has resulted in bettered service to customers. Now past the initial shake-down stage, production-wise, Muncie Novelty's new headquarters are humming at full capacity, H. M. Shoemaker advises.

Joseph Berkowitz, general manager of Universal Manufacturing Company, Kansas City, Mo., and Bee-Jay Products, Inc., Chicago, reports that he and Bee-Jay-er Reuben

Berkowitz, along with Jack Brody, sales manager for both firms, and representatives Dick Hitter, Charles Gay and James Keating, spent a busy five days at the NATD meet last week. Bernard Kite, handling the new Chicago showroom and stockroom set-up for the two companies, is getting into stride with a full line of Bee-Jay and Universal numbers on hand.

Jack Morley, vice-president of the newly created Consolidated-Container Corporation, St. Louis, predicts big things for the combine. Says Jack: "The combination of these two firms will give the industry an organization equipped with experience and talent combining the best of the two organizations, and a factory that will give the industry new ideas and initiative never before seen." The trade can expect follow-ups on such sales stimulating ideas as the Container Silver Top numbers which proved to be one of the most actively played boards in the past year. President Max Sax seconds Jack's optimistic forecast.

D. L. Gruhn, Thomas A. Walsh Manufacturing Company, Omaha, announced last week that the firm is planning to move its offices and plant within the next three months. Gruhn declares that "we feel with a current demand for salesboards in the Southern States, it will mean an increase of total sales over previous years." Thomas A. Walsh, after accompanying sales manager Roy Parsley on a Southern jaunt to meet firm's new representatives, has returned to headquarters and hied out again on a repeat tour to the South.

Joseph Berkowitz, Universal and Bee Jay chief, packed his bags for an extensive sales trip Thursday (28) as the National Association of Tobacco Distributors (NATD) convention drew to a close in New York

## RIVERVIEW BARGAINS

(Continued from page 74)  
new rides and erecting a new frozen custard building on the mall.

Advertising Budget Cut  
Riverview will use radio, newspaper and billboard advertising this year, but Schmidt reported that the advertising budget has been drastically cut.

New rides, all on a concession basis, are Bisch-Rocco's Flying Disc, Adolph Koss's kiddie ride and the Bennett brothers' Fly-o-Plane and Rockoplane. All major rides will be located on the Bowery. A boat ride, purchased from Traver Enterprises, Painesville, O., has been added to the kiddieland.

Schmidt reported that Glenn Bell's No. 2 lead gallery will go back to lead, instead of using air rifles. It also has been enlarged.

The picnic schedule, Schmidt reports, is running ahead of last year. Two big ones already scheduled include the annual Democratic and janitors' events. Schmidt said the old picnic area will be closed. Several improvements will be made on the new area, located in the center portion of the park.

Riverside will operate 117 days, from May 18 thru the Sunday following Labor Day.

## CINCY CONEY STAFF

(Continued from page 75)  
Norton, outdoor advertising manager, and Rudolph Benson, publicity director.

Coney's first event was a dance Friday (29) night in Moonlite Gardens, sponsored by the Mutual Benefit Association of the Cincinnati Gas & Electric Company. Practically all attractions will be in operation over the week-end. Ray Anthony's band will play in the ballroom. Johnny Long's ork is booked for the May 7-8 week-end. Clyde Trask's orchestra, local crew, will play Friday (6) for dances sponsored by local groups.

City. He said he would introduce his new line of boards and ticket games to those in the trade who didn't attend the confab. His firm exhibited at a double booth at the show. . . . Jay Zelle, of Triangle Manufacturing, another exhibitor at the NATD huddle brought along his fiddle to entertain visitors in his suite. Zelle used to be a pro violinist.

# Empire

AMERICA'S  
FINEST!  
MOST  
*Up to Date*  
SALES  
BOARDS

"YOU'LL GET A  
SQUARE SHAKE"  
FROM

**EMPIRE PRESS**  
637 S. DEARBORN ST.  
CHICAGO 5,

## 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.	\$31.98 \$1.00
1000 25¢	Jackpot Charley, Pro., X. Tk.	A.	\$1.98 1.30
1200 25¢	Texas Charley, Pro., X. Tk.	A.	102.28 1.45
100 25¢	Pocket Play	A.	10.10 .30
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
1000 to			
1200 5¢	Boards, X. Tk., Girls or otherwise, Double Jackpot, 25 Different Numbers	A.	\$30.00 \$3.25
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.	44.30 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.	16.78 1.10
240 25¢	Kwik Fin, 4 for 35¢	A.	39.00 2.35
1000	Plain Boards		.40
1000	Cigarette Boards, 1¢ or Nickel Special		.65
1000	Bingos on Sticks		.68
1260	Bingos on Sticks		.75
74	Sawed Seal Bingo Jackpot Cards		.40
74	Die-Cut Bingo Jackpot Cards		.31
100	Bingo Jackpot Board		.50
2170	Red, White and Blue Tickets, Per Doz.		13.00
1000	Grab-A-Fin Pads, 5 for 35¢	A.	\$24.00 1.50
	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

# PUSH PUSH CARDS

Hit sizes of crabs or skip number 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.

WE ARE MANUFACTURERS  
All Kinds—PULL TICKET GAMES  
• TIP BOOKS •

Buy Direct From Manufacturer At Very, Very Reasonable Prices.

—Columbia Sales Co.—  
802 MAIN ST. WHEELING, W. VA.

FOR FAST  
JAR PLAY



Try  
**DRAW  
A CARD**

OPERATOR PRICES.  
WRITE FOR CIRCULAR

**CROWN PRODUCTS**  
BOX 802 • SOUTH BEND, IND.

# Two More Hits!!

• LOW COST! • LARGE PROFITS! •

POSITIVE TWENTIES

ALL SEALS 25¢

THREE LEADS PER THREE

**\$20** 5/20/4 **\$20**

33¢ 1200 1100

IN FIFTY CENTS

EACH WINNING TICKET REPEATS TWICE

100	111
200	222
300	333
400	444
500	555
600	666
700	777
800	888
900	999
1000	1111

OPEN ONE SEAL

LEAD VALUE IN EACH SECTION UP TO ONE LEAD

HIT THOSE TENS

ALL SEALS 10¢

SIX NOS. ON EACH TICKET

THREE **\$10.00** WINNERS

10¢ 50¢ 2.00 1.00 30¢

EACH WINNING TICKET REPEATS TWICE

111	111
222	222
333	333
444	444
555	555
666	666
777	777
888	888
999	999

LEAD VALUE IN EACH SECTION UP TO ONE LEAD

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

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

BARGAINS—CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 Newgard Ave., Chicago my28

ADVANCE MODEL "D" 1 1/2 BALL GUM MACHINES; just off location; \$3.75 each, any quantity; 1 1/2 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, Garoe 6-7533. my14

ATTENTION DISTRIBUTORS—COIN-OPERATED Radios; only 350 left; latest type Coed; some like new; our close-out price only \$2; same model selling nationally for \$59.50; rite, wire, phone. Air-Loc Industries, Loeb Trade Building, Minneapolis, Minn. ma28

BARGAINS—ALL MACHINES IN GOOD CONDITION; 35 5c Cash Trays, \$2 each; 14 Advance Nut Venders, \$3.75 each; Bingo, Pikes Peak, etc.; 3 for \$20. Kraus, 314 W. Gurley, Escott, Ariz.

CASH-TRAY AND ATLAS BANTAM GLOBES, \$4.80 per case of 24; complete line Cash-Tray sets. Write: Abbey Mfg., 1917 S. Bronson, Los Angeles 16, Calif.

CIGARETTE AND CIGAR VENDORS—USED bargains guaranteed; like new Nationals, Keiner Vendors Co., 3728 Division St., Chicago 51, Ill.

CIGARETTE VENDERS WANTED—GIVE make, model, color and condition; any quantity. Keiner Vendors Company, 3730 Division St., Chicago 5, Ill. my28

DIGGERS—EXHIBIT IRON CLAWS, ERIE Diggers, hand operated; Exhibit Merchants, Roll Chute Mutoscopes, Buckeye Rotary Merchandisers; we buy, sell, exchange diggers and Rotaries. National, 4243 Sansom, Philadelphia, Pa.

EXHIBIT MERCHANTS ROLL CHUTE DIGGERS, \$69.50 each; Electro Hoists, \$59.50 each; Model F Exhibits, \$49.50 each; 1/2 deposit. Herb Verschor, 1182 N. High St., Columbus, O.

FIFTY PANAMA DIGGERS—IN VERY GOOD working condition; entire lot or individually; no reasonable offer accepted. U. S. Shuffleboard Exchange, 60 East 42d St. New York, N. Y.

FOR SALE—2 WILCOX-GAY RECORDIOS, complete with Stans and Envelope Dispenser; excellent condition, \$245 each. King-Fin Equipment Co., 826 Mills St., Kalamazoo, Mich. my7

FOR SALE—17 LIKE NEW ASPIRIN MACHINES, slug proof; 1,000 5 cent packages with each machine; \$35 each. Harvey L. Swain, 206 E. Polk St., McAlester, Okla. my14

FOR SALE—MILLS 5c BLACK CHERRY, \$120; Mills 10c Black Cherry, \$125; Mills 25c Black Cherry, \$130; Mills 25c Golden Fall (hand load), \$140; Mills 10c Blue Front, \$65; 5c and 10c Goose Neck Slots, \$35 each; 1/2 deposit, balance C.O.D. Owl Distributing Company, 108 East Sycamore St., Independence, Kan.

FOR SALE—10 N. W. DELUXE FACTORY RE-conditioned, \$15 each, and 5 like new N. W. \$8.50 each. C. B. Fant, 103 N. Main St., Anderson, S. C.

FOR SALE—(2) MASSINI FOLDING AND BANDING Machines for making jar tickets, bingo tickets, etc.; practically new, less than 6 months old; cost \$2,800 each; will sacrifice; best offer takes; can be seen running. B. W. Fryer, 1211 So. West Blvd., Kansas City, Kan.

FOR SALE—6 GUN APT RIFLE RANGE (ON location), A-1 condition, complete, air compressor and all accessories, \$695; Pilot Trainer, \$235; Photomatic (Postwar), \$495; Voice-O-Graph, \$495; Sky Fighter, \$75; Goalee, \$95; Myrtle Derby (Race Horse), \$75. Midwest Novelty Sales Co., 777 University Ave., St. Paul 4, Minn.

FOR QUICK SALE—53 MASTERS PEANUT OR Bulk Mds. Vendors, 1 1/2 type, condition A-1, \$6.95 each; 1 Walking Treasury 5c Slot, \$27.50; Buckley Track Odds, C. F., \$37.50; 3 Mills Jumbos, Free Play, \$32.50; 1 Penny Triple Jack, \$24.50; 1/3 deposit. Thomas Novelty House, Box 309, Peabody, O.

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—TWO ALMOST NEW BALLY CAR-nivals, \$110 each; One Sea Isle, \$40; Major League Base Ball, \$47.50; third deposit. Winton Brown, McMinnville, Tenn.

NATIONAL SHUFFLEBOARD—COMPLETELY reconditioned like new; two 16 ft. National and one 10-ft. rebound National 3 cushion; one 14-ft. Brunswick; \$299.50 each; freight, crating prepaid. U. S. Shuffleboard Exchange, 60 East 42d St., New York, N. Y.

PANORAM FILMS, PROJECTORS, AMPLI-fiers, Bar Boxes, Miscellaneous Parts; write for your Panoram needs. Jack Parr, 13 Everett, E. Orange, N.J. my14

PERISCOPE, HOOT MON GOLF, KICKER & Catcher, 2 1947 A.B.T. Challengers, 3 1947 Skull Thrills, 1 Whirl Ball; all for \$110; send deposit. Kelly Ingoe, Route 1, Salem, Va.

PHOTOMATICS—AM GOING OUT OF BUSI-ness, sell as is or recondition. Raspberry, 113 Henry, River Rouge, Mich. np

PIN GAMES FOR JUKE BOXES—WHAT HAVE you? Mary's Restaurant, 120 W. 4th St., Du-quesne, Pa.

PREWAR EXHIBIT CARD VENDOR, \$10; 1,000 Cards free; Silver King Ball Gum, like new, \$7.50. Eamco, 350 Mulberry, Newark, N. J.

RAY GUN OPERATORS—CONVERT WITH our new type extra moving target conversion; complete ray gun repair services. Write: Coin Amusement Games, Inc., 1127 E. 55th St., Chicago, Ill. my7

REAL BUY—MERCURY ATHLETIC SCALES, deluxe model, like new, \$75. R. Ferdinandsen, 1822 S. Forest, Sandusky, O.

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.

SELLING AN ESTATE—FIFTY A. B. T. Challengers, Fifty Gottlieb Grinders, Twenty Kicker & Catchers; just off location, ten dollars each. C. W. Hudson, P.O. Box 259, Richmond, Va.

SIX BALLY 400 CUP VENDING MACHINES—five cent dispensers with extra tanks, \$250 each F.O.B. Utica, N. Y. Freeman's Beverage Co.

STAMP FOLDERS DIRECT FROM MANUF-acturer; low, low price; immediate delivery; write for prices and samples. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

STAMP MACHINES (WANTED)—STATE MAKE and price, quantity. Write to Axler, 1321 Arch St., Philadelphia, Pa.

STAMP MACHINE OPERATORS! GET OUR special offer on Stamp Folders with advertising. O. Flatto, 17 W. 60th St., New York 23, N. Y.

STRIKES AND SPAHES, PANORAMS, PHOTO-matics, Silver Gloves, MacGlashan Air Rifles; all or part; make offer. G. Hubbard, 2620 Ganahl, Los Angeles 33, Calif.

SUN-PUFFT, HAWKEYE DIME HOT POPCORN Venders, \$37.50; Shipman Duplex Stamp Vender, \$12.50; Penny match Venders, \$3; Four Column 1c Shipman Candy Bar Venders, \$12.50. Northside Co., Indianola, Iowa. je4

TRADE—MINT-POP AUTOMATIC POPCORN Machine with extra seasoning well and popping basket, used one season, for 22' Shuffleboard in good condition. Ed S., 509 Grant, Holdrege, Neb. my7

USED SLOTS—10c CHROME FRONT, \$50; 10c Chrome Front made to Criss Cross, \$35; 10c Black Cherry, \$70; 10c Cherry Bells, \$50; 1c Hamilton Weight Scale, \$15; 3 1c Grip Scales, \$5 each. Frank Guerrini, Burnham, Pa. Tel.: 5726 my7

WANTED—DUGRENIER CHAMPION MODEL Cigarette Machines; write details and prices to: General Vending Co., 1230 Purchase St., New Bedford, Mass.

20 LIKE NEW POCKET LIGHTER FILLING Stations at a discount directly from owner. Write: Gordon A. Van Camp, 2094 12th St. So., Arlington, Va. my7

FAIR DATES

(Continued from page 77)

INDIANA

Lafayette—Tippecanoe Co. 4-H Exhibit, Aug. 15-20. Sarah J. Norris, Buck Creek, Ind. Rising Sun—Ohio Co. Fair, Aug. 23-27. Ralph E. Gosson. Roann—Roann Booster Fair, Sept. 29-Oct. 1. John Bryan. Twelve Mile—4-H Fair, Aug. 17-20. Tom Price.

KANSAS

Fort Scott—Bourbon Co. Fair Assn. Sept. 1-3. Wayne Bland. Salina—Saline Co. Fair Assn. Aug. 30-Sept. 2. Albert Fehse.

KENTUCKY

Columbia—Adair Co. Fair Assn. July 27-30. Grover C. Gilpin. Flemingsburg—Fleming Co. Fair, Aug. 18-20. O. W. McIntyre. Mayfield—Graves Co. War Memorial Fair, Aug. 16-20. M. W. Hartsfield.

LOUISIANA

Bastrop—Morehouse Parish Fair, Nov. 9-11. Mrs. J. D. Jones.

MAINE

Cherryfield—Cherryfield Fair, Sept. 13-15. C. H. Small, Addison, Me.

MASSACHUSETTS

Greenfield—Franklin Co. Agrl. Soc. Sept. 11-14. Whitney B. Wells. West Tisbury—Martha's Vineyard Agrl. Soc. Aug. 25-26. Mrs. H. L. Lewis, R.R., Vineyard Haven.

MINNESOTA

Canby—Yellow Medicine Co. Fair, Aug. 22-24. Kenneth Knudson. Fosston—East Polk Co. Fair, July 1-4. H. Algaard. Park Rapids—Shell Prairies Agrl. Assn. Aug. 8-10. B. E. Breuer, Osage, Minn.

MISSISSIPPI

Aberdeen—Monroe Co. Fair Assn. Oct. 10-15. George W. Howell Jr. Corinth—Tri-State Fair, Sept. 26-Oct. 1. A. H. Taylor Jr. Laurel—South Miss. Fair, Sept. 26-Oct. 1. R. B. Jeffries. Philadelphia—Neshoba Co. Fair, Aug. 15-19. P. W. Hays.

MISSOURI

Princeton—Mercer Co. Fair & Livestock Show, Aug. 29-31. Charles Hollett.

NEVADA

Fallon—Nevada State Fair, Sept. 1-5. Don S. Chapman.

NEW HAMPSHIRE

Newport—Sullivan Grange Fair, Aug. 24-27. Herbert Kimball.

NEW MEXICO

Alamogordo—Otero Co. Fair Assn. Sept. 15-17. Lillian Bagwell. Las Vegas—San Miguel Co. Fair Assn. Sept. 10-11. Lewis F. Schiele. Portales—Roosevelt Co. Fair Assn. Sept. 20-24. W. G. Vinsant.

NEW YORK

Westchester—Westchester Co. Fair, Sept. 9-17. Fred Pittera.

NORTH CAROLINA

Carthage—Moore Co. Agrl. Fair, Sept. 18-24. Dave Ginzburg. Cherokee—Cherokee Indian Fair Assn. Oct. 4-6. William E. Enzor Jr. Shelby—Cleveland Co. Negro Fair, Oct. 8-9. Rev. A. W. Foster.

Washington—Beaufort Co. Fair Assn. Week of Oct. 17. H. P. Webster.

NORTH DAKOTA

Ashley—McIntosh Co. Fair, Sept. 5-6. Adolph Thurn. Cando—Towner Co. Fair Assn. June 30-July 2. Harlan Lipp. Rolla—Rolla Fair, July 7-9. Bruce Theel.

OREGON

Hermiston—Umatilla Co. Fair Assn. Aug. 18-21. Harold Werth. Monmouth—Polk Co. Fair, Aug. 25-27. Jostah Wills, Dallas, Ore.

PENNSYLVANIA

Cookport—Green Township Fair Assn. Sept. 13-17. J. D. Joiner, Alverda, Pa. Millersburg—Millersburg Farmers' Fair Assn. Sept. 8-10. Nell B. March.

SOUTH CAROLINA

Chester—Chester Co. Legion Fair, Sept. 26-31. Jake S. Colvin. Columbia—South Carolina State Colored Fair, Oct. 24-29. H. G. Reese. Greenville—Greenville Co. Legion Fair, Oct. 17-22. Harry B. Her. Lancaster—Lancaster Co. Fair Assn. Oct. 10-15. Quay D. Hood.

TENNESSEE

Clarksville—Montgomery Co. Negro Fair, Aug. 18-20. Pope G. Garrett Sr. Franklin—Williamson Co. Fair, Sept. 6-10. Malcolm Wakefield. Gainesboro—Jackson Co. Agrl. Fair, Sept. 15-17. Johnnie Brown.

TEXAS

Bellville—Austin Co. Fair Assn. Oct. 12-15. Anita Coker. Carthage—Panola Co. Fair Assn. Sept. 28-Oct. 1. E. D. Clark. Denton—Denton Co. Fair Assn. Sept. 19-24. Dr. Jack Skiles. Fredericksburg—Gillespie Co. Fair Assn. Aug. 19-21. V. H. Sagebiel. Giddings—Lee Co. Fair Assn. Oct. 13-15. M. F. Kieke. Huntsville—Walker Co. Fair Assn. Oct. 4-8. Maurice E. Turner. Pecos—Pecos Rodeo & Fair Assn. Sept. 29-Oct. 1. Alton Hughes. Pittsburg—Northeast Texas Fair Assn. Sept. 28-Oct. 2. O. A. (Al) Hall. Temple—Central Texas Fair, Sept. 20-24. Earl T. Pate.

UTAH

Coalville—Summit Co. Fair, Aug. 25-27. Ralph Rees.

Kaysville—Davis Co. Fair, Aug. 26-27. Archie Clayton, Farmington, Utah.

Manti—Sanpete Co. Fair, Sept. 1-3. Archie M. Mellor.

Morgan—Morgan Co. Fair, Sept. 1-3. James T. Palmer.

Nephi—Juab Co. Fair Assn. Sept. 8-10. J. E. Worthington.

Parowan—Iron Co. Fair, Sept. 1-3. H. L. Adams.

Richfield—Sevier Co. Fair, Aug. 25-27. Ernest R. Anderson.

WASHINGTON

Port Angeles—Clallam Co. Fair, Aug. 26-28. Ed R. Hagerty.

WEST VIRGINIA

Daybrook—Clay District Fair, Sept. 15-17. Mrs. Scott Bunner, R. 2, Fairview, W. Va.

CALIF. STATE EXHIBITS

(Continued from page 76)

grounds during the fair. No action was taken.

Meanwhile the fight for a new fair site, as approved by the 1947 Legislature, was continued by William T. Snaith, of Raymond Lowewy Associates, research specialists.

Snaith told State officials that in past years the fair has strongly emphasized agriculture and has slighted manufacturing which is now responsible for 60 per cent of the State's economy.

Need More Acreage

The exposition should be improved to the point where it will draw 1,000,000 visitors yearly, Snaith said. This can be done effectively only if the plant covers at least 500 acres, he said. (Present site is 200 acres.) If improvements are made, the dates should be extended to 16 days, Snaith told officials.

The State Finance Committee has taken under consideration recommendations that amounts ranging from \$81,651 to \$168,248 be cut off the proposed 1949-'50 appropriation of \$1,833,752 for the fair. Altho the larger cut was okayed by legislative auditor Rolland A. Vandegrift, Ned Green, fair secretary-manager, claimed loss of this money would impair operation of the fair. He did, however, say that \$87,651 could be eliminated from the appropriation without serious consequences. These cuts would include \$35,000 for advertising, \$20,000 for premiums, \$13,625 for promotion and \$13,026 for equipment.

PIPES

(Continued from page 93)

pitch.' Handkerchiefs, color buttons and Kelly pens were the pitchmen's gems in the days of the Stanley Steamer. Just drive the car up to any horse trough and fill 'er up."

EDMOND A. PINE . . . well known in pitch circles, has been admitted to General Fitzsimmons Hospital, Denver, to undergo surgery. He's in Room 3032, Ward 5 and would like to read letters from friends. Pine has been in the pitch game for more than 30 years.

Advertisement for SKY-HI vending machines. Features a large illustration of a woman in a dress holding a machine. Text includes: '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'

Advertisement for MICHIGAN CITY NOVELTY CO. Features a table of 'JAR TICKETS' and 'BINGO TICKETS' with columns for 'Holes Play', 'Description', 'Profit', and 'Price'. Text includes: 'SALESBOARDS—All ORDERS Shipped Same Day Received' and 'WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST.'

# Optimism Hi-Lites 5-State Meet

## Ops Combine Spring Buying With Biz Talks; Vote 1950 Convention in Twin Cities

Ferguson Named Executive Head; Shuffleboard Prominent

By Norman Weiser

MINNEAPOLIS, April 30.—With more than 600 persons registering at the Radisson Hotel headquarters, the Five-State Phonograph Operators' convention Monday and Tuesday (25-26) proved to be not only the most successful regional meet in years but brought out a note of optimism that hasn't been felt in the industry since the lush war and postwar period. Buyers were the rule rather than the exception, and all signs pointed to a record year ahead for operators covering the Minnesota, Wisconsin, North and South Dakota and Iowa areas.

With the exception of Packard, every phonograph manufacturer was represented at the convention, not only thru distributor displays but by factory representatives. Recording companies found an increased interest displayed in their products, while Permo, Inc.; Encore Manufacturing and other music suppliers and equipment manufacturers were all a prominent part of the '49 show.

The shuffleboard picture was presented in a wide panorama to operators who, in many cases outside the Twin Cities, had not as yet started

this type of operation. Novelty games from most of the major manufacturers were on display, as were sev-

Additional coverage of the Five-State Phonograph Operators' convention will be found in the Music, Vending and Shuffleboard departments of this issue of *The Billboard*.

eral new vending machines and some others that had previously been shown to operators. In all, the exhibits were a well-rounded picture of the coin machine field today, and the operators, while concentrating on music, displayed a marked interest in practically all types of equipment.

With this, the 15th annual Northwest meeting, the Five-State convention assumed the proportions of a major event in the industry. Officers and directors of the sponsoring State associations, following their meeting Tuesday, reported that it had been unanimously voted to hold the con- (See *Optimism Hi-Lites*, page 105)

### Ops Move To Keep Pins in Spokane

SPOKANE, April 30.—A referendum petition filed this week by pinball interests indefinitely postponed removal of the machines from the city.

The petition, filed by Herbert D. Bodley, manager of the Spokane and Eastern division of the Washington State Tavern association, blocked an anti-pinball city ordinance from becoming effective April 28.

The ordinance was passed March 28 by the city council in-line with an advisory vote of Spokane residents March 8. The voters at the same time favored retention of bells in private clubs.

Bodley said the association did not regard the advisory vote of the people as conclusive and that the petition was an effort to protect restaurant and tavern owners who depend upon pinball revenue for the success of their businesses.

The petition contained 8,812 signatures, nearly double the required number. City commissioners may either call a special election or allow the matter to ride until the next municipal election. They indicated reluctance to call a special election because of its estimated cost of from \$15,000 to \$20,000.

They also have indicated the present 10 per cent city pinball tax may be upped or a high license fee imposed.

## Ryan Rejoins O. D. Jennings As Vice-Prez

Resigns Keeney Post

CHICAGO, April 30.—W. J. (Bill) Ryan was elected executive vice-president and general manager of O. D. Jennings & Company at a meeting of the board of directors this week. Ryan, who will take over his new duties May 2, resigned as vice-presi-



W. J. (BILL) RYAN

dent and general manager of J. H. Keeney & Company only last week.

A veteran of the coin machine industry, Ryan was previously with the Jennings firm from 1915 thru 1939. He resigned as vice-president and general manager to become general sales manager for Keeney. He later became vice-president and following the death of Jack Keeney, firm head, July 26, 1948, he was elected president and treasurer.

# Industry Outlook Favorable

Legislative Round-Up:

## More Good News Than Bad Laws

Biggest disappointment in Iowa where cigarette bill dies in Senate committee

By Dick Schreiber

CHICAGO, April 30.—Both favorable and negative activity characterized legislative procedure this week as most lawmaking bodies moved swiftly toward adjournments. On the whole, however, the coin machine industry could look back at this point and list a number of discriminatory measures which local operators and distributors, telling their story in public hearings, succeeded in defeating.

Most disappointing news of the week came from Iowa. The proposal to return cigarette merchandising equipment to the State is dead, at least for this session. But in Oregon operators defeated a proposal which would have doubled existing taxes on all types of amusement games. If the Oregon measure had passed, many a small operator would have found himself without a business.

Southern States meantime moved to exempt citrus fruit juice vending (See *Industry Outlook*, page 131)

### Having a Heart

FARIBAULT, Minn., April 30.—Tom Crosby, president of the Minnesota Amusement Games Association and an operator of coin machines here, has been responsible for bringing a new high school to this city, but most folks in town will never know it.

Crosby recently learned that the Catholic sisters here had been promised \$500,000 by the church to build the school but would have to raise the balance of \$125,000. The sisters, feeling this impossible in a town the size of Faribault, then regretfully so advised the mother superior.

Crosby heard about the school plan and got together a committee of leading citizens, who within two weeks raised \$126,000. But that was not the end. The school, now built and ready to accept 650 students this fall, actually cost more than \$1,000,000 when completed. So Crosby continued his drive for funds. An auction brought in \$17,000, and a second promotion raised the total to \$35,000.

"Before we're finished, we will raise \$250,000," Tom told the nuns. And they have no doubt that he will.

## State Groups Hold Confabs At Convention

Minn. Re-Elects Officers

MINNEAPOLIS, April 30.—As operators milled about viewing exhibits during the Five-State Phonograph Operators' Convention at the Radisson Hotel here this week, the five sponsoring associations held their own get-togethers. One held its annual meeting, naming officers for the coming year. At all of the sessions matters of importance to the operators in their respective areas were aired, and experts on various phases of these problems were called in for consultation.

First to convene was the Minnesota Amusement Games Association (MAGA), which gathered in Room 113 Monday (25) evening for its annual election of officers. With Tom Crosby, president, presiding, the membership almost immediately voted to return to office all the officers and directors.

Re-elected, in addition to Crosby, for another year, were Donald (See *State Groups* on page 105)

### Akron Game-Juke Tax Is Effective

AKRON, April 30.—Music and pinball operators here are rounding out the second week of operations under this city's new gross receipts tax on games and automatic phonograph earnings. The tax went into effect April 18.

The tax met opposition from Mayor Charles Slusser who refused to sign the tax ordinance after it had been passed by council. The ordinance automatically became law, however, 10 days after its passage. The tax rate is 3 per cent of gross receipts.

### Coin Taxes Up

WASHINGTON, April 30.—Collections from both the cigarette and coin machine excises showed an increase in March over the same month last year, Internal Revenue Bureau announced this week. The coin machine tax brought in \$229,893 as compared with \$206,876 in March, 1948. The cigarette receipts amounted to \$109,117,913 as compared with \$102,041,077 last year.



# NATD CONFAB DRAWS 10,000

## Prices To Hold, Cig Vender Manufacturers Tell NATD

NEW YORK, April 30.—Prices of cigarette vending machines face no substantial drop, manufacturers exhibiting merchandising equipment at the National Association of Tobacco Distributors (NATD) convention here announced this week. While this session was generally held by all producers at the show, they also agreed that prices for new machines would climb no higher.

Eight manufacturers showed mechanical and electric venders at the confab, held at the Statler Hotel. Two exhibited soft drink venders, two showed cigar machines, and one, Superior Manufacturing Corporation, displayed a full line of candy merchandisers. One cigarette machine maker, sponsor of a low-capacity unit designed for sale direct to locations, exhibited at a near-by hotel (see separate story).

Altho steel is now more generally

available and certain raw materials are purchasable at reduced prices, manufacturers could predict no early general drop in list prices of cigarette venders. Wages remain at a high level, they point out, and contracts for steel and raw materials, under which they are now being supplied, reflect no noticeable cost decrease and have, in most cases, many months to run. And suppliers of parts and sub-assemblies, faced with the same conditions, have not reduced prices, they maintain.

Automatic Products Corporation, of (See Prices To Hold on page 99)

## Features Vending Session And Exhibits by Machine Producers and Suppliers

### Harrison New Prexy; Kolodny Retains Directorship

NEW YORK, April 30.—More than 10,000 registrants attended the 17th annual convention of the National Association of Tobacco Distributors (NATD) here this week to view almost 500 exhibits by manufacturers, suppliers and service organizations and participate in round-table con-

ferences and business sessions devoted to the many-sided tobacco jobbing industry. Featured among the round-table conferences was a session on automatic merchandising and on the exhibit floors displays by all major cigarette vender producers, as well as of other coin machines were focal points of jobber interest (see separate equipment story).

Claude Harrison, of the Ouachita Cigar & Tobacco Company, Monroe, La., was elected president of the association for the coming year. Re-elected to the posts of secretary and managing director Thursday (28), at the close of the five-day meet, was Joseph Kolodny, of the Jersey City Tobacco Company. Kolodny has been business head of the association since its formation.

At the vending machine session (See NATD Confab on page 104)

## Cig Ops Face Concentrated Sales to Location Program

NEW YORK, April 30.—The Superior Manufacturing Company urged tobacco jobbers attending the National Association of Tobacco Distributors' convention here this week to spread the "own your own" theme among storekeepers and thus capture away established cigarette vender locations. At the same time, Superior, just formed in Chicago to act as national sales agents for the five-column, Yeaton-produced machine, revealed the sales and financing plan that will govern distribution of the 100-pack-capacity unit.

The vender, produced by the Yeaton Manufacturing Company, Lawrence, Mass., specifically for sale direct to locations, was introduced in New England late last year (The Billboard, April 2). To date it has been promoted primarily in that area by several wholesalers, notably the J. P. Manning Company. But with the formation of Superior, the vender is to be offered on a national scale, it was reported. Superior is headed by Lester Kulp, a newcomer to the vending machine business.

The company, which did not occupy a booth at the Statler Hotel here, scene of the NATD confab, solicited

visits by jobbers to its suite of rooms at the near-by Governor Clinton Hotel. Jobbers at the convention found circulars placed under their hotel room doors suggesting they investigate direct-to-location sales.

### Prices

At Superior headquarters they were told the price of the vender to jobbers was \$111.50, including stand and slug rejector. The finance plan offered stipulated a down payment of 25 per cent, with the balance payable over a four to six-month period. A 5 per cent discount was offered for cash sales. Prices quoted were f. o. b. Chicago or Lawrence, Mass.

While no price tag was placed by the company for final sale to locations, it recommended a \$30 mark-up. This would allow for a moderate commission to location canvassers, it was said, plus handling charges and a small profit. But the company was not emphasizing profits realized on the sale of machines. Jobbers were told that placement of the venders would increase their over-all cigarette business by diverting to themselves retail orders otherwise controlled by (See Concentrated Sales on page 102)

## Silver-King Names Natl. Distributor

### New 5c Candy, Kleenex Units

CHICAGO, April 30.—Silver-King Corporation announced the appointment this week of the newly organized Dodson Enterprises, Cleveland, national distributor for its full line of venders. Dodson, headed by Robert D. Matlock, will set up regional offices throughout the country.

Silver-King president, H. F. Burt, also stated that a new 100-bar capacity wall type candy vender and the new nickel pack Kleenex unit could soon be available thru Dodson. The candy machine, a non-selective model of the shelf type, is approximately 7 inches wide, 7 inches deep and 30 inches high. The endless chain on which the candy bars are placed moves one pocket into vending position each time a nickel is inserted and patron moves the delivery lever.

Silver-King's Kleenex unit, housed in a wall type cabinet similar to the candy vender, also has a 100-pack capacity. Kleenex packs are stacked in a double column of 50 each, and are delivered by gravity feed. Back column moves into vending position when the forward column is emptied. Both venders include National slug rejectors.

Burt declared that prices of the units will be announced shortly.

## Show Van Doren Lustre Shiner at 5-State Meeting

MINNEAPOLIS, April 30.—Northwest Engineering this week unveiled its new Van Doren Lustre Shiner at the Five State Phonograph Operators convention here and reported that the unit would be sold directly to operators. List price of the machine is \$285, it was announced by Fred Van Doren, president of the firm, who added that Northwest Engineering is now operating machines in the Twin Cities after completing a (See VanDoren Shiner on page 99)

## Insurance Problems Aired By WVMOA at Monthly Meet

LOS ANGELES, April 30.—Liability insurance for venders was the main subject of discussion at the monthly meeting (26) of the Western Vending Machine Operators' Association (WVMOA). Plans for a blanket policy that would cover all card holders were mullied. Some confusion as to the cost of such a policy and the extent of coverage prevailed, but an average figure of \$9 per year for 80 machines was indicated as the cost. This would give operators protection up to \$5,000, it was disclosed.

One member asked if it wasn't possible to put a rider on his regular auto liability policy which would cover the machines. President M. I. Slater pointed out that any coverage of vending machines would have to come under a separate policy. Some years before Slater looked into the possibility of liability insurance but association members failed to show enough interest to work out details. At that time, it was recalled by Slater, members favored a blanket burglary policy to cover their machines. However, after the policy had been in force only a short time

the company canceled out due to the numerous thefts of equipment.

When it became apparent during the meeting that some kind of theft policy might be revived, Phil Sredin turned thumbs down. "Last year I lost \$400 in machines," he pointed out, "but that is cheaper than paying \$1,000 yearly for insurance." Following his view of this phase of vending machine insurance, most members agreed to shelve the idea.

### Liability Coverage

Liability insurance, however, was deemed necessary for each and every operator due to public eagerness to take injury claims to court. A narrow escape was recalled by one member when a candy machine fell on a moppet some months back. Altho only minor injuries were sustained, the child's parents could have sued, he pointed out.

A motion was made to create a liability insurance plan for members, but Slater vetoed the proposal, saying facts and figures should be gathered first. At the next meeting (See Insurance Problems on page 103)

## New Bastian Blessing Cup Vender Shown

### \$650-\$750 Peg; 2-Flavor

CHICAGO, April 30. — Bastian Blessing Company, climaxing almost nine years of experimental and development work, this week announced its coin-operated, two-flavor soft drink cup vender. S. D. Levings, assistant to the president, stated the 600 cup capacity unit is slated to list for between \$650 and \$750 and features several distinct design departures in the field; solenoids, relays and timers are not used in the electrical mechanism. A synchronous motor opens dispensing valves mechanically.

The vender, which is in operation at the plant as a mock-up model, sans cabinet, will not be manufactured by Bastian Blessing, Levings said. Instead, firm will place manufacturing rights with another company (choice of which has not yet been made) under an agreement that it will purchase all component parts for the vender from Bastian Blessing. "We are interested in supply- (See Bastian Displays on page 102)

## Mitchell-White And E. B. Metal Ink Sales Deal

NEW YORK, April 30.—The E. B. Metal Products Company, producers of a high-capacity Kleenex vending machine, has appointed the Mitchell-White Corporation as sole distributor for the merchandiser, it was announced last week by Marshall Corning Jr., official of the manufacturing company. The deal covers both national and export sales, he said.

Robert E. Mitchell, president of the (See Mitchell-White Deal, page 104)



**AMAZING  
PROFIT**

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COST!

VICTOR'S  
NEW  
**HOT  
POP**

NON-COIN OPERATED  
**POPCORN  
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**\$47<sup>50</sup>**  
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Write today for free  
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# Hold Election Of Executives At Rowe Corp.

Greene Remains as Prez

NEW YORK, April 30.—Rowe Corporation, following a meeting of stockholders here Tuesday (19), announced Robert Z. Greene was re-elected president. Arthur Gluck was elected vice-president and treasurer; George M. Seedman was elevated from secretary to vice-president; Herbert E. Greenberg, from assistant treasurer to vice-president; Joseph Lapidus was promoted from assistant secretary to secretary, and Bern Bernard was elected assistant secretary and treasurer.

The following were elected directors for the ensuing year: Samuel M. Chapin, Christian Gabrielsen, Arthur Gluck, Robert Z. Greene, George Seedman and Wickliffe Shreve.

# NAMA Moves Chi Offices

CHICAGO, April 30.—The National Automatic Merchandising Association (NAMA) has moved its national headquarters to 7 South Dearborn Street, Chicago, in the First Federal Building at Madison and Dearborn Streets. The association's telephone number (Financial 6-0370) remains unchanged.

Officials of NAMA also announce that Mrs. Peggy Rowlette, assistant director of public relations and editor of the organization's house organ, has resigned to devote her full time to her family. Her successor will be named later.

In its old headquarters on Chicago's La Salle Street, NAMA offices were scattered thru several suites because the staff outgrew the original space leased when the association was formed. The new headquarters will provide adequate housing for the 15 who make up the NAMA staff.

# Alco-Deree Cuts Candy Unit \$50

CHICAGO, April 30.—Alco-Deree Company has announced that effective immediately the price of its refrigerated candy venter is reduced \$50, now listing for \$399.50.

President W. S. Deree stated the decrease from the former \$449.50 price was due to reduced manufacturing costs, resulting from lowered material prices and more efficient assembly line procedure.



**VICTOR  
MODEL V**

Sample \$12.75  
24 or More  
\$12.00 ea.

1/2 140 Count  
**COLORED  
BUBBLE  
BALL GUM**  
35 lb. cartons  
26¢ LB.  
17¢ & 31¢  
27¢ LB.

(Prepaid in lots of  
100 lbs. or more)  
FULL CASH  
WITH ORDER.

**SPECIAL**

5 like new Model  
V's PLUS 50 lbs.  
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1000 charms.  
ALL for only  
**\$67.25**

Sample Machine,  
\$9.45.

1/3 Deposit, F. O. B. Brooklyn, N. Y.  
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Orders Under \$10.00, Money in Full.  
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**ALKUNO  
5c GUM AND CANDY  
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Capacity: 325 Pack-  
ages of Gum or 210  
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or Any Combination  
of Both.

**MODEL 130-MM**  
Metal Cabinet and  
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Ht. on Base, 40"x18"  
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Price . . . . \$69.50

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Immediate Delivery  
in Green, Blue or  
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with colored centers. 25 lb. ctn. \$ 2.65
  - 100 lbs. or more . . . . . 21.90
  - COPPER AND SILVER PLATED CHARMS**
  - Series #1, 1,000 . . . . . \$4.50
  - Series #2, 1,000 . . . . . 3.75
  - Gold Plated "Gentle" Pins, 1 Gross 3.95
  - Gold Plated Bracelets in Capsules,  
100 . . . . . 3.95
  - Silver Wedding Rings, 1,000 . . . . . 5.50
  - Gold Wedding Rings, 1,000 . . . . . 6.95
  - Camel Rings, 1 Gross . . . . . 2.50
  - Sassy Wise Crack Buttons, 1,000 . . . . . 4.50
  - Gold Plated Basket Balls, 1 Gross . . . . . 3.75
- We are factory distributors for all lead-  
ing makes of VENDING MACHINES.  
**PARKWAY MACHINE CORPORATION**  
623 West North Ave. Baltimore 17, Md.

No other Ball Gum Vendor like it!

Operator usually nets  
Up to 75c out of every \$1  
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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  
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SPECIAL: 29 BI-MORE, COL. MOD. 2M, WITH STANDS, 5¢, SOME NEW.  
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VICTOR'S  
AMAZING NEW  
**TOPPER**

- 1 to 5 Cases  
\$43.00 Per Case  
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- 6 to 11 Cases  
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- 12 to 24 Cases  
\$41.00 Per Case  
(\$10.25 Per Mach.)
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\$40.00 Per Case  
(\$10.00 Per Mach.)  
Prompt Delivery.



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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.

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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.

**LOOK LOOK LOOK**

It's the New, Sturdy **MERCURY COUNTER GRIP SCALE**



Wt. 2 1/2 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 All **\$29.50** F. O. B. Detroit

1/3 Down, Balance C. O. D. **MERCURY STEEL CORP.**

3830 Holbrook DETROIT 12, MICH.

**BUY FROM DEVICES FOR BEST SERVICE**

Victor's Sensational HOT-POP, non-coin operated . . . \$47.50  
\$10 deposit, balance C. O. D.  
Victor's 1c Universal, blue hammerloid finish . . . \$12.95  
Victor's Model V, 1c or 5c, red wrinkle finish . . . 12.75  
Victor's Model V-K, 1c, red wrinkle finish . . . 12.25

**Devices Novelty, Dept. A**  
467 N. Milwaukee Ave. Chicago 10, Ill.  
McNroe 4-7533

**Prices To Hold, Cig Vender Manufacturers Tell NATD**

(Continued from page 97)

Minneapolis, showed its 612-pack capacity cigarette machine, Smoke Shop, as well as its pre-mix cup vender, Refresh-o-Mat. Both units, introduced at an earlier trade show, are in limited production, with deliveries being made, according to Sam Kresberg, head of Automatic's sales. He said quantity production would begin in about three weeks. The Smoke Shop lists at \$249.50, the Refresh-o-Mat at \$495.

The Arthur H. DuGrenier electric cigarette machines will start moving to operators in May, it was disclosed at that manufacturer's booth. The firm's 7-column electric, with a capacity of 332 packs, lists at \$221.50. Its 9-column unit, holding 429 packages, carries a price tag of \$233.50. Each may be purchased with two split columns at slightly higher cost. The DuGrenier manual, which has been moving to the trade for several months, lists at \$149.50. The firm also showed its candy vender.

At the Eastern Electric Vending Machine Corporation booth, given over to a display of the C-Eight Electro, it was announced that the firm's new 10-column venders would start coming off the production lines in August. No price change was quoted on the standard eight-column unit, which still lists at \$229.50 for straight quarter operation. A changer is available at an extra \$10.

J. H. Keeney & Company showed its 432-pack DeLuxe electric, tagged at \$279.50, less changer. John S. Conroe, company executive, stated that no smaller machine was planned. If anything, he said, "we may put out a larger unit," because of operator demand for a vender capable of reducing service calls.

Lehigh Foundries' PX-8 Manual was shown at \$159.50, the electric version at \$203. The 340-pack-capacity machines were reduced in price slightly at the National Automatic Merchandising Association (NAMA) convention last December. Neill Mitchell, sales manager, said he would shortly announce several new distributor appointments. The firm sells primarily thru factory representatives.

At the National Vendors' exhibit it was said that deliveries of the firm's console cigarette vender would begin in four months. The electric unit, shown at the last two NAMA confabs, has never been placed in production. But tooling up for quantity output is now being completed, it was reported. Called the 9EC, the console has a capacity of 360-735 packs of cigarettes, depending on whether shift columns are used. List price will be \$260. With shift columns and changer,

**VAN DOREN SHINER**

(Continued from page 97)

series of tests in club, office building, bowling alley, barber shop and hotel locations.

Utilizing a liquid bath polish spray feature, the machine operates for one minute for 5 cents. This is adequate for a complete shine on one shoe, or a brush-up on two shoes. If a complete shine is desired, the price is 10 cents. Polishing either black or brown shoes, the machine uses a specially prepared polish which the firm sells to operators for \$4.75 per gallon. This amount is adequate to bring in approximately \$100 in the coin box of the machine, it was stated.

Mechanical features of the Lustre Shiner include use of lifetime Seal-master bearings; Westinghouse motors; ABT slug rejector; Illinois locks, and a bonderized Hammerloid finish.

George Van Doren is vice-president of the firm and Angus P. Grant is secretary.

Fred Van Doren reported that the machine is in full production and that orders received at the convention will be going out to the operators immediately.

the 9EC will sell at \$285. The machine uses no lifts or elevators, it was pointed out, the cigarette packs being catapulted to the delivery chute. The production model will have an all-steel cabinet. Earlier models shown had cabinets fabricated of wood.

National's 8CE console, a multi-purpose vender capable of vending any article that can fit in a tray 6 1/2 inches long, 2 1/4 inches wide and 1 1/2 inches high, also was shown. Delivery of this unit is slated to start in July. It lists at \$400. Each column of the 8CE can be set to operate at any price between 5 and 50 cents, in 5-cent steps, thru the same coin mechanism.

The company's upright electric was shown, too, listing at \$345, as well as National's manual, tabbed at \$165 minus stand and accessories. Tom Donahue, secretary of the corporation, said that all National venders would be available in a wide variety of cabinet finishes.

Pollak Engineering & Manufacturing Corporation, which recently obtained the rights to the U-Need-A all-electric cigarette vender (The Billboard, April 30), showed its 7 and 9-column models. The smaller model, with a capacity of 476 packs, lists at \$209.50 for straight quarter operation. With changer it lists at \$249.50. The large capacity machine, holding 612 packs, lists at \$234.50, with an extra charge of \$40 for the optional changer.

The Rowe Corporation, which recently announced a price reduction on its electric and manual Diplomat models, showed its full line, including the nylon vender conversion. The electric Diplomat, less stand and accessories, now lists at \$199.50. The manual model, similarly equipped, lists at \$167.50.

Malkin-Illion and Cigaromat were the two firms exhibiting cigar venders. Martin Berger, president of Cigaromat, said deliveries of his multiple-selection units would begin within 30 days. He said 100 had been out on location tests. The Malkin-Illion machine has been continuous in production for several years without substantial modification.

Lymo Industries, Inc., factory distributors of the 1,400-cup Lion cup vender, quoted \$895 as the list price of the single drink machine.



**\$25**

**DOWN**

**Balance \$10 Monthly**

**200**

**FORTUNE TELLING**

**NO SPRINGS**

**SCALE**

**WRITE FOR PRICES**

*Invented and Made Only by*

**WATLING**

**Manufacturing Company**

4650 W. Fulton St. Chicago 44, Ill.  
Est. 1889—Telephone: Columbus 1-2772  
Cable Address: WATLINGITE, Chicago



**SPECIAL \$75.00**

**Uneeda Candy Vender**

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 30c 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. . . . . 125.00
- 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
- Candyman, Enclosed Base . . . . . 65.00
- U-Select-It . . . . . 35.00
- Advance Candy Machines . . . . . 27.50
- Shipman Candy Vender . . . . . 22.50
- ROWE 5 COL. 1c 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

**GIVE TO THE DAMON RUNYON CANCER FUND**



**WE ARE NOW APPOINTING DISTRIBUTORS FOR THE BETTER SHOE SHINE MACHINE**

The BETTER SHOE SHINE Machine was PERFECTED after months of research on locations. It incorporates all the features developed as the result of these findings. It is manufactured by an operator who has been in the business from its inception.

**NO OTHER SHOE SHINE MACHINE HAS ALL ITS FEATURES**

NEW ROUTES ARE BEING ESTABLISHED DAILY. An investment of less than \$500.00, plus a few hours each week, will get you started. WRITE FOR OUR PLAN.

**BADER AND COMPANY**

1210 Goodfellow Ave. St. Louis 12, Mo.

**Telecoin Appoints 2 New Distributors**

NEW YORK, April 30.—Telecoin Corporation this week announced two new distributors for its equipment. G. Richard Tomlin, Atlanta, has been appointed distributor for the firm's commercial automatic laundry units in Georgia, while Juice-O-Matic, Bethesda, Md., headed by Alfred Rinaudot, will cover the Washington area with the entire Telecoin line.

**Name New FTC Commissioner**

WASHINGTON, April 30. — The Federal Trade Commission has a new commissioner appointed by President Truman. John Carson, the new appointee, replaces Robert Freer.

**CIGARETTE-CANDY VENDING MACHINES**

**RECONDITIONED--REBUILT READY FOR LOCATION**

- NATIONAL 30 or 25c VEND
- 9E ELECTRIC ..... \$239.50
- 9A 350 CAP. KING SIZE ..... 110.00
- 9-50 350 CAP. KING SIZE ..... 110.00
- 9-50 REG. 9 COLUMN 350 CAP. 87.50
- 9-30 9 COLUMN 270 CAP. .... 67.50
- ROWE 20c VEND ONLY
- CRUSADER 8 COLUMN ..... 110.00
- CRUSADER 10 COLUMN ..... 115.00
- NATIONAL CANDY MACHINES
- 9-18 REG. 162 BAR CAP. .... 100.00
- 9-18 TELESCOPE 162 BAR. CAP. 110.00

1/3 WITH ORDER, BAL. ON DELIVERY

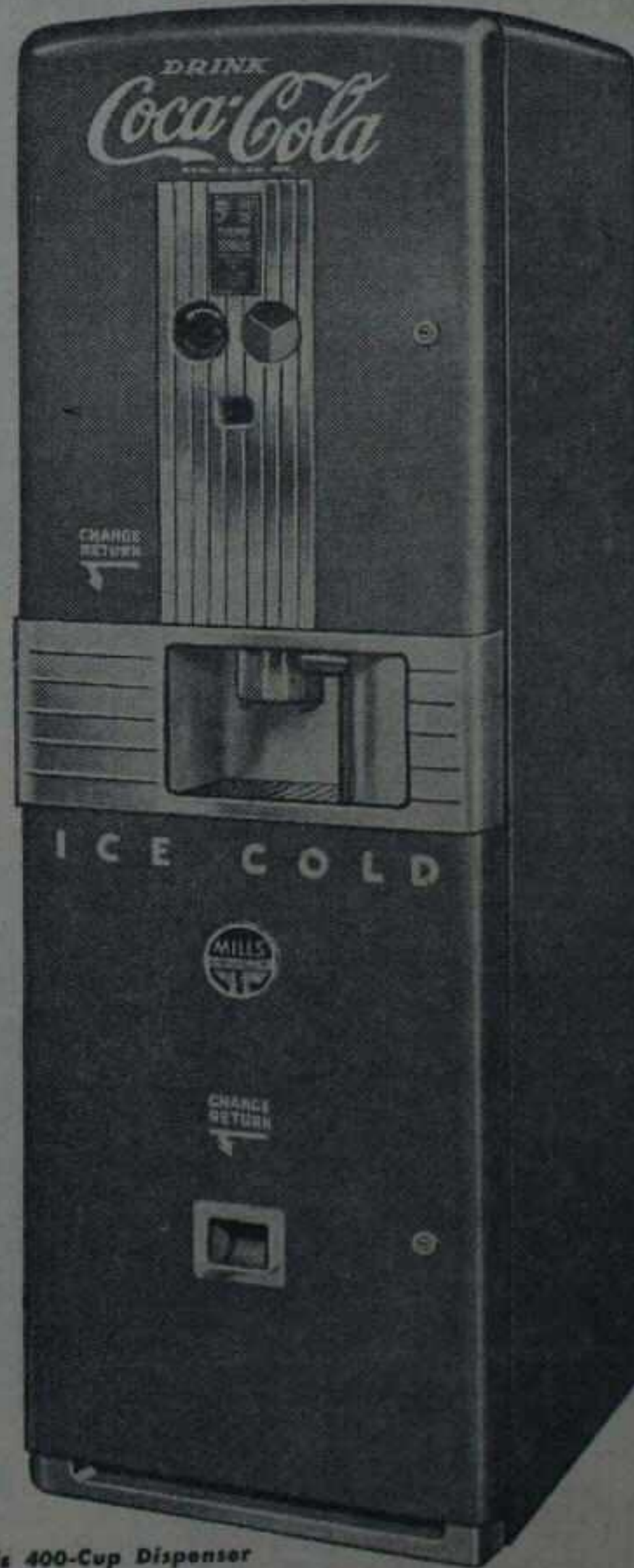
**L. H. CANTOR, INC.**

11219 Superior Ave., Cleveland, Ohio



*It's Hard to Resist the "Sales Appeal" of a Mills . . . .*

**The Neat, Clean Appearance Creates that Impulse to "Have a Refreshing Drink"**



Mills 400-Cup Dispenser

The Mills Automatic Fountain insures dependable dispensing of cup, syrup and carbonated water. A steady profit maker.

No sales are lost for want of the exact change. The Mills coin changer takes nickels, dimes and quarters—delivers the iced beverage and correct change automatically.

*Over 60 Years' Experience in the Manufacture of Coin-Operated Machines*

**MILLS INDUSTRIES, Incorporated**

4100 Fullerton Avenue

Chicago 39, Illinois

**MILLS AUTOMATIC FOUNTAIN**

**Fully Automatic with Coin Changer**

THE MERCHANDISE CHUTE IN THE ACORN VENDOR IS CAST WITH THE BODY—IT IS HIGHLY POLISHED AND EASY TO CLEAN. YOU SIMPLY LIFT OFF SHIELD AND COVER—NO SCREWS!

**ACORN Bulk Merchandise VENDOR THE BEST MACHINE TODAY**

THE BETTER MACHINE TOMORROW  
WRITE FOR DETAILS AND PRICES  
**OAK MANUFACTURING CO., INC.**  
1025 SO. GRAND AVE.  
LOS ANGELES 15, CALIFORNIA

**THE NEW REVOLUTIONARY NORTHWESTERN MODEL 49 FEATURING TRANSFER REFILL**

Cuts Service Time in Half.  
**\$17.55**  
SAMPLE  
Write for Quantity Discount.  
Other Popular North Western 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.

**WANT TO BUY NEED LARGE QUANTITY**

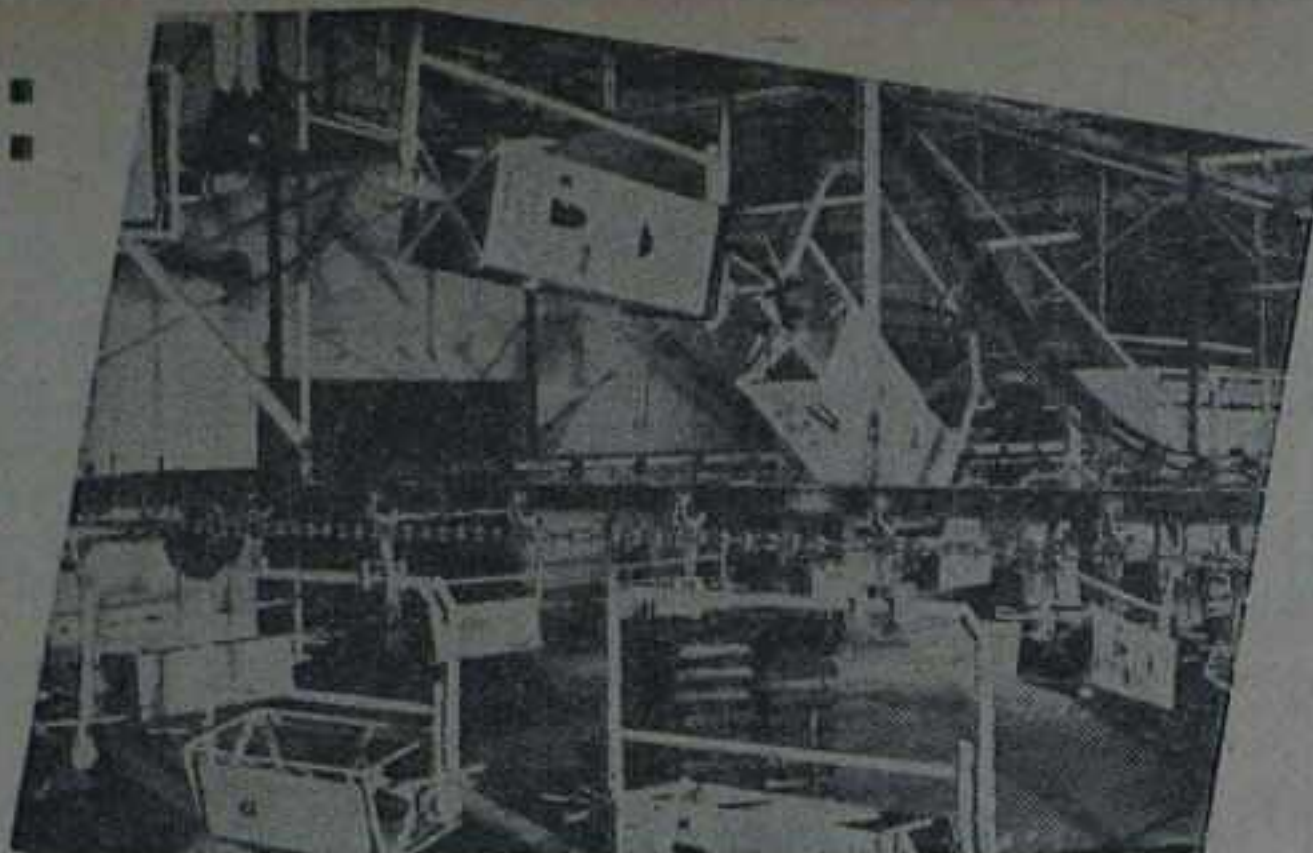
U-NEED-A-PAK—E, A and 500  
DuGRENIER—W and S  
ROWE—6 and 8 Columns  
We sell only the finest and best in used cigarette machines—re-finished and reconditioned like new. Get on our mailing list for weekly specials.  
**STEINER MANUFACTURING CO.**  
322 Atlantic Avenue, Brooklyn, N. Y.  
Phone: Triangle 5-0835

**CASHEWS**

ROASTED FRESH DAILY  
CASHEW—SPLITS ..... 48¢ LB.  
CASHEW (VENDOR'S MIX) ..... 55¢ LB.  
CASHEW—WHOLE ..... 40¢ LB.  
28 POUND TO THE CASE.  
F. O. B. BALTIMORE.  
ALSO 5¢ Packages Cashew on attractive display card, 48¢ per card, 14 cards to the case.  
**DUBOW PRODUCTS**  
409 S. PACA ST. BALTIMORE 30, MD.

**GIVE TO THE RUNYON CANCER FUND**

'POP' CORN SEZ:  
A New  
Production  
of the



**NATIONAL FAVORITE!**

Mr. Operator, it will pay you to investigate why the famous 'Pop' Corn Sez Automatic Popcorn Vendors are in full scale production again when more than 30,000—over 90% of all Popcorn Vendors sold since 1941—are already on locations of every type throughout the country! They are TOPS in quality . . . TOPS in sales . . . TOPS IN \$\$\$ PROFIT!

In keeping with a policy of constant improvement in the 'Pop' Corn Sez Vendor, the new models are equipped with a new and heavier switch assembly especially designed for heavy duty—and other improvements have been incorporated.

Write, wire or phone and we will tell you about the vendors and ready-popped 'Pop' Corn Sez popcorn! It's good business.



**Auto-Vend, inc.**  
FORMERLY T. & C. CO.

5210 BONITA, DALLAS, TEXAS  
TELEPHONE: VICTOR 4-4525

**Operators:**

Over 50% net profit.

**Distributors:**

A few choice territories now open for exclusive franchise.

**WHY PAY MORE?**

**\$10 DOWN**  
**\$860 per month**  
**for just 10 months**  
**BUYS A HAMILTON**

\$89.50 F.O.B TOLEDO

Profits soar . . . operating costs are cut with Hamilton Coin-Operated Scales. They require no attention . . . are guaranteed for life against mechanical failure. Lowest priced scale on the market meeting requirements of all state departments of weights and measures. Discounts on quantity orders. Mail the coupon today.

**HAMILTON SCALE COMPANY**

Dept. H, 214 Oliver Street,  
Toledo, Ohio



**HAMILTON SCALE COMPANY**  
Dept. H, 214 Oliver Street, Toledo, Ohio

- Enclosed is our check for \$10. Ship scale immediately.
- Check for \$89.50 enclosed. Ship scale immediately F.O.B. Toledo.
- Send more information on the Hamilton PW Scale.

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

**OPERATE AMERICA'S NEWEST MOST PRACTICAL**



THE  
**"DON" 5c**

BLACK AND TAN  
SHOE SHINE MACHINE

with  
FINGER TIP LIQUID  
POLISH CONTROL  
1-YEAR GUARANTEE

**A Real Shine for a Nickel**

**DISTRIBUTORS, SALESMEN— WRITE FOR TERRITORIES**

**Sample, \$289.50**

**5 or More, \$259.50 Each**

\$50.00 Deposit on each machine with order, balance C. O. D., F. O. B. Factory.

Ask About Time Payment Plan on 10 Machines or More.

**ORDER YOURS NOW!**

**DON MANUFACTURING CO.**

530 Golden Gate Ave.

San Francisco 2, Calif.

**A MONEY-MAKER ON EVERY LOCATION!**  
**Northwestern**  
**DUAL VENDER**  
 1c AND 5c  
 OR  
 5c AND 10c  
 Less Than 25  
**\$45.00**  
 Less Than 100  
**\$44.50**  
 100 or More  
**\$44.00**  
 Write, Wire,  
 Phone  
**NORTHWESTERN SALES & SERVICE CO.**  
 Authorized Northwestern Distributor  
 4105 16th Ave. Brooklyn 4, N. Y.  
 Phone: Cedney 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.

**HOT-POP**  
 Victor's sensa-  
 tional new  
 Popcorn  
 Vender.  
 Today's fastest  
 money maker  
 and ONLY  
**\$47.50**  
 \$10.00 Deposit,  
 Balance C. O. D.  
**CHAMPION NUT**  
**& CHOC. CO.**  
 1194 Tremont  
 Boston, Mass.



**Good Samaritans!**  
 NEW YORK, April 30.—A well-used coin-operated foot massager provided welcome stimulation to weary feet of visitors working their way thru the more than 400 exhibits at the National Association of Tobacco Distributors' (NATD) show here this week. A thoughtful exhibitor was the producer of Silver Star razor blades. And at the booth across the aisle, Carbona Products, another exhibitor, offered free shoeshines.

**Bastian Displays Blessing Cup Vender**  
 (Continued from page 97)  
 ing these component parts only, not in the manufacture of the completed vender," Levings declared.

Two safety and drink-quality units are built into the machine. These consist of automatic shut-offs should (1) a cup fail to drop into place properly and (2) should the gas pressure drop below 70 pounds per square inch. In both instances, electrical coin operating circuits will be broken and the coin returned. Too, in the event of current failure during a vending cycle, a mechanical cam, activated by a magnetic knuckle in the mixing valve, shuts off the beverage flow after the normal drink portion has been delivered.

Use of the firm's patented mixing nozzle, which places the sirup stream in the center of the carbonated water flow, guarantees a uniform mix, high quality drink with every delivery, according to Levings. The ideal conditions (40 degree temperature, 3½ volumes of gas, 1 ounce of sirup) are present for every drink, with the first dispensing also at 40 degrees because the mixing nozzle receives its charge directly out of the cooling tank to which it is attached, he declared.

WASHINGTON, April 30.—New York continued to be the largest sugar distributor in February, Agriculture Department announces. The New York total was 1,217,477 tons.

**Concentrated Sales To Location Plan Faced by Cig Ops**

(Continued from page 97)  
 operators. These operators are either direct buyers or may purchase cigarettes from competing jobbers, it was pointed out. Too, jobbers going along with the program, would thus gain entry into locations for promotion of other products handled, Superior executives pointed out.

**Profit Pitch**  
 The approach which Superior suggests jobbers use in selling the vender to locations underlines the "profits" storekeepers can expect by "owning their own," and minimizes the service "know-how" experienced vender operators point out is needed in efficient machine maintenance.

In a promotion brochure Superior handed to jobber customers, they suggested the following sales pitch be used on "cold . . . unapproachable" location owners:

"You have a vending machine there? Getting about a penny a package commission, aren't you? How would you like to make \$25 every time you sell 500 packages instead of \$5.00? Buy cigarettes from my company wholesale, and own your own machine and make all the profits."

**Free Service**  
 Superior maintains that many tobacco jobbers will be willing to "guarantee free service" on the venders, but as a suggested sales talk to storekeepers it offers the following:

"It (the Yeaton machine) is the most efficient, the simplest cigarette vending machine in the country . . . the engineering marvel of the year! You can tighten everything in sight with a screw driver."

David Clayman, Yeaton vice-president and director of sales, is credited with developing the machine. A graduate mathematician, he has not previously been connected with the vending machine industry. He is to be associated with Superior in an executive capacity. He said the company would soon bow a 10-column vender.

**Omaha Pepsi Franchise**

OMAHA, April 30. — Robert M. Feinberg, formerly of Canton, O., has purchased the soft drink bottling plant operated here by the Harding Company. Feinberg holds the local Pepsi-Cola franchise and has named his company the Pepsi-Cola Bottling Company of Omaha. Harding, in the soft drink bottling business for 20 years, will concentrate on manufacturing ice cream.

**Another in the great family of Electro Distributors . . .**

**W. B. DISTRIBUTORS, INC.**  
 1012 Market St., St. Louis, Mo.  
**W. B. MUSIC CO., INC.**  
 1518 McGee St., Kansas City, Mo.  
**DISTRIBUTORS OF ELECTRO IN KANSAS, MISSOURI AND ILLINOIS.**



America's Finest All-Electric Cigarette Vending Machine

**EASTERN ELECTRIC VENDING MACHINE CORP**  
 GENERAL MOTORS BLDG. NEW YORK, N. Y.  
 A PRODUCT OF C-8 LABORATORIES

**PROMOTIONAL VENDING MACHINE SALESMEN**  
 ESTABLISH YOUR OWN BUSINESS. We will furnish all necessary supplies, handle all of your correspondence, eliminate your entire office overhead; also, the machine you are now selling, or its equal in a competitive make, at the same price, or less than your present cost. This is your opportunity to collect 100% of the fruits of your efforts. Your reply will be held strictly confidential but will receive no consideration unless you supply the following information:  
 1. The extent of your vending machine experience.  
 2. The companies you represented.  
 3. The kind of machine you are now selling.  
 4. Your profit or commission on your present set-up.  
 5. The vendor you prefer to sell.  
 FOR MORE \$\$\$ IN YOUR CHOSEN PROFESSION WRITE  
 BOX D-178, c/o THE BILLBOARD, CINCINNATI 22, OHIO.

**CHARMS AT NEW LOW PRICES**  
 PLASTIC #1 ..... \$2.50 PER M | PLASTIC #2 ..... \$3.00 PER M  
 METAL-PLATED #1 ..... 4.75 PER M | METAL-PLATED #2 ..... 5.75 PER M  
**SAMUEL EPPY & CO., INC.**  
 113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

**NEW FUNNY FACE CHARMS**  
 Series consists of INDIAN, CLOWN, PIRATE, CANNIBAL and DEVIL—very attractive.  
 Plastic, \$4.00 per M—Metal-Plated, \$7.50 per M  
**SAMUEL EPPY & CO., INC.**  
 113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

**5/8" ROUND PLASTIC FORTUNE BALL PRIZES**

BALLS with precious stones	Per M \$10.00	BALLS with balloons	Per M \$14.00
BALLS with dice	12.50	BALLS with key chains	18.50
BALLS with pearls	10.00	BALLS with bracelets. Per gross	6.00

**SAMUEL EPPY & CO., INC.**  
 113-08 101st AVE. RICHMOND HILL 19, L. I., N. Y.

**AUTOGRAPHED BASEBALL CHARMS**

PIRATES	CUBS	BRVES	YANKS
GIANTS	DODGERS	CARDS	RED-SOX

Copper Plated ..... \$10.00 Per M  
 Gold Plated ..... 15.00 Per M  
 White Plastic ..... 4.00 Per M  
 Plastic Baseball Players ..... 1.50 Per Gr.  
**PENNY KING CO.**  
 415 Neptune St. PITTSBURGH 20, PA.

**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.



**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, \$42.00 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 2, Ala.



**REAL LOW PRICES U-SELECT-IT CANDY MACHINES**  
 54 Bar Capacity, \$22.50 ea. Lots of 10, \$20 ea. Needs 3 Column with Base ..... \$32.50  
**Cigarette Machines**  
 DU GRENIER 7 COL. 5 ..... \$48.00  
 DU GRENIER VD, 7 Col. .... 45.00  
 DU GRENIER W, 9 Col. .... 45.00  
 DU GRENIER CHAMPION ..... 58.00  
 UNEEDA MONARCH, 8 Col., Like New 75.00  
 UNEEDA 8 Col. .... 48.00  
 NATIONAL 7-30 ..... 58.00  
 UNEEDA 9 Col. 500 ..... 72.50  
 Half Deposit.  
**HARRIS VENDING**  
 2717 N. Park Ave. Philadelphia, Pa.  
 Phone: DA 9-0606

**WE WANT USED SHOE SHINING MACHINES**  
 10c COIN CHUTE  
 State make, quantity available, condition and lowest cash price first letter.  
**Mechanics Service Co.**  
 614 Court Bldg., Evansville, Ind.  
**GIVE TO THE RUNYON CANCER FUND**

## Insurance Problems Aired By WVMOA at Monthly Meet

(Continued from page 97)

members will pool their information and the motion will be considered at that time.

The possibility of having a blanket coverage for WVMOA members was viewed also as an inducement to get operators, who heretofore have shied clear of the organization, into the fold. There was also a chance, Slater pointed out, that a group coverage of sufficient size might result in a reduction of premiums.

In case any of the old line companies shy away from the deal, some of the newer West Coast insurance firms will be contacted, Slater said.

According to members, the Disease Prevention Society, which had placed machines on locations around town on a non-commission basis was said to be souring on the deal. It was claimed to be financed by a wealthy patron who originally intended to purchase 5,000 machines to be put on location in the Los Angeles area. However, operating costs were said to be curtailing activities. Operators who had been topped on locations said the threat was now past, as only 200 machines were now being used.

### Location Sales

A local jobber who is said to be putting out machines in order to build routes for sale, was also up for discussion. Altho some operators admitted being topped by not being able to meet the 20 per cent offered by the jobber to locations, it was felt that the practice would not continue because, as one vender put it, "there just aren't enough suckers around any more to buy this kind of a route."

Operating costs were said to also be curdling this deal, coupled with a lack of service personnel.

### Tax Talk

Tax matters in the National Automatic Merchandising Association (NAMA) bulletin also came in for discussion. In suburban areas a business license tax on machines has been set at the rate of \$15 on the first machine and \$5 on each additional machine requiring over 5 cents

to operate. On machines requiring a nickel or less to operate, the fee is \$2 on the first machine and 15 cents on each additional machine. The city council of El Segundo, adjacent to Los Angeles, passed the following tax: 1-cent machines, \$1; 2 to 5-cent machines, \$4; 6 to 10-cent machines, \$4; 11 to 15-cent machines, \$6; 16 cents or over, \$12. Tax on scales is \$1 a year unless guess-your-weight features are added, in which case the tax is \$25.

Most operators attending the con-fab agreed that their biz had shown a slight rise over the preceding month.



**HI-HO**  
No. 2  
**CHARMS**  
With Luminous Gold, Silver & Copper  
Per Bag Prepaid \$3.00  
1,000 in a Bag. Positively No Samples at This Price.  
Northern California  
Distributor ACORN Bulk Merchandise VENDOR.  
Write: E. LaRue, Sales Mgr.  
**LEON "HI-HO" SILVER**  
540-542 Hayes St.  
San Francisco, Calif.



**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



**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.

**THE "CHALLENGER"**  
THREE MACHINES IN ONE  
**\$10.00 to \$50.00** Weekly on Location!  
**TROPICAL TRADING CO.**  
549 W. Washington St., Chicago 6, Illinois

**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 VENDING MACHINES	RECONDITIONED VENDORS
N.W. Model 49, either 1¢ or 5¢ ..... \$17.55	1¢ Advance Ball Gum ..... \$ 5.95
N.W. Dual Vendor, comb. 1¢ or 5¢ ..... 45.00	1¢ Variety Shops With Stands ..... 19.50
N.W. Deluxe, comb. 1¢ and 5¢ ..... 27.00	N.W. Model 40 ..... 6.95
Silver King Bulk or Ball Gum, 1¢ or 5¢. Write Col. 46Z or 46ZB, 1¢ or 5¢ ..... Write	1¢ You Chu Ball Gum ..... 6.50
Shipman Stamp Triplex, Like New, 1¢, 3¢ or Airmail ..... 29.50	Cash Trays, Almonds, 5¢ (New) ..... 5.95
Victor Universal, 1¢ ..... 13.95	1¢ Vic. Mod. V. Cab. Type ..... 9.95
N.W. Postage Stamp, Roll Type ..... 59.50	1¢ Vic. Mod. V. Globe Type ..... 8.95
Exhibit Card Venders ..... 19.50	N.Y. Stamp Vendors, 1¢ and 3¢ ..... 12.50
Postmaster Stamp, Roll Type ..... 49.50	Shipman Duplex, 1¢ and 3¢ Stamps ..... 19.50
Advance #21, 3/25¢ match fold pack ..... 35.00	Adams Gum Mod. N. 4 Col., 1¢ ..... 14.50
Advance Sanitary Napkin, 10¢ ..... 20.00	Adams Gum (50 Boxes to Carton) Ast. .... .50
Adams Gum, Model GV, 6 col. .... 22.50	Silver King Ball Gum, 1¢ ..... 6.95
Match Box Machine ..... 4.95	Atlas De Luxe 1¢ Bulk Vendor (New) 10.00

**WE TAKE TRADE-INS—LIBERAL ALLOWANCE**

**LEAF BUBBLE GUM** (The Original) SOLD AT FACTORY PRICES.  
3/8", 26c Lb., 170 Ct., or 210 Ct., 27c Lb. IMMEDIATE DELIVERY.

**DELIVERING NOW! NORTHWESTERN MODEL 49**  
1¢ OR 5¢  
**RUSH YOUR ORDERS**

USED COUNTER GAMES	VENDING SUPPLIES
Marvel 1¢ Token ..... \$22.50	Span. Peanuts, 30 lbs. .... \$7.05
American Eagle, 1¢ .. 19.50	Vir. Jr. Peanuts, 30 lbs. 8.40
Vest Pocket, 5¢ ..... 44.50	Lg. Vir. Peanuts, 30 lbs. 9.30
Imp, 1¢ ..... 10.00	Mixed Nuts, 30 lbs. .... 14.10
Yankee, 1¢ ..... 14.50	Cashew Nuts, 30 lbs. .... 19.50
Cubs, 1¢ ..... 10.00	Lic. Lotenges, 30 lbs. .... 6.90
Windmills, 1¢ ..... 4.95	Lic. Dainties, 30 lbs. .... 6.90
Star Card Vendors ... 9.95	Baked Beans, 33 lbs. .... 7.59
Deval Races ..... 14.50	Rein. Peanuts, 33 lbs. .... 7.76
Gottlieb Grip Scales.. 12.50	Candy Mix, 33 lbs. .... 7.76
Sparks, Tok. Pay., 1¢. 22.50	Ball Gum, 25 lbs., 1/2" ..... 6.50
	Heavy Stands ..... 3.95
	Cross Bar, 2 Mchs. .... 1.00
	Stone Set Rings, Lg. Gr. .... 2.25
	Plax. Baseball, 1/2", Gr. 3.25
	Skulls, Plated, Rhinestone Eyes, Gr. .... 3.00
	Jingle Bells, Per M. .... 5.95
	Comic Buttons, per M. 5.00

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 3-2675 PHILADELPHIA 23, PA.

**BRAND NEW LUCKY BOY VENDORS**  
**\$9.75** EACH 1¢ or 5¢ MODEL  
Lots of 5: \$8.75  
Lots of 25: \$7.75  
Nuts and Charm Vendors hold 6 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.  
**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**VENDO COIN CHANGERS**  
Never Used—Flat Painted  
**\$70.00 each**  
Closing Out—Real Buy!  
1/2 with order, balance C. O. D.  
**C. STUTZ** • 6511 Selma Avenue  
Cleveland 4, Ohio. Vulcan 3-5530

*Now you can*  
**CUT VENDER SERVICING TIME AND COSTS IN HALF**  
*—Boost Profits to New Highs!*

Entirely different from any other vending machine ever made, the new Northwestern Model 49 is a standout in any location. But more than that. The new Sani-Carry Globe assures tremendous savings. Globes can be cleaned and refilled at home or warehouse... by inexperienced help if you want it. That means twice as many machines serviced per day per man... servicing costs cut in half... far bigger profits. It eliminates filling, spilling and messy cleaning on location. Checking merchandise in returned globes against cash collection assure more accurate accounting, tighter control. Investigate today!

**Northwestern**  
MODEL 49



**WIRE, PHONE OR WRITE FOR COMPLETE 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.

**RAIN-BLO BUBBLE BALL GUM**  
Packed 25 Lbs. to Carton.  
5th 170c  
140c 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.**

# Here's STEADY PROFITS of 50% to 200%

Outperforms All Other Scales Fully Patented — Nothing Else Like It!

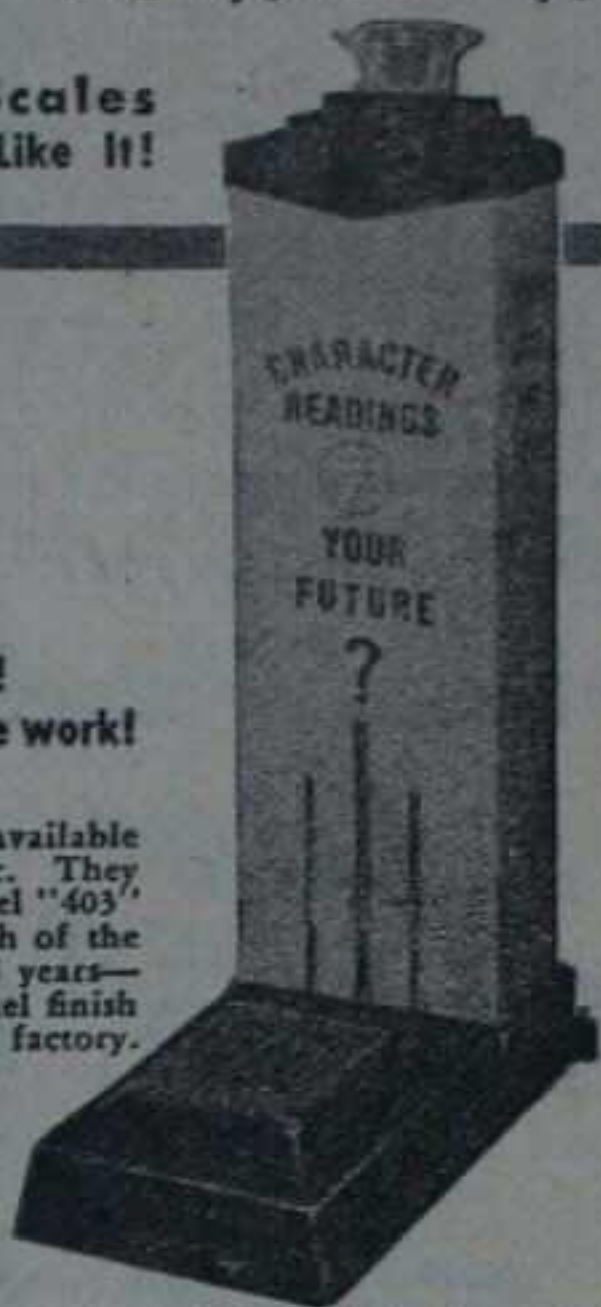
## 2 MACHINES IN 1

TELLS FORTUNE & WEIGHT

FULLY AUTOMATIC!  
NO TROUBLE!

- No knobs to turn!
- No handles to pull!
- The coin does all the work!

Place the American Scale in the scores of available empty spaces—in stores, entrances, corners, etc. They yield immediate profits and steady income. Model "403" (illustrated) has 12 slots—a slot for each month of the year. Real customer appeal. Guaranteed for 5 years—built to last 20 years. Porcelain and baked enamel finish in Red, Cream and Black. \$169.50 FOB factory. Monthly terms as low as \$10.



Shipped to you for only \$25 deposit

### AMERICAN SCALE MFG. CO.

3206 Grace St., N. W., Washington 7, D. C.

Check one of the following:

- Attached find check for \$25 deposit on one Model 403 scale. Ship at once.
- Please send me further details at once.

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

MAIL THIS COUPON TODAY for further details for immediate delivery

# NATD Confab Draws 10,000; Vending Session Is Featured

(Continued from page 97)

Tuesday (26) jobbers were urged to expand into that phase of distribution only if they had sufficient capital to establish effective routes. NATD members who have been in automatic merchandising advised jobbers considering the formation of routes first to confine their operations to the vending of articles they already carry in their jobbing houses. Cigarettes, cigars and candy were listed as merchandise which most wholesalers could efficiently vend thru coin equipment.

R. T. Axton, of the Axton Candy & Tobacco Company, Louisville, chairmaned the meeting in which jobbers entering vending were advised to set up special vending departments, separate from their wholesaling activities, to achieve effective operation. The problems posed by each business is different, it was emphasized, and special skills have to be acquired by operators and servicemen. Cup venter operation should be limited to specialists in the field, most conferees agreed.

A way in which a jobber-operator could make one of his enterprises aid the other was described by one of the conferees who claimed success in both businesses. Admitting that cigarettes were a "low-profit" item, he told of arranging with locations to set aside their vending commissions against purchases of other merchandise supplied by his jobbing firm. And these other items are usually the most profitable, he declared.

#### Profit Margins

Another reason behind the expressed interest of jobbers in cigarette vending was the far greater profit margin they can realize on automatic sales as against wholesaling. One jobber-operator said he makes more on vending a single pack than in wholesaling a full carton of cigarettes.

Promotion by one manufacturer of a machine designed for sales direct to locations was held unwise by those attending the meet. They maintained that direct-to-location sales had been tried before, but had a 20-year history of failure. A cheap machine, low enough in price to attract the storekeeper, will not hold up long under normal use, it was said. Emphasizing that the vending industry is based on efficient service, the conferees pointed out that location owners rarely had the skill needed for proper equipment maintenance. It was predicted that locations "succumbing to

visions" of reaping total cigarette profits would eventually solicit operators to take "failing machines" off their hands.

Other officers elected to NATD posts at the meet included Arthur F. Schultz, of Erie, Pa., treasurer; Henry Gunst, of the Cliff Weill Cigar Company, Richmond, chairman of the ways and means committee; Stanley Stacey, of the Cavalla Tobacco Company, Milwaukee, chairman of the committee on relations with manufacturers; Clarence D. Hunter, of the J. P. Manning Company, Boston, chairman of the board, and the following vice-presidents: Bert P. Cunningham, of the Henry Straus Company, Cincinnati; Marcus Glaser, of Glaser Bros., San Francisco; Leroy F. Ball, of King Cigar Company, Flint, Mich., and H. J. Lagonegro, of the Elmira Tobacco Company, Elmira, N. Y.

Leading government and industry figures who addressed the convention included Leon H. Keyserling, vice-chairman of President Truman's council of economic advisors. He told the jobbers that co-operation between government and business in developing new domestic markets could increase the distribution of goods and services by \$40,000,000 in the next decade.

Following the close of the convention, the association conducted a two-day school on management for junior executives.



## VICTOR'S NEW TOPPER

The new TOPPER features new and practical ideas which are typical and original in Victor products... and outstanding in the vending field. Yet this quality vendor is so LOW IN PRICE that it can make its cost out of the profits in just a few weeks of operation.

- \* Vends the combination of ball gum and charms like magic.
  - \* Also efficiently vends all other kinds of bulk merchandise.
  - \* Globes can be cleaned and refilled at home or shop and can be exchanged and installed on location in 30 seconds.
  - \* The base is a combination cash box and wall bracket.
  - \* Finished in red and black enamel (baked on). Trimmed in beautiful chrome.
  - \* The new TOPPER comes in 1c only.
- When ordering please specify: For ball gum and charms—or for other bulk merchandise. Parts are interchangeable—easily converted.

Toppers Are Packed and Sold 4 Machines to the Case \$43.00 PER CASE  
IN LOTS OF 1 TO 5 CASES  
THIS FIGURES ONLY \$10.75 Per Machine

NOTE: There Are Further Discounts in Quantities of More Than 5 Cases!

Contact your jobber today, or wire direct.

**TOPPER WILL GET YOU ON TOP**  
MANUFACTURED BY  
**VICTOR VENDING CORPORATION**  
5701-5713 W. Grand Avenue., Chicago 39, Illinois

## LANDIS ARISTOCRAT POPCORN VENDING MACHINE

New, in Orig. Crates ..... \$165.00  
Used 2 Months, Like New ..... 125.00

SILVER KING HUNTERS ..... \$45.00  
LITTLE GIANT POPCORN WARMERS, New ..... \$7.50

**JOHN BENNETT**  
P. O. BOX 1408

DURHAM, N. C.

**CHARMS** CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS...  
Write for lowest prices and samples of our METAL AND PLASTIC CHARMS, STONE AND LAMED RINGS, WEDDING RINGS, KNIVES, JACKS, BALLONS, SKULLS, ETC.  
**BECKER VENDING SERVICE** - BRILLIANT - WISCONSIN

Headquarters for **Advance 21-F Machines**  
Factory Distributor  
**J. SCHOENBACH**  
1647 Bedford Ave. Brooklyn 25, N. Y.

## MITCHELL-WHITE DEAL

(Continued from page 97)

distributing and promotion organization, declared he will soon disclose a new sales plan to govern his handling of the vender. Predicting quantity sales for the unit, he said "the sensitivity of the general public to matters of sanitation and health, plus the convenience factor, holds high promise for the future of the machine."

#### Kleenex Vender

The Kleenex vender, recently introduced by the 25-year-old manufacturing firm, features a heavily constructed cabinet, electrically welded and designed for inside or outside installation. The finish is aluminum hammertone baked enamel, with the Kleenex pocket-pack silk screened on the cabinet face in the Kleenex trade colors and design.

The machine has a capacity of 80 packs, with two separate delivery units and "slug-proof" coin mechanisms. Coin mechanisms and delivery units are interchangeable for quick on-location servicing; conversion from nickel to dime operation may be made without dismantling the cabinet. A stand is offered for other than wall installation. The vender is fully guaranteed against defects in workmanship or material, according to Corning.

### SHAPPY SAYINGS BUTTONS

FOR YOUR CHARM VENDERS

Cash in on this "KIDS' ITEM". They go for them in a big way. Vend in Silver King's "Charm King" and all other charm vendors.

Order today.

**\$6.00** per 1000 assorted

SEND FULL AMOUNT WITH ORDER

**ALBERT M. KOPLA**  
4904 Springfield Ave.  
Chicago 25, Illinois

STDP
40 SIBOL
40 JILL

### California Vending Almonds

Per Lb. Cash Ltr. 65¢  
F.O.B. Los Angeles 80¢  
S.L.B. vacuum ltr. 80¢  
60 & 80 COUNTS, 400 COUNTS

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.

## WANTED

1-1,000 BALL GUM VENDING MACHINES,  
Also A. B. T. 1c CHALLENGERS MACHINE

All machines must be in perfect condition. State quantity and lowest price in first letter.

## DAVE ENGEL

1867 West Flagler St., Miami, Fla.



# Optimism Hi-Lites 5-State Meet

## State Groups Hold Confabs At Convention

### Minn. Re-Elects Officers

(Continued from page 96)

Ehmann, secretary-treasurer, and Stanley Woznak, vice-president. Directors renamed were Norman Hansen, Roy Golden, Joe Topic, Jack Lowrie, Roy Keuhmichel, C. C. Die-drick, Stanley Woznak, C. B. Case, Fritz Eichinger, Donald Ehmann, Ernest Erkkila, Carl Schumacher, Oscar Englund, Ken Ferguson, Archie Pence and Tom Crosby.

Following the election, the members of MAGA discussed the problem of direct to location sales which has cropped up in the territory from time to time, and agreed that all distributors and jobbers servicing their area should be asked to stop this practice immediately.

Reports by the 20 regional chairmen were made, and it was agreed that the regional breakdown system was functioning according to plan.

### South Dakota Meet

A general session was held Tuesday (21) morning by the South Da- (See State Groups on page 128)

## Encore Appoints 2 New Distribs

CLEVELAND, April 30.—M. M. Marcus, of the Encore Manufacturing Company here, announced at the conclusion of the Five-State phonograph operators' meet in Minneapolis that the firm had appointed two new representatives for the firm's wall and bar box line.

Leo Miller, president of the Iowa Music Company, Cedar Rapids, will handle the Encore products in Iowa, effective immediately, while Midwest Coin Corporation, headed by Jack Karter, with offices in St. Paul, will cover Minnesota.

Marcus also announced that the firm's bar box has a new coin box with a \$22 capacity. The wall box has a \$15 capacity.

## F. Kosecki, Seeburg Credit Manager, Dies

CHICAGO, April 30. — Fred A. Kosecki, credit manager and oldest employee, in years of service, of the J. P. Seeburg Corporation, died here Tuesday (26) after an illness which had kept him from his work for several months. Kosecki joined the Seeburg Corporation in 1907, five years after the company was formed by J. P. Seeburg, present chairman of the board.

His long-time association with the industry gave him a wide circle of friends among operators, distributors and competitors. In addition to his work as credit manager, Kosecki was president of the Seeburg Corporation's Credit Union, president of the firm's Old Timers' Club and manager of the U. S. Savings Bond Department. He was a member of the Masonic Order of Chicago, West Irving Park Lodge.

Services for Kosecki were held at Melszner Chapel with interment in Acacia Park Cemetery, Chicago. He is survived by his widow, Marie E. Kosecki; two sons, Fred N. and Leroy, and a brother, Leonard.

## New Wurlitzer V.-P.

NORTH TONAWANDA, N. Y., April 30.—Elevated to the post of general manager of the Rudolph Wurlitzer Company plant here when Carl Johnson resigned several weeks ago (The Billboard, April 16), Ray C. Haimbaugh was elected to the post of vice-president of the firm at a board of directors' meeting held Thursday (28) in Cincinnati. Haimbaugh served as director of engineering before assuming the post of general manager.

## Ops Combine Spring Buying With Biz Talks; Vote 1950 Convention in Twin Cities

### Ferguson Named Executive Head; Shuffleboard Prominent

(Continued from page 96)

vention again in 1950 at approximately the same time (the fourth week in April) in either Minneapolis

or St. Paul. For the first time an executive director was named to coordinate the convention, this appointment going to Ken Ferguson, Stillwater, Minn., who acted as publicity chairman for the '49 convention.

While the convention this year was forced to confine space on the exhibit floor to 19 firms and six others took display rooms on the third and fourth floors of the Radisson, Ferguson revealed that with all '49 exhibitors already on record as wanting space for the 1950 show, the exhibit room will be greatly expanded next year. In addition to the 25 exhibitors this year, it was learned that some 20 additional coin machine companies had been turned away due to lack of hotel space in the city.

### Luncheon Meet

Convention registration and the exhibit hall opened at 10 a.m. Monday with a long line of operators on hand. The first official business session was scheduled to immediately follow a luncheon in the ballroom. All exhibits were set up when the doors opened, and almost from the kick-off hour exhibitors reported that actual buying was under way. This despite the fact that the bulk of the registrations came late Monday and Tuesday.

Following the luncheon, Tom Crosby, president of the Minnesota Amusement Games Association (MAGA), as host, opened the meeting, introducing the other association officials and Jack Cohen, president

(See Ops Combine on page 132)

## 5 State, 3 Local Groups Plug Same May Hit Tune

MINNEAPOLIS, April 30.—One of the biggest song promotion campaigns in the history of the coin-operated phonograph business will be launched next month when five State associations join with three local associations to promote the hit-tune-of-the-month, *Don't Tell My Heart*. The song, written by Mrs. Gertrude Cohen, wife of Jack Cohen, president of the Cleveland and Ohio State associations, and Buddy Kaye, has been recorded by MGM, featuring Kaye's quintet and the Tune Timers. Record will be used in all juke boxes in South Dakota, North Dakota, Wisconsin, Iowa and Minnesota, as well as by members of the Cleveland, Detroit and Cincinnati associations during May.

While hit tune promotions have been used to advantage by the three local associations in the past, this marks the first time the five State associations have attempted this type of play promotion. All operators in the five-State area will receive special colored title strips and all have agreed

to place the tune in the No. 1 spot on their phonographs.

A special promotion drive will be made in Cleveland. This includes the use of car cards in all busses and street cars in the area, a series of 12 advertisements to be run on successive weekdays in *The Cleveland Press*; a special tie-up with local disk jockeys, already under way, which has included interviews with Mrs. Cohen, Kaye and Cohen's daughter, an advertising drive in trade papers and use of placards in locations.

Cohen, in announcing the promotion plans, reported that many leading recording artists, including Perry Como, Blue Barron, Ken Griffin and Jack Smith, have all asked for the song.

With the song just beginning to break, the May promotion is expected to again demonstrate to the music business the value of the music machine in the building of a hit song. Published by Mellin Music, New York, the song has not, to date, been plugged by the firm due to the illness of the publisher.

# Michigan Ops in Annual Meet

## S. L. London Co. Sets Up Offices In Twin Cities

MINNEAPOLIS, April 30.—The S. L. London Music Company, Inc., newly appointed Seeburg distributor here, opened its Minneapolis headquarters Sunday (24) in time to welcome operators attending the Five-State Phonograph Operators' Convention. With Sam London, president, in town from his Milwaukee headquarters, an open house party was held thru Tuesday evening (26) to introduce the firm to the music field in the area.

In addition to the complete Seeburg line, an Exhibit Supply target gun, King Pin shuffleboard scorer; Williams' St. Louis, five-ball game; Genco's Black Gold, a Watling scale and a Seven-Hi Belgian Pool game were also shown.

The new offices, at 2605-07 Hennipin Avenue, purchased by London, include 12,000 square feet of floor space. A sound-proof section at the rear of the showrooms houses service, supply and parts departments, while temporary offices and conference rooms are located on the mezzanine level. When decorators have completed their work, the general offices

## La. Okays Horse Race Recordings

BATON ROUGE, La., April 30.—It is perfectly all right to bet on the outcome of a horse race described on a phonograph record, Louisiana's attorney general ruled last week, so long as the betting is "not conducted as a business." The opinion came in response to a request from officials of Bogalusa, La., where a horse race phonograph was installed.

The attorney general said Louisiana's law states gambling is illegal if it is operated as a business. Locally, everyone seemed confused by the opinion. Presumably, patrons who bet on the horse race record will not be in violation of the law, but the status of the owner of the machine running the machine "as a business" portended legal complications.

will be moved to the first floor, and the upper level will be devoted exclusively to conference rooms.

London announced the appointment of Al Meyerwitz as manager of the Minneapolis branch, and also reported that Nels Nelson would work under Meyerwitz. Dwight Purdy is in charge of the parts department, while Emil Zellmer has been named chief service engineer.

## Discuss Video Competition at Detroit Confab

### 600 Attend Banquet

DETROIT, April 30.—The annual one-day convention of the Michigan Automatic Phonograph Owners' Association (MAPOA) was held Saturday (23), in the Normandie Room of the Hotel Book Cadillac here. President Morris Goldman presided.

Pending legislation was discussed but no definite action was taken. General industry problems were taken up and an informal forum followed.

Outstanding topic of interest was with Roy Clason, business manager of the MAPOA, proposing that a special sign be developed, to be furnished by operators to locations, to draw public attention to those spots without video. Suggested wording was "We do not bother our patrons with television" and would be designed as an open invitation to persons wishing to relax to juke box music.

"Such a sign would have a great effect," Clason told the convention. (See Michigan Ops on page 132)

### AMI Moves Loop Sales Showrooms

CHICAGO, April 30.—The general sales office of AMI, Inc., was moved Friday (29) to Suite 322 at 127 N. Dearborn Street here. Firm formerly occupied space on the 15th floor at the same address.

Move was made to give AMI sales staffers more office space and better appointed showrooms. Wall decorations are to include pictures of typical AMI location installations and trade personalities.

Sales staff here is headed by Lyndon C. Force and Joe Calderon.

### Jukes for Youth

HONOLULU, April 30.—Four juke boxes and 5,000 records have been donated by four members of the Oahu Coin Machine Association to the young people of several neighborhood youth centers. The Community Youth Committee, an organization interested in the problems of juveniles, will distribute the machines and the records. One phonograph and 500 records will go to each of the four neighborhoods.

### ADVANCE RECORD RELEASES

POPULAR

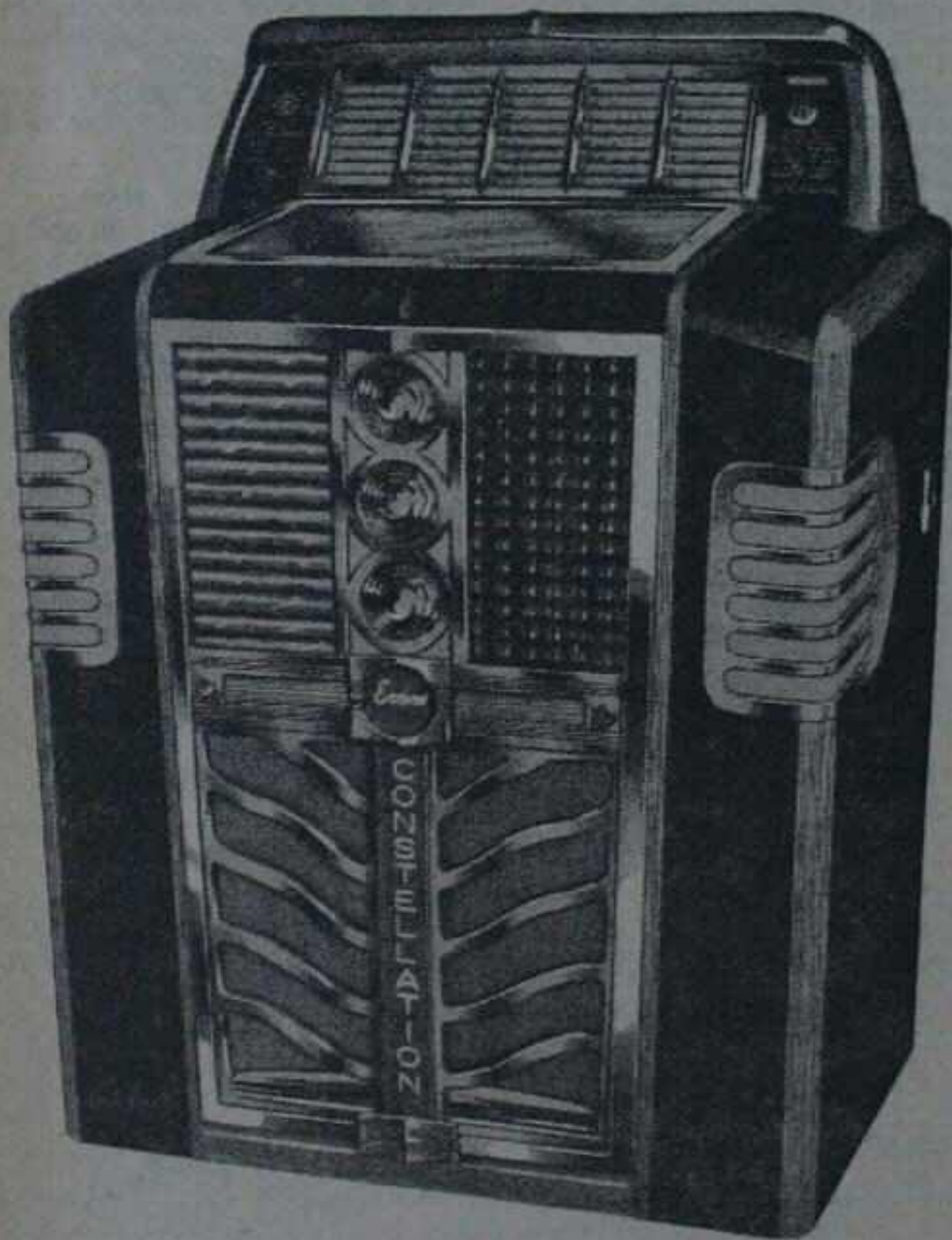
(Continued from page 35)

- No. No Nora
- J. Hill-O. Mason (Who Do) Rondo R-182
- Nola
- J. August (Cumbanchero) Mercury 3288
- Oh, By Jings
- E. Logan (Take Me) Col 38480
- O' Henry
- C. Barnett Ork (Easy Living) Cap 57-593
- Once in Love With Amy
- B. Brees-The Britz Sisters (Put Your) Spoilite 514
- Parade of the Milk Bottle Caps
- J. Dorsey Ork (Cole Slaw) Coral 60063
- Pelican Polka
- F. Messina Ork (Pioneer Polka) Coral 60060
- Penelope
- P. Martin Ork (Fiddle-a-De-Phia) Exclusive 97X
- Pioneer Polka
- F. Messina Ork (Pelican Polka) Coral 60060
- Pinchin' Up a Boogie
- King Cole Trio (I'm Lost) Excelsior OR 105
- Please Believe Me
- F. Haywood (I Wonder) Exclusive 100X
- Portrait of Jennie
- The Johnston Bros. (Deep as) London 429
- Put Your Shoes On, Lucy
- B. Kay (I'm the) Col 38493
- Put Your Shoes On, Lucy
- M. Law-The Spoilite Ork (Once in) Spoilite 514
- Rollin' Pin Polka
- L. Guarneri Quartet (I'm Blowing) Villa VR-1000
- Run, Run, Run—Rumba Calypso
- E. Ros Ork (Bimilau) London 429
- St. Bernard Waltz
- The Unitones (The Birthday) London 422
- Schnickelhop
- F. Fisher & His Schnickelfritz Band (We'll Have) King 15003
- Stimlau
- E. Ros Ork (Run, Run) London 429
- Singin' in the Rain
- D. Ellington Ork (Don't Get) Col 38464
- Six-Shooter Junction
- T. Bradshaw Ork-J. Pine (Bride and) Manor 1181
- Somebody's Knocking at My Door
- T. Black Ork (Don't Bring) Dana 2041
- Song Man
- G. Palmer (Later on) Miracle M 507
- Song Man
- G. Palmer (Later on) Miracle M 507
- Song of the Birds
- P. Tomlin-P. Martin Ork (The Wheels) Exclusive 92X
- Spirit of Liberty Album—American Legion Band of Hollywood (4-10")
- Dec A-713
- American Patrol . . . Dec 25428
- General Pershing March . . . Dec 25427
- Hail to the Spirit of Liberty . . . Dec 25426
- Liberty Bell . . . Dec 25426
- National Emblem March . . . Dec 25427
- Parade of the Legionnaires . . . Dec 25428
- The Jolly Coppersmith . . . Dec 25429
- You're a Grand Old Flag . . . Dec 25429
- Stammerin'
- T. Weems Ork (Canadian Capers) Mercury 5287
- Stockin' Full of Blues
- L. Guarneri Quartet (Baby Won't) Villa VR-1001
- Sunday
- J. Hill-O. Mason (After You've) Rondo R-181
- Sweet and Lovely
- K. Kysar Ork (I Love) Col 38479
- Sweetheart of Mine
- C. Buddy Ork (Katy's Polka) Bravo S-5509
- Take Me Out to the Ball Game
- E. Logan (Oh By) Col 38480
- Tell Me I'm the One
- L. Vincent & Boys (My Little Pearl) 24
- Ten to One It's Tennessee
- Hoagy Carmichael (I've Been) Dec 24631
- Tennessee Burder
- B. Williams-B. Haggart Ork (Tennessee Saturday) Coral 60061
- Tennessee Saturday Night
- B. Williams-B. Haggart Ork (Tennessee Border) Coral 60061
- Thank You Mother Nature
- M. Osborne (No Moon) Coral 60058
- That Wonderful Girl of Mine
- Z. Elman Ork (Check to) MGM 10421
- That Wonderful Mother of Mine
- P. Regan-J. Crawford (Baby Your) Coral 60059
- The Beautiful Blonde From Bashful Bend
- T. Bencke Ork (They Can't) V 20-3446
- The Beautiful Blonde From Bashful Bend
- A. Lund-J. Thompson Ork (Every Time) MGM 10419
- The Bells in Her Earrings
- The Stardusters (The Heart) Dec 24630
- The Birthday Waltz
- The Unitones (St. Bernard) London 422
- The Blue Skirt Waltz
- B. Brees-The Britz Sisters (A Rosewood) Spoilite 513
- The Heart of Loch Lomond
- The Stardusters (The Bells) Dec 24630
- The Lady Is a Tramp
- E. Le Mar Ork (Fine and) Cap 37-384
- The Light in My Window
- R. Goff-C. Stapleton Ork (My Mistake) London 427
- The Monkey and the Organ Grinder
- The Merry Macs (Legend of) Pine Arts FA 1002
- The Oompah Pah Song
- G. Towns Ork (Bluebird on) Regent 153
- The Right Girl for Me
- D. Palligant - H. Winterhalter Ork (Dreamer With) MGM 10420
- The Sheik of Araby
- The Four Tunes (Mister Sun) Manor 1172
- The Ten Commandments of Wedded Bliss, Pt. I & II
- J. J. Anthony . . . MGM 50020
- There Should Be Tears in My Eyes
- D. Bell (I've Got) Coral 60063
- The Wheels on His Wagon Were Square
- P. Tomlin-P. Martin Ork (Song of) Exclusive 92
- There Isn't Any Special Reason
- M. Torne-S. Burke Ork (You're Getting) Cap 57-591
- There's No Hiding Place Down There
- The Navy Quartet (Blow the) Solo SO-10-008
- There's Nothing Like a Dame
- Z. Manners & His Gang (When It's) V 20-3432
- There's Nothing to Do in Sleepyville
- P. Scala & His Banjo & Accordion Ork (All Over) London 409
- There's Something About Farris
- A. Mooney Ork (Barroom Polka) MGM 10418
- These Foolish Things
- H. Jeffries-B. Baker Ork (Basin Street) Exclusive 93X
- They Can't Take That Away From Me
- T. Bencke Ork (The Beautiful) V 20-3446
- Tillie (The Tavern Keeper's Daughter)
- W. Bunchie Ork (Corn) Mercury 3084
- Tin Roof Blues
- W. Manone Ork (If I) Box 23005
- Two Black Crows, Pt. I & II
- G. Moran & C. Mack . . . Col 38481
- (As Long As We're Got Water) We'll Have Soup
- F. Fisher & His Schnickelfritz Band (Schnickelhop) King 15003
- When It's Springtime in the Rockies
- Z. Manners & His Gang (There Is) V 20-3432
- When You Look in the Heart of a Shamrock
- The Wayfarers (In the Twi-Twi-Twilight) London 379
- Whispering
- P. Pace (Cabaret) Mercury 5299
- Whispering Waters
- D. Cornell-S. Kaye Ork (Baby, It's) V 20-3448
- Who Do You Think You Are?
- J. Hill-O. Mason (No, No) Rondo R-182
- Who Has To?
- B. Pannell & His Gentlemen of Distinction (Love Sat) Panfare 101
- Without Your Love
- J. Long Ork (Gossip) Signature 15269
- You-All
- B. Pannell & His Gentlemen of Distinction (If I) Panfare 102
- You Broke My Heart With Be-Boo
- R. Carlyle Ork (Listen to) Coral 60064
- You're Getting To Be a Habit With Me
- M. Torne-S. Burke Ork (There Isn't) Cap 57-591
- You're Heartless
- S. Fields Ork (A Wonderful) MGM 10423
- You're So Understanding
- E. Wells-The Paulette Sisters (Need You) Spoilite 518

Handsome Is as Handsome Does, and

EVANS' VISIBLE ACTION

## CONSTELLATION DOES ALL RIGHT!



Beauty is no optical "illusion" in Evans' Visible Action Constellation. True, its outstanding custom-designed wood cabinet goes a long way toward developing player acceptance. True, its colorful exterior and interior pattern lighting has much to do with holding player interest. Visible through the smartly figured glass front and top, the beautifully precise action of the Tuside Record Changer undoubtedly influences many patrons. There is no question but that Evans' Constellation appeal promises a thrilling nickel, dime or quarter's worth of entertainment from the 40 Selections.

And phonograph fans are not deluded! True to its great promise, Constellation delivers tone-rich, reproduction-perfect music every time! Yes, with Evans' Constellation it's Handsome Is as Handsome Does . . . ALL RIGHT . . . performance-wise and earnings-wise.

AN EVANS' CONSTELLATION ON YOUR LOCATIONS WILL DO ALL RIGHT FOR YOU, TOO. YOUR EVANS DISTRIBUTOR WILL BE GLAD TO GIVE YOU THE INTERESTING REASONS WHY.

**H. C. EVANS & CO.**

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 136

### HOT JAZZ

- Bongo Blues
- R. Jacquet & His Bopper Band (King's Spinner) King 4289
- Buttermilk
- J. McShann Ork (12 o'Clock) Downbeat 172
- Caravan
- F. Phillips-Machito Ork (Flying Home) Mercury 11818
- Cole Cuts
- B. Ventura & The Hop City Five (The Snake) Manor 1177
- Flying Home
- F. Phillips-Machito Ork (Caravan) Mercury 11818
- Harlem Nocturne
- J. Otis Ork (Ultra Violet) Excelsior 154
- Harold the Fox
- G. Ammons Ork (Jeet-Jet) Mercury 8123
- Hot Biscuits
- J. McShann Ork (Slow Drag) Downbeat 165
- Jeet-Jet
- G. Ammons Ork (Harold the) Mercury 8123
- Kings Spinner
- R. Jacquet & His (Bopper) Band (Bongo Blues) King 4289
- My Baby's Business
- J. Otis Ork (Preston Love's) Excelsior JR 141
- Preston Love's Mansion
- J. Otis Ork (My Baby's) Excelsior JR 141
- Slow Drag Blues
- J. McShann Ork (Hot Biscuits) Downbeat 165
- S'Mada
- G. Wilson Ork (The Black) Excelsior OR 529
- The Black Rose
- G. Wilson Ork (S'Mada) Excelsior OR 529
- The Snake Pit
- B. Ventura & The Hop City Five (Cole Cuts) Manor 1177
- 12 o'Clock Whistle
- J. McShann Ork (Buttermilk) Downbeat 172
- Ultra-Violet
- J. Otis Ork (Harlem Nocturne) Excelsior 154

### RELIGIOUS

- Friends, Let Me Tell You About Jesus
- The Dixie-Altes (I Got) Exclusive 94X
- Get Right With God
- The Jubilaires (They Put) Dec 48192
- I Got a Home in That Rock
- The Dixie-Altes (Friends Let) Exclusive 94X
- There's Nothing Like the Holy Spirit
- M. E. Gains (Only a) Talent 803
- They Put John on the Island
- The Jubilaires (Get Right) Dec 48192
- Up in My Heavenly Home
- M. Knight-S. Price Trio (I Can't) Dec 48192

(Continued from page 129)

# 5-STATERS SEE MUSIC UNITS

## Buying Brisk But Few New Models Shown

### All Types Exhibited

MINNEAPOLIS, April 30.—While new equipment was scarce at the Five-State Phonograph Operators' convention here this week, several manufacturers introduced new items thru their distributors.

Lieberman Music, Wurlitzer distributor, while showing the 1100, featured the personalized 1080 which was announced only a few weeks ago. The phonographs, altho not of a new series, have added a new look with the addition of a plastic panel across the top, which features the location name. Operators viewing the piece expressed interest and the distributor was pleased with the results.

Entirely new and actually shown for the first time, was the new Dennison Sales Company Play-Promoter (The Billboard, April 23). Exhibited in the Silent Sales booth, the shadow box unit was one of the features of the show from a display view. H. F. Dennison, president of Dennison Sales, reported that most of the operators who visited the convention had agreed to test the piece, ordering thru the special distributor set-up the firm is putting into effect. At least one association reported that it had invited Dennison to appear at its meeting at the show, and that, as a result, association members would

## 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:

**MERCURY OFFERS PLASTIC DISKS.** Diskery's answer to price cutting is a switch to plastic at no increase over the current 79-cent charge.

**DOUBLE FEATURE DISKS CUT PRICES.** Platters playing two tunes to each side on 78 r.p.m. microgroove are cut from 79 cents to 69 cents.

**VITACOUSTIC WAXERY'S LIQUIDATION HAS LITTLE SUCCESS.** Assets listed at \$9,747 receive the largest bulk bid of \$750.

**CASTLE RECORDS REACTIVATED.** With new money added, the diskery is launching a full-scale invasion of the platter field.

**HEIDT PLATTERY TO USE DISTRIBS.** Originally set up for direct-to-store operation, plans now are to market thru regular distributors.

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.

test the piece in at least two locations each.

Encore Manufacturing Company, Cleveland, and Alco-Deree, Chicago, the latter thru its Twin Cities representative, Automatic Games, displayed the latest in their wall box lines. The Encore Box, similar to the one shown at the Coin Machine Institute (CMI) Show in Chicago last January, has one important improvement. The coin box has been enlarged and now holds \$22.

Alco-Deree's Alco-Tronic Wall Box, also shown at the CMI Show, is now in production. It is operable with nickels, dimes and quarters. Unit is adaptable to any make of phonograph, it was pointed out.

With every phonograph, except Packard, shown, operators had a chance to study at close range the Evans Constellation, the Seeburg Select-o-Matic 100 and the Aireon Coronet with Tonar, the three new-

est machines, as well as the Wurlitzer, AMI, Rock-Ola and Filben equipment. While practically all the phonographs previously had been seen by the operators in attendance, the interest in the newer models ran high and all distributors reported equipment buying was brisk.

The Silent Sales exhibit also featured the Solotone unit, including radio, phonograph and television. Trans-Vue, the commercial coin-operated television system introduced by Rudy Greenbaum at the CMI Show, was on display at the Midwest coin booths. Aireon also had its television system on display in the fourth floor suite.

See other sections for stories on other types of coin-operated equipment on display at the Five-State convention.

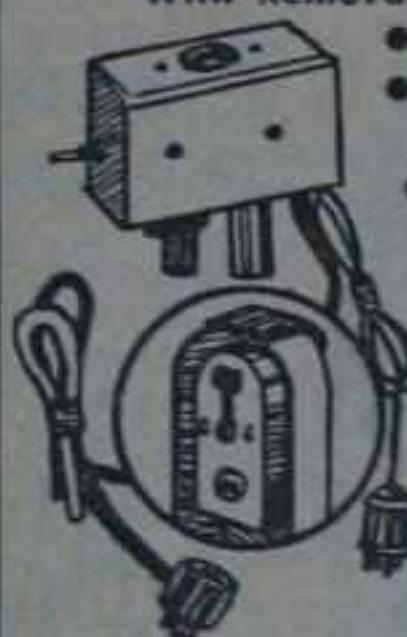
# BIG

Big selling TRADIO and TRADIO-ETTE, famous, pioneer coin-operated radios, continue to keep our factory in full swing. All over the country operators installing these coin radios in public locations are cashing in on the big demand.

Build a profitable business for yourself. No experience needed. No initial investment. A penny postcard will bring you all details. Write — today. NOW, WHILE YOU ARE THINKING OF IT.

**TRADIO** ASBURY PARK NEW JERSEY

For the Finest in Record Reproduction Use the New G. E. Magnetic High Fidelity **LIGHTWEIGHT PICKUP** With Removable Needle



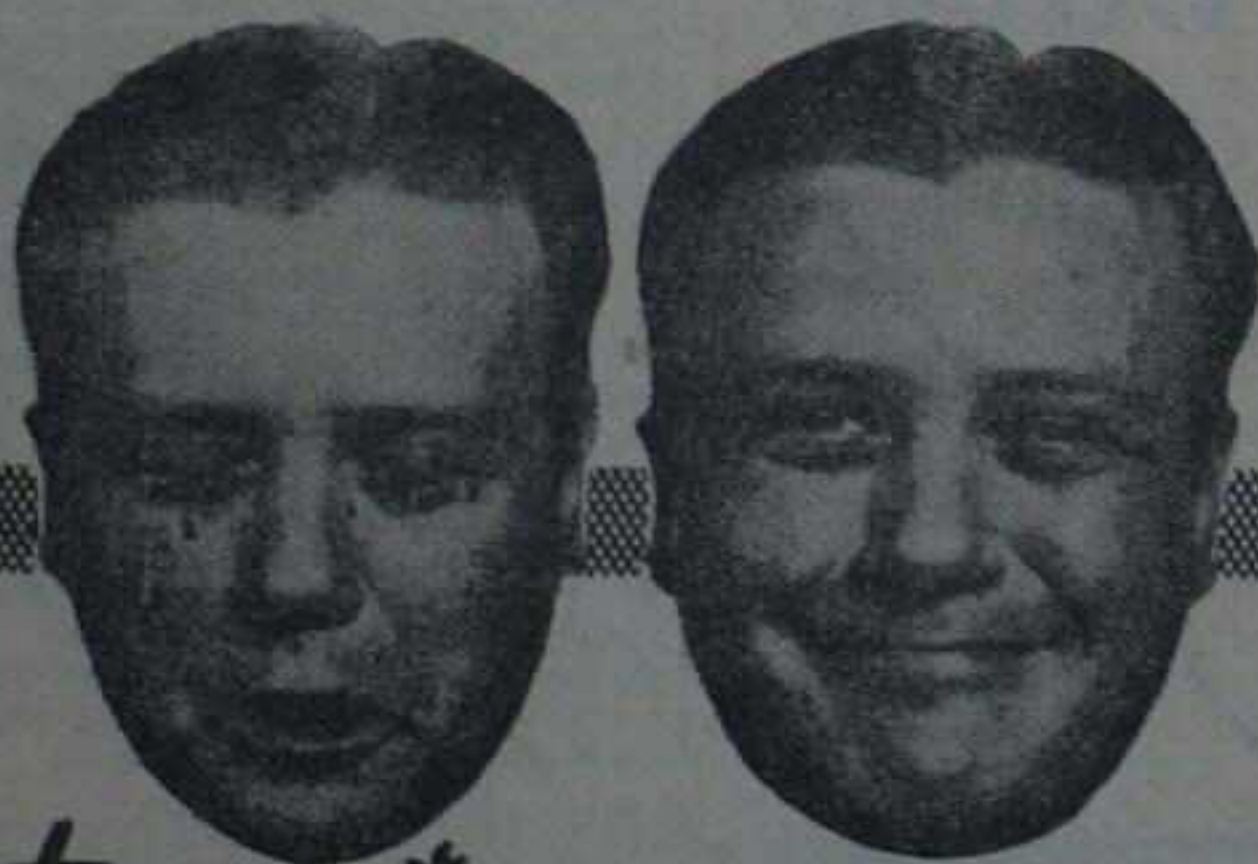
- No Needle Scratch
- Only 3/4 Oz. Needle Pressure
- High Fidelity
- Long Record Life
- Just Plug In

Wurlitzer \$14.95  
Seeburg  
Rock-Ola  
AMI  
Elec. Cancel \$4 extra  
Also other makes.  
**ADVANCE MUSIC CO.**  
1806 Grand  
Kansas City, Mo

### TRADE FOR CASH

Want 10 Wurlitzer 800s. Will trade 10 Super-80 Rock-Olas and pay cash difference. Original walnut finish. All these are on location in playing condition. Make your best offer in first letter or wire.

**King Harry's Music Service**  
853 Reynolds Street AUGUSTA, GEORGIA



# Which twin\* IS A SEEBURG OPERATOR?

Isn't that a silly question? Everybody knows by now that Seeburg Operators are the happiest people alive. But who wouldn't be? — with the Seeburg Select-O-Matic "100"—the greatest advance in the history of the coin-operated phonograph industry. Let the Jones Boys show you how to be happy, too!

\*No high-priced Powers model for us. Nosirree. That's our own Jones Boy, Frank Ritchie. The photographer had a helluva time to get Frank to cry — he's always so darned happy over Seeburg. Finally had to twist his arm.



No. 9-1

## R. F. JONES CO.

1263 Mission St.  
San Francisco 3,  
California

127 E. 2nd South  
Salt Lake City 1,  
Utah

1314 Pearl St.  
Denver 3,  
Colorado

Exclusive  
Distributors  
of

**SEEBURG  
BALLY  
ELECTRO**



**you decide  
on your own prices!**

AMI allows you to choose:

<b>6 for 25c</b> 2 for 10c 1 for 5c	<b>5 for 25c</b> 2 for 10c 1 for 5c	<b>3 for 25c</b> 1 for 10c
---	---	-------------------------------



All AMI phonographs now equipped for easy, quick change ON LOCATION, to any of these combinations.

**AMI Incorporated**

127 NORTH DEARBORN STREET, CHICAGO 2



OPERATORS' BOWLING team wins South Dakota championship. Known as Mike's Jukes, group is sponsored by Mike Imig (foreground), Yankton, S. D. and president of the South Dakota Phonograph Association. Keglers (left to right) are M. Simel, Jules Fluge, Bob Chesky, John Conkling and Don Robinson. Team is scheduled to compete in the Minneapolis Tribune tourney as well as the Diamond Classic, St. Paul. Robinson will defend his South Dakota singles crown next week in Rapid City in an Elks' sponsored tourney.

### 5-State Convention Notes

Operators, distributors and manufacturers of coin-operated equipment combined to make this year's Five-State Phonograph Operators' convention one of the most successful events ever held in the industry. Not only were the five sponsoring States heavily represented in the more than 600 registrations, but visitors from one coast to the other, as well as from Canada, were on hand as the doors officially swung open at 10 a.m. Monday. And on hand to greet each of the visitors was Tom Crosby, who as president of the Minnesota association, was the host. At his side was Ken Ferguson, whose hard work on the arrangements for the show was in no small measure responsible for the overwhelming results achieved.

The association presidents, including Crosby; C. S. Pierce, Wisconsin; Mike Imig, South Dakota; Leo Miller, Iowa, and Fred Fixel, North Dakota, were busy thru most of the convention, not only attending the over-all meetings but running their own State get-togethers. . . . Bob Westrum, North Dakota; Norman Gefke, South Dakota, and Doug Opitz, Minnesota, secretaries of their respective groups, also did yeoman duty thru the two-day meet.

The increasing importance of this convention was demonstrated thru a run-down of some of the coin machine execs who traveled to the Twin Cities for a look-see, then remained to marvel at the optimism displayed by the operators present. Included were such men as Dave Gottlieb, former CMI president, and his brother Sol; John Haddock, president of AMI, and Joe Calderon, assistant sales manager of the firm; Fred Morris and Lester Reick, H. C. Evans officials; Ed Levine, Chicago Coin; Roy Bazelon, president of Monarch Shuffleboard; Lew Kummerow, assistant sales manager of Rock-Ola; I. Edelman, president of Edelco Manufacturing, Detroit; Dick Goetz and Jack Baker, both of Permo.

Also on the guest list were Bob Dunlop, Seeburg; W. S. Deree, of Alco-Deree, who was in town to announce the appointment of Automatic Games as his firm's new distributor in the Northwest; H. F. Dennison, president of Dennison Sales Company, who assisted Silent Sales as that firm introduced, for the first time, the new play-promoter designed by Dennison; R. K. Beyer, Denver, the Messrs. Rozenick and Benedine, both of Winnipeg; D. Delvin, National Shuffleboard in New

Jersey; Bob Baird, Wurlitzer, North Tonawanda, N. Y., and George O'May, Olympic Shuffleboard, Los Angeles. There were others—many others—but they were lost in the throngs that streamed thru the exhibit area and crowded the special exhibit rooms on the third and fourth floors of the Radisson Hotel.

Sam L. London, president of S. L. London Music, Inc., newly appointed Seeburg distrib in the Northwest, came in from his Milwaukee headquarters for the opening of his Twin Cities headquarters and played host to the hundreds of operators who visited the new offices. Al Meyerwitz, who will manage the Minneapolis branch, and Bob Dunlap, the Seeburg regional sales manager, also were on hand for the open house festivities. . . . Mike Imig brought along his championship bowling team and played in a tournament before the convention opened. He and Gefke advised that the next South Dakota association meet would be held in Watertown early in June.

(See 5-State Notes on page 117)

## 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  |

CALL OR WRITE

**TRIMOUNT**



40 WALTHAM STREET  
BOSTON 18, MASS  
Tel. Liberty 2-9480

1100 Wurlitzers . . . . .	\$549.50	148 Seeburgs . . . . .	\$549.50
1015 Wurlitzers . . . . .	349.50	147 Seeburgs . . . . .	429.50
1080 Wurlitzers . . . . .	339.50	146 Seeburgs . . . . .	349.50
750 Wurlitzers . . . . .	189.50	Lo Tones . . . . .	125.00
850 Wurlitzers . . . . .	125.00	Hi Tones . . . . .	89.50
800 Wurlitzers . . . . .	165.00	W1-L56 Wireless 5c Boxes . .	32.50
3020 Wall Boxes . . . . .	39.50	W2-L56 3 Wire 5c Boxes . .	29.50
Model "A" AMI's . . . . .	499.50	1422 Rock-Olas . . . . .	259.50
Mills Constellations . . . . .	\$349.50		

Every one of these Phonographs is ready for location. Reconditioned and crated satisfactory for prompt shipment. Subject being unsold and confirmation.

TERMS: 1/3 Cash Deposit, Balance C.O.D. or Draft.

**UNITED MUSIC COMPANY**

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### 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

### SEEBURG WALL BOXES

10 WS-22—5c Play 15 DS20-12—5c Play  
3 WS-12—10c Play 18 DS19-12—10c Play  
All above boxes in splendid condition ready for location. No Broken Covers.  
Special Price \$14.95 Each.  
11 JW-L56—5c Play @ \$29.75  
18 W1-L34—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 11c per foot.

Better get these box bargains quick.  
**SPARKS SPECIALTY COMPANY**  
SOPERTON, GEORGIA  
Will ship C. O. D.

# RULES REGULATE LOOP PLAY

## Eye Cleveland Shuffleboard Possibilities

### Conditions Ripe, Play Rare

CLEVELAND, April 30.—The shuffleboards on location in typical coin machine stops here are few and far between, all indications lead to the conclusion that in the near future the same league and tournament promotion which put the game over in Chicago, Los Angeles and the Twin Cities will invade this area and shuffleboard play will mushroom overnight.

Among the reasons for shuffleboard possibilities in Cleveland are the fact that five-balls are not permitted and like many other cities with a major league ball club and more than one television station, Cleveland music operators have felt a falling off in receipts in tavern spots due to video. In other metropolitan areas where five-ball play was inoperative shuffleboard has usually caught on very well.

#### Distributors Interested

Thus far only two of the coin machine distributors have shown any interest in the game, the Cleveland Coin Machine Exchange and the Markepp Company. Cleveland Coin, headed by Morrie Gisser, has been handling Perma-Top boards and Chicago Coin Machine Scoreboards and Rebounds for some time, while Markepp, headed by Meyer Marcus, is just getting ready to enter the field. Tentatively, its shuffleboard division is to be directed by Arthur Marcus, who is now conducting research on playfield surfaces and suitable shuffleboard areas in the city.

Tommy Miller, who has some experience in operating boards in Cleveland, says that only in the past five weeks has there been a noticeable upswing in play in locations which had expected to become regular centers almost from the start. He says that one of the things which he believes will further improve play in the near future is the installation of coin-operated scoreboards, which he is currently trying on test location. For one thing, he explains, location owners have shown a reluctance to ask players who had inadvertently forgotten to pay for the game. But with the introduction of the scoring units this human element will be eliminated and accurate (See Cleveland Boards on page 130)

## Marvel Intros 2 Scoreboards

CHICAGO, April 30.—President Ted Rubenstein announced Friday (29) that Marvel Manufacturing Company is delivering two types of coin-operated scoreboards. Firm also produces a full line of shuffleboards and accessories.

In the model designed for placement over the middle of the playfield, scoring apparatus registers 15 points when two play, 21 when four compete. It is also adaptable for horse-collar and baseball and when converted for this type of play records up to 50 points. Its coin box has a capacity of \$170 in dimes. Second scoreboard model is a stand type, has a single scoring face and can be used for two or four players as well as horse-collar and baseball. It has a larger coin box which holds \$200 on dime play.

## Monarch Designs New Board Lights

CHICAGO, April 30.—Continuing to expand its line of accessories, Monarch Shuffleboards has developed recessed light sets for the players end of the table, according to Roy Bazelon, president.

The lights are sold in sets of four, contain 18-inch fluorescent lamps and are attached to cabinets in such a way that their rays are on the scoring ends of the playfield, yet can not be damaged by stray pucks.

Bazelon also announced that his firm is making blueprints of shuffleboard parlors in order to guide operators in placement of the boards, coin machine games and venders. These are available for a nominal fee, he said, when the operator is setting up his own installation and without charge if Monarch puts in the equipment.

## Brown Produces Nine-Foot Board

CHICAGO, April 30.—Amusement Sales Corporation has placed its 9-foot shuffleboard in production, Harry Brown, president, announced Friday (29).

Featuring a formica playfield, game is set up like regulation size boards and has scoring zones at each end of the playfield. Brown stressed that it is not a rebound but was designed for locations where shuffleboard space is at a premium.

## Can Eliminate Many Common Problems If Properly Set Up When League Is Formed

### Team Strength, Player Eligibility Important Factors

CHICAGO, April 30.—While the adoption of a strong constitution is the first major step in forming a shuffleboard league (*The Billboard*, April 30), rules and regulations covering league competition are equally important in getting a new loop under way. There are many details in the playing of a game that can crop up to cause disputes among players, teams and even between the team sponsor and his players. These details must be covered in the rules adopted by a new league so that a referee can determine the legality of a shot, the eligibility of a player, or the condition of board.

This is the second of a series of articles on "How To Form a Shuffleboard League" which will appear in *The Billboard*. Part III, covering the formation of organized leagues and sandlot loops will appear in next week's issue.

Accompanying this article are the rules and regulations which cover two separate leagues. These can be changed to meet local requirements, but for the most part, they were prepared only after a long trial-and-error period, and are fairly uniform in content. References to specific boards or supplies, such as wax, etc., contained in these rules are given for obvious reasons, and can be changed also to meet individual requirements.

One of the most important factors in the rules is the strength of the

various teams competing within a league, and the factors determining the players' eligibility. It is to be noted that while National suggests 10 players (plus substitute), Standard rules cover a team of 6 players plus 2 alternates. However, both leagues are quite specific on their eligibility requirements, and it has been found that unless the rules covering team strength and player eligibility are rigidly enforced, a newly formed loop can break up due to misunderstandings on these points.

The rules and regulations covering the Standard and National leagues which appear in this section are adaptable to the larger loops, those covering entire towns, or sections of large cities. But neighborhood leagues will find that their own problems will be greatly overcome if they build themselves a set of rules covering play, basing these regulations on those suggested by Standard and National.

# TITLES WON IN 3 LEAGUES

## Standard Shuffleboard Rules

1. All games shall be played according to Standard Shuffleboard Rules.
2. Schedules shall be adopted by the board of directors.
3. In the event a player quits a team, unless for valid reason, he is not eligible to re-enter the league on any other team except by permission of a majority of the team captains.
4. League games will be played on schedule as adopted.
5. Each team (6 players and 2 alternates suggested) shall be divided into 3 sets of doubles. The sets shall be known as A, B and C. At least 15 minutes prior to the starting of each League game, the visitors team captain shall submit his line-up to the home team captain. He may pair his players in any way he chooses. The home team captain then prepares the lineup for his team and matches them with the line-up of visiting team. This is the prerogative of the home team captain in all sanctioned Standard Shuffleboard league games. (Standard Shuffleboard on page 115)

## Official Rules for Natl. League

1. Each team will be composed of no more than 10 players altho allowed a number of additional substitutes.
2. A player registering and starting the playing season with one team will be ineligible to play for any other team in the league.
3. Roster list will be supplied to competing teams, which the proprietor sponsoring the team will sign and have the players and team captain sign giving name of the tavern, the players and their addresses.
4. No player will be eligible to play unless properly registered on the roster list with the secretary.
5. Any player suspended from the team for any reason whatever cannot be reinstated within the schedule and cannot participate in the general gathering.
6. In order for any player to be eligible for individual player's awards, said player must compete in at least 80 per cent of the schedule, including the last three games of the season.
7. Any team using players that are ineligible for league competition. (See Official Rules on page 130)

## Teams Divide \$1,710 After 10 Wks. Play

### Sponsored by Nat'l of Chi

CHICAGO, April 30.—Winners in Leagues 1, 2 and 3 in the first organized shuffleboard contest, sponsored by the National Shuffleboard Company of Chicago, divided a total of \$1,710 awarded in prizes for team and individual scores. Pete Rozgus, director of league play for the company, announced the results Monday (25) at end of the 10-week play schedule.

Championship of League 1 was captured by McCabe's Tavern with an over-all record of 89 games won, 31 lost. Sponsored by Terry McCabe, the team led the league virtually from the opening night February 28. Second place team was Ruth & Les with a 74-46 record, followed closely by Duncan's team with 72-48. Final standing of the other teams in League 1 showed Friendly Tavern, 58-62; Sheehan's, 44-76, and Sandy's 23-97.

League 2 was more closely contested and Bowler's Inn won out in the final week with 83-37 record compared with Crystal Tap's 81-39. Third place went to Ogden Liquors, 61-59, while McNamara's 59-61 took (See Titles Won on page 128)



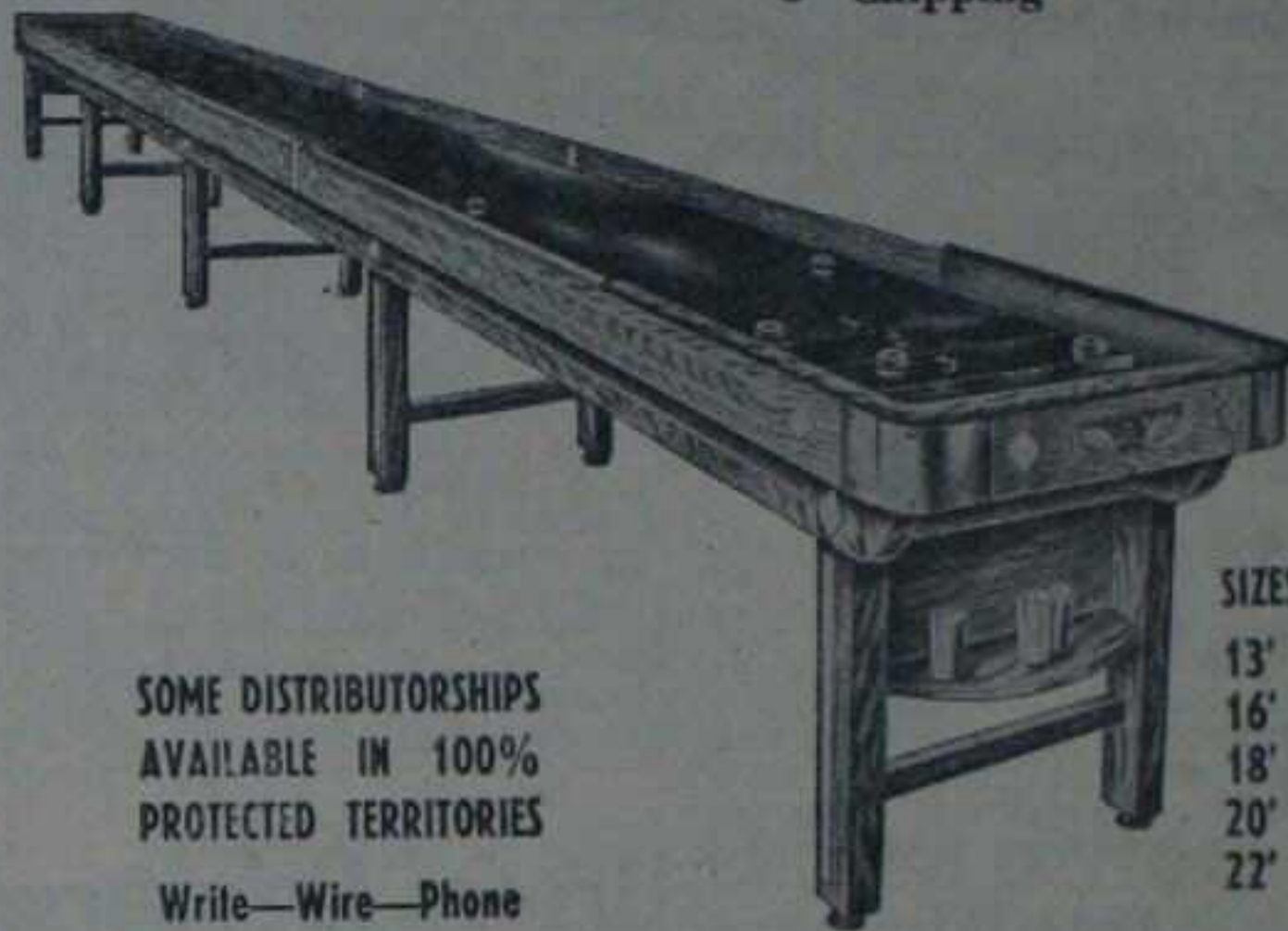
# THE BOARD EXPERIENCE BUILT!!!

“World’s Truest - - - Fastest”

ADJUSTABLE  
“EBONIZED-COSOLITE”  
PLAY FIELD

Designed To Eliminate:

- Warping
- Splitting
- Resurfacing
- Chipping



SIZES  
13' 4"  
16'  
18'  
20'  
22'

SOME DISTRIBUTORSHIPS  
AVAILABLE IN 100%  
PROTECTED TERRITORIES

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## THE LOWDOWN...

### PENN 99-44/100% PURE? NEVER

In proof of the 100% clean manner in which his organization conducts business, Paul J. Cosgrove, President of Cosgrove Industries, Inc., and manufacturer of Penn's "Black Beauty," the shuffleboard with the pat. pending, adjustable "Cosolite" playfield, has advised "Mr. Shuffleboard" to inform the nation's amusement device distributors the exact meaning of Penn Shuffleboard Company's 100% guaranteed-protected territory plan.

First, the Penn Organization does business with only ONE accredited, recognized distributor in any one allocated territory.

Second, all leads and orders received at the Penn office or factory are promptly forwarded to the Penn distributor in the territory from which they were dispatched.

Then said leads or orders may be forwarded by said distributor to any sub-distributors or dealers operating under his jurisdiction.

Adding it all up, Penn's sales operational plan guarantees their distributors and every party in the Penn picture 100% protection right down the line.

PENN SHUFFLEBOARDS OBTAINABLE THROUGH DISTRIBUTORS ONLY

Signed: "MR. SHUFFLEBOARD"  
*Jackson Downs*



## PENN SHUFFLEBOARD CO.

DIVISION OF  
COSGROVE INDUSTRIES, INC.  
WEST CHESTER, PENNA.  
PHONE 2940

Cabinet Makers Since 1888

## PERMA-TOP Announces

THE OPENING OF THEIR NEW  
FACTORY SALES & SERVICE OFFICE  
408 De Baliviere Ave.  
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SEE THE  
SENSATIONAL NEW  
DIE STOCK MASONITE

COLORED PLAYING FIELD

An Exclusive PERMA-TOP Feature

WRITE  
FOR FULL  
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## WHAT DO YOU WANT IN A SHUFFLEBOARD WEIGHT

? ? ? ? ? ? ? ? ?

### ARE YOU A SHUFFLEBOARD MANUFACTURER?

Then you want a weight that is as good in quality and construction as the tables you manufacture.

### ARE YOU A SHUFFLEBOARD DISTRIBUTOR?

Then you want a weight that is popular with your dealers, that enables you to make a good profit, and that is backed by a price policy that protects that profit for you.

### ARE YOU A SHUFFLEBOARD OPERATOR?

Then you want a weight that is popular with your players, that reduces table resurfacing costs, that is more economical, that gives you greater profits in the long run.

### ARE YOU A SHUFFLEBOARD LOCATION OWNER?

Then the above applies to you, too.

IN SHORT, WHOEVER YOU ARE, WHEREVER YOU ARE, IF YOU ARE INTERESTED IN SHUFFLEBOARD IN ANY CAPACITY WHATEVER, YOU WILL WANT TO KNOW ABOUT TRU-GLYDE SHUFFLEBOARD WEIGHTS. WRITE—NOW!—FOR INFORMATION AND PRICES!

VIBRO VITA PRODUCTS CO. RIDGEFIELD PARK  
NEW JERSEY

WEST COAST DISTRIBUTOR: COMPO CO., 2650 LA CIENEGA, LOS ANGELES

TRU-GLYDE Table Shuffleboard Weights are patented. Their Patent No. is 2,425,966. In all, fifteen claims, each of which is advantageous to those who use and sell them, have been granted to us by the United States Patent Office in Washington, D. C.

Also ask us for a sample of our FAS-GLYDE Shuffleboard Wax. This is something you'll want, too.

# LOOK! Greater Market Potential!

## COMBINATION SHUFFLEBOARD OR BOWLING

**Terrific Money Maker**  
PAYS FOR ITSELF IN ONE MONTH'S TIME



**LOW COST \$129.50**

**\$40 Down, Balance C. O. D.**

**For PERFECT Shuffle or Bowling**

—on a Maple Hardwood Alley

What a Wonderful Opportunity to "cash in." Here is the board with the "Double Feature"—Shuffle Board or Bowling. It's sweeping the country!

Overall length of table, 9 ft. 8-ft. maple hardwood alley. Can be placed in:

- SMALL TAVERNS
- RESTAURANTS
- SCHOOLS • HOMES
- AMUSEMENT CENTERS
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### DISTRIBUTORS WANTED

Write Wirel Phone! Garfield 0895 for full particulars

- LOW COST
- LOWER INVESTMENT
- Fits Everyone's Pocketbook

### NATIONAL MANUFACTURERS REPRESENTATIVES ←

400 WEST FOURTH STREET DEPT. B-20 CINCINNATI, OHIO

**TERRITORIES AVAILABLE!**  
**NEW! IMPROVED! PERFECTED!**

# MARVEL'S COIN OPERATED ELECTRIC SCOREBOARD

MECHANISM TESTED ON LOCATION FOR OVER 1 YEAR!

## CENTER OVERHEAD SCOREBOARD

- DOUBLE FACED
- TROUBLE FREE
- 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.



## SINGLE FRONT SCOREBOARD

FLOOR OR WALL MODELS

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.



# IT'S HERE!

The new PURVEYOR all-electric coin-operated shuffleboard SCORING UNIT. You can play shuffleboard horse collar or baseball.

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. **\$169.50**

## 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**

### Purveyor Shuffleboards

With Maple or Formica Top  
16'—18'—20'—22' lengths  
Sturdy • Slick • Dependable  
WRITE FOR PRICES

### Purveyor Jr. Shuffleboards

12 ft. long with light formica top. THIS IS NOT A RE-BOUND but a standard shuffleboard for the smaller locations. **\$199.50**

25% WITH ORDER—BALANCE C. O. D. CASH WITH ORDERS UNDER \$25.00

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## MARVEL'S PROFIT PROVEN SHUFFLEBOARD



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

# Mercantile Buys Plant In Michigan

## Offices Remain in Chi

CHICAGO, April 30.—In line with the firm's expansion policy, Mercantile Display Company here has purchased a two-story plant in Ionia, Mich., Louis Pappas, president, announced Thursday (28). Originally a furniture factory, the new plant is being converted to the manufacture of shuffleboards.

At capacity, it could turn out 200 boards daily, Pappas said. Initial production schedules call for 40 shuffleboards per day. In all, the Ionia plant comprises 150,000 square feet, including space for giving Mercantile's kiln-hardened maple tops the timberlocks treatment. With the timberlocks treatment, according to Pappas, moisture naturally found in maple playfields is removed and will not return. For this reason, he explained, "we guarantee our boards against warping." Mercantile also makes boards with die-stock playfields.

Pappas said that the firm's sales office will remain in Chicago, where he will be assisted in executive duties by Don Nellis. Hugh O'Brien, sales promotion manager, also will work out of this office but will spend most of his time on the road. Lewis James is general manager in charge of production at the Ionia plant.



PRESENTATION OF TROPHY and cash awards for winning championship of League 1, sponsored by National Shuffleboard of Chicago. Pete Rozgus (center hatless), league secretary, presents check to Terry McCabe, captain of McCabe's Tavern team, who is already holding trophy. Others shown are the doubles teams of Bob-Carl; Marty Conroy, who paired with McCabe as Marty-Terry, Dick Warwood-Judy Baurle and James Coe-Ed Code. In all, \$1,710 in cash prizes was shared by Leagues 1, 2 and 3.

## Specialists Expand Line, Add New Model

CHICAGO, April 30.—Shuffleboard Specialists has added a deluxe model to its line of shuffleboards, Julian Crum, sales manager, announced yesterday (29).

New boards have a mahogany and maple cabinet with a polished 3-inch Eastern maple playfield. Same model is available also with a one-inch die-stock playfield. Due to improved production methods in the past few weeks, Crum said the deluxe model can be delivered on an immediate basis.

## Perma-Top To Hold St. Louis Opening

CHICAGO, April 30.—Perma-Top Corporation will hold a formal opening of its new St. Louis office Thursday (5), according to Jim Guichard, president. Distributors and their operators have been invited to the event.

Known as Perma-Top of St. Louis, the office is managed by John Labno. At the opening, the firm's die-stock and multi-colored playfields will be shown. Food and refreshments will be served.

# Penn Publishes Promosh Manual And Rule Books

WEST CHESTER, Pa., April 30.—Penn Shuffleboard Company announced this week that it has ready for release a sales manual, to go only to that firm's outlets and a rule book containing Penn's blueprint for setting up league competition, for more general distribution. Both were prepared by Jackson Downs, director of promotion.

The sales manual is said to take up "every angle of the game's promotion." The other publication sets forth rules for setting up house elimination tournaments, as well as more widespread league play. It also lists rules for the games 51, horsecollar, baseball, frame shuffleboard and 3X's, the last named originated by Downs.

Downs says he is now preparing a book, for early release, to be called *How To Play Winning Shuffleboard*. The book will carry a series of articles by champion players explaining percentages and methods for making difficult shots.

## Joliet Licenses

### Shuffleboard Play

JOLIET, Ill., April 30.—At its regular Monday (25) meeting, the city council here voted to license shuffleboards.

Under terms of the ordinance, the license fee for each board will be \$10 annually, effective May 1. Previously, Francis A. Dunn, city attorney, had ruled the game illegal, but rescinded the opinion when a survey of the city's shuffleboard locations showed no evidence of gambling.

The Spotlight of Popularity is on

# NATION WIDE'S NEW MODEL!

**DISTRIBUTORS  
OPERATORS  
WE HAVE THE  
BEST DEAL  
FOR YOU!**



*Brilliant, New  
CABINET  
SURPASSES ALL  
IN BEAUTY  
QUALITY AND SERVICE  
RIGID AS A POOL TABLE!*

*10 extra large legs—large leg adjusters.  
FINEST MAPLE WOOD TOP in the industry  
or black top made of  
Masonite Die Stock ... finished properly.*

# NATION WIDE NOVELTIES, Inc.

4615-17 So. State St., Chicago 9, Ill.  
Phones: KENwood 6-3623 or 6-2630





ELDERLOVLIES play shuffleboard. The fair ladies have been appearing in Murray's Blackouts for several years. Board was made by Olympic Shuffleboard Company, Los Angeles, headed by Bud Parr.

## Illinois State Tournament Set by Nat. Shuffleboard

SPRINGFIELD, N. J., April 30.—A State-wide invitation tournament, open to any team certified as approved by the Illinois National Shuffleboard Association, will be held in Springfield from April 10-12, it was announced here last week by T. C. Browne, National Shuffleboard Company executive. Trophies, plaques and \$1,200 in prize money will be awarded winners, who will attend a dinner at the close of the three-day contest. The location of the top team will be awarded a new 49er National board. The manufacturer will furnish all tournament equipment. Rules governing the play will be as established by the U. S. Shuffleboard

Congress. Each team must be composed of at least six players and no more than eight, said Browne, and will be charged a \$5 fee for registration. No extra fee will be levied for use of the boards.

Pointing out that May 23 has been set as closing date for entries, Browne requested that all teams desiring to compete in the tourney write him at national headquarters, 291 Cleveland Street here.

Cash prizes are \$500 for the first place team, \$250 for second place, \$150 for third place, \$100 for fourth place, and \$50 each for those teams winding up in fifth to eighth place. Top team will also get individual trophies.

## Ops From Dakotas, Iowa Show Interest in Boards at Confab

MINNEAPOLIS, April 30.—While shuffleboard has been racing along at top speed in the Twin Cities area for the past six months, its progress in the Dakotas, Wisconsin and Iowa has been much slower. Much of the territory was snowed in during the winter months, preventing operators from visiting buying centers, and as a result the shuffleboard is still spaced apart at locations, especially in the Dakotas.

Operators attending the Five-States convention reported this week that most of their knowledge had been gained from stories about the game, and they were keenly interested in the various types of boards shown at the convention by manufacturers and their distributors. Too, the latter reported that sales of boards and coin-operated scorers were above expectations for the two-day meet.

On display on the exhibit floor were the Ok-Ola shuffleboards and Chicago Shuffle King; Shuf-a-Way regulation 22-foot board; National board; Prima-Top, and others.

Mero Industries, introducing its all-steel unit to the territory, took over special showrooms on the fourth floor, with Col. Lew Lewis, Jack Beasley and Pete Rozgus, all on hand from the firm's Chicago headquarters, to explain the board. A scaled-down wood board, 9 feet long, with scaled pucks, which the firm is now turning out, was shown for the first time at the meet.

### League Interest

Operators from areas other than the Twin Cities expressed interest in the formation of leagues in their territories. In Minneapolis and St. Paul, where the big push in the past six months has been on sale of the boards to operators, the latter reported that while play was leveling off, the formation of leagues, just getting under way, was expected to cause another heavy run on the game. Locations and players alike have requested information on the leagues, and both Standard and National representatives at the convention were kept busy explaining their set-ups.

While boards were in evidence throughout the exhibit area, and operators had an opportunity to carefully study all the various makes on display, they were also interested in the supply situation. Wax and scorers were in demand, and for those operators not interested in the electric scorers, Jack Karter had available special paper scoreboards which he prints himself in 50,000 lots.

# MONARCH—NO. 1 NAME IN SHUFFLEBOARDS!

## DELUXE SHUFFLEBOARD



The World's Finest for Quality and Profitable Performance!

SOLID MAPLE OR COMBINATION WALNUT AND MAPLE TOPS!

Ask any Monarch Shuffleboard Operator—it pays to buy the best! You get more in styling: DeLuxe Shuffleboards are beautifully designed in finely grained and finished fine woods. You get more in durability: Specially finished one-piece solid Maple or combination Walnut and Maple Tops give longer, better service with least maintenance. Special piano-type legs add strength and long life. You get more in easy operating: installs in half the time ordinary boards require. Consistently faster Tops increase speed of play, improve earnings!

Available with Fluorescent Lighting built into all 4 corners. Ready to plug in. Safe Greenfield cable. Also available: Automatic Leg Levelers; self-adjusting to all floor conditions.

NOW DELIVERING: 18' and 22' REGULATION MODELS. Watch for Our New 12' JUNIOR Model

All Monarch DeLuxe Shuffleboards complete with necessary supplies for immediate operation, including colorful, new

### ELECTRIC WINDOW FLASHER SIGN

MONARCH SCORE BOARDS for ALL SHUFFLEBOARDS and ALL types of Play FLOOR MODELS WALL MODELS CENTER-OVERHEAD MODELS WRITE

DISTRIBUTORS: A few choice territories are still available on Monarch Shuffleboard Products. Wire or Call for our attractive proposition.

BUSINESS OPPORTUNITY! OPERATE A MONARCH SHUFFLEBOARD PARLOR Monarch-Planned and Monarch Equipped Wonderful opportunity for real earnings! WRITE FOR INFORMATION OR VISIT OUR MODEL SALON

HEADQUARTERS FOR SUPPLIES, ACCESSORIES, TROPHIES. LET US KNOW YOUR NEEDS



1545 NO. FAIRFIELD AVE CHICAGO 22, ILL. ARMITAGE 6-1434

## SHUFFLEBOARD LIGHTS!

IMMEDIATE DELIVERY!

BEAUTIFUL BROWN BAKED HAMMERLOID FINISH

\$4.95 EACH

Quantity Prices on Request.

EASY TO INSTALL ON ANY SHUFFLEBOARD!

WRITE FOR COMPLETE PRICE LIST:

GOLDEN GLIDE SUPER-SPEED WAX • CLEANING POLISH • PRECISION GROUND STEEL WEIGHTS • SCORE PADS • WALL HANGERS • CRAYONS • T-SQUARES • SIMONIZ • LOW-PRICED CLAMP-ON LIGHTS • DUO ELECTRIC BUFFER AND POLISHER.

SHUFFLEBOARD TOURNAMENT TROPHIES AND PRIZES

COIN MACHINE SERVICE CO.

1547 N. FAIRFIELD AVE. CHICAGO 22, ILLINOIS

## USED SHUFFLEBOARDS

RECONDITIONED LIKE NEW! NATIONALS and AMERICANS

\$299.50 F.O.B. N. Y. Crating \$39.50.

U. S. SHUFFLEBOARD EXCHANGE

48 E. 42nd St. NEW YORK 17, N. Y.

**Indianapolis:**

Warren Olson, representative of the Standard Shuffleboard Congress of America, arrived in Indianapolis April 21 to discuss with leagues their participation in the Chicago tournament to be held June 16-19.

On May 2 there will be a victory banquet, given by the first Rock-Ola tournament of Indianapolis, at the Athenium Turners' Hall, Michigan and North East streets. There will be dancing and entertainment in the ballroom. . . Indianapolis, including Marion County, has 250 Rock-Ola shuffleboards on location.

Harry Bennie, co-distributor for Rock-Ola, and head of the Binco Amusement Company, Ft. Wayne, Ind., visited Peter Stone, and discussed the four-State tournament, and the entry of his teams from the Ft. Wayne area. . . Roy Snodgrass, co-distributor in Terre Haute, Ind., for the Rock-Ola shuffleboard, was in the city during the week and left with a supply of boards. . . Officials of the Rock-Ola Chicago office will attend the victory banquet, in the Athenium Turners Hall May 2. The event is the first of its kind to be held in Indiana and from reservations at hand, promises to be a real success.

**PUCK PATTER**

**Chicago:**

Pete Rozgus, Bud Beasley and Bill McGuire, of National Shuffleboard, of Chicago, were in Minneapolis Monday and Tuesday (25-26) for the five-States coin machine convention at the Radisson Hotel. . . Jim Guichard, Perma-Top Corporation head, rushed one of his colored playfields to the Radisson Sunday (24) but had to get back to his plant the following morning and therefore could not take in the show. His Twin Cities distributor, Jack Karter, represented him at the event. . . The new Genco scoreboard placed in production last week can score on a point or frame basis, and also is designed to score for horsecollar and baseball.

Orville Adams, head of Adams Coin Machines, L'Anse, Mich., was a caller at Monarch, Genco and Perma-Top plants during the week. He claims that scoreboards are a must for spots in his peninsula territory. . . Roy Bazelon, Monarch Shuffleboard president, reports that his miniature shuffleboard parlor is

complete. Purpose of the display is to show operators how to set up a typical parlor combining shuffleboards, amusement games and vendors. . . Standard Shuffleboard Congress of America officials say that entries are pouring in for its forthcoming four-States' tournament at the Coliseum, June 16-19. . . Herman Klebba, head of Miniature Bowling Pin Company, reports that locations are just beginning to get steady play for his shuffleboard pin sets. . . ABT's new coin box for shuffleboards holds \$200 in dimes. It is suitable for any electric scoreboard on the market, according to R. Budde, firm's assistant to the president.

**Detroit:**

L. J. Giguere, Flint coin machine operator, is moving into the shuffleboard field, adding a route or Rock-Ola units. . . Clare Spooner, serviceman for the Brilliant Music Company for the past nine years, has gone into the shuffleboard field, opening his own route of five tables and forming his own independent league.

Harry White, Michigan operator, has started a route expansion policy with a number of new Rock-Ola Standard shuffleboards, which he is placing on location thru the Jackson Music Company, in the Central Michigan area. . . H. C. Pike, longtime coin machine operator in Pontiac, has sold both his music and his pin game routes, and decided to go into the shuffleboard field exclusively, claiming "it's the greatest operating opportunity" in his experience.

Jake Dummler is establishing a route of boards in Wyandotte, Ecorse, and Trenton, all down-river suburbs of Detroit. . . Harry Cowell, of Pontiac, formerly in the trucking business, is going into the shuffleboard field, and establishing operations in Port Huron and Mount Clemens. . . Joseph Brilliant, Rock-Ola distributor, reports a significant test installation of boards here in Detroit in an attempt to combat the prevalent free play by placing them upon the dime-play basis familiar elsewhere.

**Fort Worth:**

The Shuffleboard Casino, 3210 Seventh Street, which recently opened, is doing a big business. Boards for hours daily are serving patrons wait-

**Los Angeles:**

C. T. (Happy Jack) Girdner, of the Royal Shuffleboard Company, is spending a week in Northern California looking after his interests in Watsonville. He is putting out a refinishing kit for operators and location owners, consisting of royal paste and powdered wax and a cleaner.

Dan Lufkin, sales manager for the American Shuffleboard Sales Company, has resigned to go into the manufacturing business. His first product will be an electric scoring unit for shuffleboards.

W. H. (Bill) Luenhagen, of the company bearing his name, is getting good reaction from the Jade Shuffleboard he recently took on. The board comes in regulation tournament length and features a green playing field.

R. E. Smith, of the Pacific Shuffleboard Company, has returned from Sacramento and San Francisco, where he made some deals for his Moderne De Luxe Shuffleboard and the Star Electro Score scoring unit. He recently took two metal-based boards to McClellan.

**Boston:**

Shuffleboard activity here is on the increase steadily, altho the game is still comparatively new to the area. Harry Poole, who has been an operator in New England for many years, and later became a distributor, revealed that he will handle a coin-operated shuffleboard thru his new offices. Poole will take on the board line as soon as he gets the new offices operating.

**American of Chi In New Offices**

CHICAGO, April 30. — American Shuffleboard Company here has moved to 5631 S. Harlem Avenue. Mrs. Barbara McFall, secretary, announced Tuesday (26). Distributing firm handles American boards in Lake, Will DuPage and Cook counties, and is headed by Jim and Dan McFall.

Mrs. McFall said that the new address gives the firm larger servicing quarters and better appointed showrooms. In addition to distributing American's maple top boards, the firm handles wax, pucks and both regulation and Horsecollar scoreboards.

ing in line. Reservations for special parties are accepted.

**NEW! DELUXE!**  
**Best of 'em all!**



**CASH IN**  
on the Best Shuffleboard Deal in America

**"DELUXE" SHUFFLEBOARD**

- ★ 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

Finest hand-rubbed genuine mahogany and walnut cabinets. None better. Hard wood, lacquered legs.

- Masonite or Formica cannot warp or damage.
- Eliminates daily cleaning and waxing.
- Fastest, smoothest playing surface made.
- Sturdy—built like a pool table.

We Are Manufacturers—Visit Our Plant

**SHUFFLEBOARD SPECIALISTS**

1114 SOUTH MICHIGAN AVENUE WEBster 9-3795-6-7 CHICAGO 5, ILLINOIS

PHONE OR WRITE TODAY!

**\$100.00 LESS**  
than other top-quality boards  
**IMMEDIATE DELIVERY**

**SHUFFLEBOARD BOWLING PIN GAME**  
Model B  
**"BOWL 'EM DOWN"**

Set consists of 10 5 1/4 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.**

1115 W. 31ST STREET PHONE: YArds 7-0571 CHICAGO 8, ILLINOIS

We Supply **SHUFFLEBOARDS** All Sizes

On a percentage deal to responsible operators. Send stamped envelope with references and experience in first letter.

**A. G. SEBRING CORPORATION** 1304 W. ARMITAGE CHICAGO 47, ILL.

**Chambles in Production On Boards in Texas Plant**

EL CAMPO, Tex., April 30.—Signifying its entry in the shuffleboard field, Chambles Industries here has formed the Chambles Shuffleboard Manufacturing Company, which is now in production on three models. W. J. Chambles, general sales promotion manager of all Chambles plants, announced this week. The firm has divisions which also manufacture furniture, playground equipment and premiums.

Three models featured are the standard, deluxe and super deluxe and are available with 16, 18, 20, 22 and 24 playfields. The shuffleboard plant here is equipped to produce boards with a choice of laminated edge Crain maple, die stock, micarta and formica playfields and will soon add stainless steel tops to the line. The plant here is under the direction of Earl N. Chambles.

W. J. Chambles said that since research on the growth of shuffleboards in other areas had proven what promotion means to the field, his firm is now going ahead with plans for tournament and league play in the South and Southwest. The shuffleboard division has also formed

plans to start shuffleboard centers in which it hopes to encourage women and teen-agers to play. In a further effort to stimulate the game, the Chambles firm is giving boards to veterans' and children's hospitals.

In addition to making shuffleboards, Chambles is readying an electric scoreboard for production and has already developed a wax and playfield cleaner.

**Shuffleboard Playfields**  
LAMINATED HARD MAPLE—ANY SIZE  
Manufactured to order—finished or unfinished. No warp. Enduring finish.

**KARL M. MITCHELL**  
166 W. Jackson Blvd. CHICAGO 4, ILL.

**"T" SQUARES**  
\$6.00 per doz.  
HARD MAPLE  
**J. S. SHUFFLEBOARD EXCHANGE**  
24 E. 43rd St. New York 17, N. Y.

# Standard Shuffleboard Rules

(Continued from page 109)

Alternates may be used in the game line-up at any time at the discretion of the team captain.

6. Each team division will play 3 games each night of League play, e. g.,

- Round I (Home Division A vs. Visitor Division A—1 game.  
Home Division B vs. Visitor Division B—1 game.  
Home Division C vs. Visitor Division C—1 game.)
- Round II—Same as Round I.
- Round III—Same as Round I.

Thus, each division will have played 3 games, tho not in succession.

7. Only eligible players, and regular team members, may compete in league games. Each player must legally be registered with the league secretary.

8. All league games will be played on \_\_\_\_\_ evening (or afternoon) at \_\_\_\_\_ p.m. Any team responsible for a delay of more than 15 minutes in starting play shall forfeit game, unless there is good and valid reason, subject to the decision of the president.

9. Friendly team matches may be played at any time between league players, but not to count as a part of the league.

10. Each individual will be credited with one point for each winning game in which he participates.

11. Each team will be rated on the basis of the total of individual member's points (See Rule 10 above).

12. Best game shall be considered game won with lowest score.

13. Only games won and lost will determine team standings.

14. Any game postponement, if for good and valid reason, shall be played within 10 days from date of postponement. To fail to do so results in forfeit of game by the team responsible for postponement, subject to the decision of the president.

15. On the day of league play, the Standard Shuffleboard shall be completely serviced for play not less than one hour prior to the starting hour of league games. The visiting team may use the board for at least 15 minutes immediately prior to the starting of the first league game for practice purposes.

16. Each team captain will be responsible for the conduct of his team.

17. Home team captains shall function as referees as needed.

18. Visiting team chooses puck.

19. Teams toss for first play in each game.

20. Any team using, or attempting to use, unregistered players will forfeit game(s).

21. Only Standard Shuffleboard scoring sheets (SB-144) will be used. Under no circumstances will an electric scoreboard be used in scoring league games.

22. After each game, the powdered wax shall be wiped or brushed from the board by home team captain, and new wax applied before further play.

23. Only wax shall be used on the boards during league preparation or play.

24. Only pucks shall be used in league play.

25. Team standings (and records) shall be compiled only from certified copies of match results signed by both team captains.

26. Any player who does not exhibit good sportsmanship at all times or who "cheats" in the affairs of the game, may be suspended by a majority vote of the board of directors.

27. Players shall extend courtesy to opponents by stepping back after play to facilitate opponents playing movements.

28. Each player will pay \$1 each night of League play; 30 cents to go to the location owner, 70 cents to go to the prize fund and toward the expenses of the league. Money will be collected by home team captain. No tickets will be used. (See Rule 30 for suggested finance plan.)

29. The home team captain shall collect money from both teams, and shall pay 30 cents for each player (3 games each) to the location owner. The remaining 70 cents from each player is to be given to the league treasurer for deposit in the league account.

30. Anticipated revenue, prize, and operation expense. (Based on 8 man teams (6 players—2 alternates), a 10-team league, 18 weeks of play, one night per week.)

**COLLECTIONS:**

- (A) 80 players at 70 cents per night, 18 nights. \$756
- (B) \$18 from each team sponsor. 180

TOTAL ..... \$936

PAYMENTS AS PRIZES: (or equivalent in merchandise to be divided between team members.)

- 1st place team..... \$ 80
- 2d place team..... 70
- 3d place team..... 60
- 4th place team..... 50
- 5th place team..... 40

TOTAL ..... \$300 \$300

(The following cash prizes may be paid out each week, or may accrue until end of league—subject to the decision of board of directors.)

- Winning games—45 each night—18 nights @ 25 cents (each player)..... 405
- High game each house—each night—18 weeks @ 50 cents (each player)..... 90
- High game each night, over League, 18 weeks @ \$1.00 (each player)..... 36

TOTAL ..... \$531 \$531

**EXPENSES:**

- Secretary ..... \$ 65
- Printing, etc..... 40

TOTAL ..... \$105 \$105

\$936

## ACCLAIMED A HIT! MERO'S ALL STEEL SHUFFLEBOARD WITH STAINLESS STEEL TOP

Slicker-Faster than any other playing field!

### THANKS TO OPERATORS

For the great reception given Mero at the Five State Phonograph Operators' Convention at Hotel Radisson, Minneapolis.



### Compare THESE ADVANTAGES!

- Will not mar — dent — warp
- Chrome rail around complete board
- Gleaming Stainless Steel trim
- Simple to install
- Leg adjustments operated from top
- Shipping weight same as wood shuffleboards

**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. The finest Eastern Hard Maple Top available if desired.

### Mero Manual or Coin Operated ELECTRIC SCOREBOARDS

Guaranteed accurate score keeper that insures against embarrassing questions when making collections. To Operators \$119.50

- Instant action 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 COIN BOX**  
5 or 10c Plug-in,  
\$20.00 additional  
Complete with remote control buttons.

**ABT COIN BOX**  
\$30.00 additional  
Complete with remote control buttons.

## MERO INDUSTRIES

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SEE **MERCURY** "49er" AND YOU'LL HAVE NO OTHER!

### SHUFFLEBOARD

Black Top or Maplewood Top



16' - 18' - 20' - 22' lengths

- Field and Cabinet, 100% Solid Hardwood.
- "Timberlox" Treated (Moisture-Proof)

Manufactured By

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CHICAGO 10, ILL.

## MAPLE WOOD SHUFFLEBOARD PLAYING FIELDS



The 20 inch width of board is made up of 27 equal pieces of SELECT HARD MAPLE. Perfectly sanded. Can furnish limited quantity weekly on definite commitments.

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# COINMEN YOU KNOW

## New York:

Coinmen from scattered points throught the country visited town last week in large numbers to attend the 17th annual confab of the **National Association of Tobacco Distributors (NATD)**. Held at the Statler Hotel, the meet featured a special round-table conference on cigarette vending. All major cigarette machine makers occupied booth space at the show, as well as a few candy and soft drink cup machine manufacturers.

**Burnhart (Bip) Glassgold**, sales manager, headed a delegation of about a dozen Stoner Manufacturing Corporation executives at that firm's display booth. Helping to explain the features of the Univendor extensive candy machine line were local sales reps, **Bill Furst** and **Bill Schwartz**. Others in attendance included **Ralph Littlefield**, **J. R. Fox** and **Tom Smith**.

**Murray and Bill Wiener**, of Pollak Engineering's sales staff, carried most of the booth-duty load in introducing the firm's seven and nine-column electric to jobbers and venders. Factory execs who came down for a look at how things were going included **Leo Pollak**, chairman of the board; **Bob Schlesinger**, plant superintendent, and **Jack Golding**, general manager.

**Sam Kresberg**, head of Automatic Products Sales Company, handling the Smoke Shop and Refresh-o-Mat, commuted between the Statler Hotel and his uptown office. But full time was put in by **Maury Auerbach**, sales manager, who looked kind of tired as the NATD show drew to a close, Thursday (28). Also on hand at the booth were **Danny Subarsky**, engineer, and **Buddy Rosenthal**.

**Ben Becker**, Bally rep, showed real talent when he was called on just before the show opened to secure exhibit space for the Lion cup vender. How he got the room he won't say. He also had to help install the machine and get it into operating condition. **Maurice Baruch** was the factory man in attendance. . . . Out-of-town visitors to NATD included **Charles Wertheimer** and **Al Dolins**, of Boston, and **Joe Hanna**, of Utica, N. Y.

**George Seedman**, **John Mill** and **Bern Bernard** sparked the Rowe delegation at that firm's NATD display. Seedman, who is an official of the National Automatic Merchandisers' Association (NAMA), and **Tom Hungerford** and **Bernard Osmond**, of the NAMA staff, were saddened to learn of the death of a former NAMA director, **Ed Dingley**, president of Philadelphia's Unit Vending, died Monday (25) after a prolonged illness. The funeral was on Thursday.

**Blanche Bouchard**, of DuGrenier, was kept busy showing that firm's cigarette and candy venders. Also on hand from time to time were **Ben H. Golob** and **Fred Meyer**, who handle the DuGrenier line here. . . . At National Vendors' booth, where plastic bill holders were given away to visitors, **Ben W. Fry**, **A. F. Diedrich** and **Tom Donahue** were among those in attendance. . . . **W. J. Ryan**, **John S. Conroe** and **David Bond** did duty at the J. H. Keeney booth.

**Lew Jaffa**, vice-president, headed a large staff at the Eastern Electric exhibit booth. He was assisted by **F. Michelli** and **Earl Wooden**. **Anthony Caruso**, who is top man at the C-Eight plant while his father, **Mario Caruso**, vacations in Italy, came down from New Bedford, Mass., for a visit. . . . **Frank Shumann** and **Neill Mitchell** expressed satisfaction at jobber response to the Lehigh Foundries' exhibit. **Julius Levy**, Eastern factory rep, was on hand.

**Sam Malkin**, who exhibited the

## Baltimore:

**Photo Finish**, the new Universal one ball, is on display at the General Vending Sales Corporation. . . . Among bills which **Governor Lane** signed into law were: Provision that license fees for coin-operated machines within the corporate limits of Leonardtown (St. Marys County) may be used by the town commissioners for general purposes, extension of the Harford County liquor curfew from midnight to 1 a.m., extension of Howard County closing time for taverns to 1 a.m. on Sunday, a resolution requesting the governor to appoint a special commission of at least five members to study Maryland tax laws with a view to working out methods of overcoming inequalities.

At a meeting last April 22 the **Anne Arundel County Commissioners** decided to impose an initial license fee of \$100 on qualified beach resorts to operate bell machines, instead of \$500 as originally planned. The commissioners left intact annual license fees of \$500 for the first 10 machines and \$500 for each such additional group.

## Indianapolis:

**Audio Services, Inc.**, have acquired the franchise, good will and physical assets of wired music, from the Meeker Music Company here. . . . **William Helgers**, who operates the Home Equipment Company, Attica, Ind., in addition to his phonograph route, was married recently, and will make his home in Malott, Ind. . . . **Henry Windt**, head of the Hoosier Simplex Music Company, distributors for Aireon phonographs, is confined at home by a throat infection. . . . **Mrs. Fred Luker**, member of the board of directors of the Marion County Cancer Society, received a \$100 donation from **Homer E. Capehart** for the society's annual campaign fund. His aid was enlisted when Mrs. Luker visited Washington.

**Malkin-Illion** cigar vender at the NATD meet, also was an active participant at the vending conference Tuesday (26). **Ike Gordon**, of his sales staff, who recently returned from a Midwest trip to attend the show, takes off again soon for a New England tour. . . . **Martin Berger**, president, officiated at the Cigaromat booth, with assistance from **Harry Weiner**, **Leo Bendl**, **John Morales** and **Sam Yolen**. . . . **N. G. Zook**, of Superior Vending, Harrison, N. J., distrib of the Bert Mills coffee vender, was an interested spectator at the show.

**Milton Green**, of American Vending, who operates routes in Brooklyn and Miami, in town to stay for a while. He recently took over **Dave Engel's** route in Miami. . . . **Lennie Schneller**, Philly pin game converter, is now a father twice over. A boy, **Stewart Joe**, was born to his wife, **Reba**, Sunday (24).

## Washington:

The main issue in the Hyattsville (Md.) city council election scheduled Monday (2) was a clash over the question of keeping or abandoning parking meters. Businessmen had announced their opposition to the incumbent council's action in retaining the toll boxes, claiming that parking levy drove customers elsewhere. The four councilmen up for re-election, **Claude N. Davis**, **Harry A. Styne**, **Dr. Victor R. Boswell**, and **Harry J. Hellman** had all voted in favor of the meters. Opposing them were **Jesse S. Baggett**, **Jacob S. Walter**, **Malcolm A. Dent**, **W. Stanley Machen**, and **Kenneth E. Goodger**.

**Schwartz brothers**, who have been handling Mercury label since March 5, have found the records going over well, according to **Harry Schwartz**. **Vic Damone's "Again"** tops the current list of hits, he said. Schwartz made a recent business trip to New York to look over new offerings by various companies.

**Belmont Machine Works** in near-by Bethesda, Md., reports that business is going fairly well right now. . . . **Maryland Automatic Amusement Company's** office in Hillside, however, is rather inactive at present, a spokesman said.

The new classified telephone book out late last month shows a number of changes in the Vending Machines and Coin-Operated Machines sections. While 42 separate vending machine companies were listed in March, 1948, only 34 appear in the April, 1949, directory, which is 20 pages slimmer than the earlier edition. Among the new enterprises are **Chico Vending Company** (Suitland Manor, Md.); **Clark's Vending Machines** (North Arlington, Va.); **Juice-o-Matic, Inc.** (Bethesda, Md.); **K. & P. Vending Company**, and **Madox Sales and Service**. Those dropped from the classification included the **Capital Vending Company**, **Capital Coin Machine Company**, **S. M. Davis**, **Kay Koin Machine**, **Maryland Music Company** (Berwyn, Md.); **National Distributors, Inc.**, **Pinball Machines Service Company**, **Refrigerated Equipment Company**, **Ruben Schaffer**, **Stadium Vending Company** (Bladensburg, Md.); **Tasdelite Products, Inc.**, and **Vend-a-Sales Company**.

The Coin-Operated Machines section showed two less listings for 1949's total of 29. **Clark's Vending Machines General Amusement Company**, **Meter Wash Company** (Hyattsville, Md.); **E. E. Owens** (Oxon Hill, Md.), and **George W. Quinn** were added since last year. On the other hand, **Automatic Music Devices, Inc.**, **Reds Brown**, **Coin Changers of Washington**, **Coin-Operated Machine Distributing Company**, **National Amusement Company**, **Pioneer Coin Machine Company**, **S. M. Davis Cigarette Vending Machine Company**, **Washington Novelty Machine Company**, and **Westaway Vending Company** were eliminated from the category.

## Chicago:

**W. S. Deree**, president of Alco-Deree Company, attended the five-State music meet in Minneapolis last week. He was on hand to obtain reaction of his firm's expanded line of coin equipment consisting of the refrigerated and non-refrigerated candy venders, shoeshine machine and 30-wire wall box. Production details on the new candy machine, companion unit to the air-cooled vender, should be available in about two weeks. The new machine will use the same revolving type vending drums employed in the cooled unit, but feature a new push-button selection panel for the seven brands offered. It will be electrically operated.

**H. F. Burt**, head of Silver-King Corporation, promising early introduction of his new Kleenex and 5-cent candy bar venders, adds that the firm's entire line will now be sold thru a national distributor named last week—**Dodson Enterprises**, Cleveland. . . . **John Frantz**, **J. F. Frantz Manufacturing Company**, has added a mirror scale to his general line. As in the former Aristo mirror scale, it is mounted on the column top, is 14 inches high and made of beveled plate glass.

**S. D. Levings**, assistant to the president of Bastian-Blessing Company, this week revealed the firm's completion of a new type cup vender. Coin-operated, the new unit features low price, achieved thru simplicity of design, and special automatic cut-out controls that prevent operation should gas pressure (for carbonation) become too low or a cup fail to drop in place.

**John Conroe**, cigarette division head of J. H. Keeney & Company, is pleased with the rising level of acceptance of the Deluxe Electric Cigarette vender. He reports additions of new distributors will be announced as selections are made in various parts of the country. . . . **Jimmy Martin's** new wax label, **Sharp**, will be offered juke operators in May, when the first releases are issued, according to Martin's artist and repertoire chief, **George Solar**. Jimmy returned April 27 from a three-day stay in New York attending the National Association of Tobacco Distributors meet there.

**O. D. Jennings**, head of the firm bearing his name, reports that the first four months of 1949 have been the best for a similar period in the history of the firm. Commenting on the appointment of **Bill Ryan** as vice-president and general manager, the firm's founder said that Ryan is in full accord with other Jennings officials on a long-range expansion policy. . . . **Joe Caldron**, AMI assistant sales manager, returned to his office here April 27 from the five-State meet in Minneapolis. During the same road trip he visited Cleveland, Cincinnati and other Ohio cities. **Lindy Force** is preparing for a trip to Baltimore.

**Joe Simon**, formerly with J. H. Keeney & Company, and **Harold Pin-cus**, erstwhile Coin Machine Parts Company staffer, now have their own distributing firm. . . . **Jack Cohen**, president of the Cleveland Phonograph Merchants' Association, spent a few hours in Chicago, April 27, meeting with some record firm executives in the area. His wife and **Buddy Kaye** wrote the Cleveland association's hit tune for May, "Don't Tell My Heart."

**Mel Binks**, Universal Industries president, his wife and son, **Donald**, are back from a brief vacation in Hot Springs, Va. Donald, a sophomore at Dartmouth, was on spring vacation at the time. Mel is working on a new product which he believes will surprise the coin amusement industry. . . . Urgent Chicago business kept **Gene Steffens**, Permo executive, from attending the convention at Minneapolis.

## 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 and Pennsylvania, Paul I. Berkley, chairman; Region 3, Virginia, Maryland, Delaware and District of Columbia, Aaron Goldman, chairman.

June 5-9 — National Confectioners' Association (NCA), annual convention and exhibit, Stevens Hotel, Chicago.

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:**

Glenn Payne, owner of the SOP Music Company, is doubling as assistant manager of Atlas Music Company. . . . Ben Newmark, manager at Atlas, was out on the road up-State, calling on the trade in the Flint territory. . . . Isidor Edelman, of Edelco Manufacturing & Sales Company, made a trip to Minneapolis for the Five-State Convention, while his associate, Samuel J. Rose, returned ahead of time from a vacation in Florida, in order to handle the volume of business at the plant here.

Rudy Schroeder, distributor for the Aristocrat Popcorn Company, has transferred that operation to Charles W. Norris, and joined with Harris Berger and Pierce Peters to form the Telemat Corporation. The new firm will be local distributors for the Telecoin Corporation, specializing in laundry equipment and television equipment. . . . Morris Goldman, president of the Michigan Automatic Phonograph Owners' Association (MAPOA), was the unacknowledged photographer who took most of the pictures for the association year book.

Vincent Meli, head of Meltone Music, is the father of a girl, Carmen Marie. . . . Mr. and Mrs. John S. Kaplan are honeymooning at Palm Springs, and plan to go on to Mexico. He's head of Pan American Distributors; the bride is the former Marion Reid, who was branch manager for King Records. . . . J. D. McLaren Company has installed a route of coin-operated ice vending machines in Plymouth, Mich. . . . Morey Butler has bought the automatic laundry equipment formerly operated at Cheboygan by Mrs. Ralph Clark, and moved it into a central commercial location on Mackinaw Street, where he is operating as the Butler Laundry.

Mr. and Mrs. James A. Passanante are celebrating their 25th wedding anniversary with a vacation at Nassau in the Bahamas. Passanante, now heading the Gay Coin Distributors, lives in Florida, but has been a Detroit distributor and operator for two decades. . . . Alvin D. Topper and Jack Yamon are opening the Hamilton Launderette at 8401 Hamilton Avenue. . . . L. D. (Red) Kilgore reports important plans for the window shopper in the offing. . . . Joseph A. Brilliant, of the Brilliant Music Company, operating and distributing firm, has taken on distribution for the Garod television sets in this area.

**Philadelphia:**

Poppers Supply Company, of Philadelphia, popcorn and machine firm, with its principal place of business listed at 1315 Vine Street, filed a petition for a certificate for the conduct of its business as required by the State assumed or fictitious name business act. Lawrence S. Goldmeier, of Darby, Pa., is named as the sole owner of the firm in the petition filed by attorney Sidney Chait. . . . Jack Beresin, head of Berlo Vending Company, is serving on the theatrical committee of the Allied Jewish Appeal.

Robert B. Wagner and Harold E. West have set up the W and W Music Company for music operations in the Northeast section of the city. Their offices and showrooms are located at 4012 J Street. . . . Telecoin Corporation introduced at the Gimbel Brothers department store its new line of non coin-operated screen television sets, designed for bars, restaurants and institutions. . . . Colespa, automatic three-flavor cup dispensing soft drink vending machine, is being introduced in Philadelphia for the first time.

**Los Angeles:**

L. B. McCreary, of Solotone, has gone to Lake Mead for a little fishing. . . . William Bradley was in from Covina, making some deals in new equipment. . . . Another visitor was Ray Tisdale, LaCrescenta operator.

Hank Tronick, of Minthorne Music Company, says operators report that collections on the new Seeburg 100 models have never been so high. Operators are getting guarantees on the machines, he says. The Airline Cafe, Santa Monica, Calif., Tronick says, ripped out a booth to make room for one of the 100s and then ran ads in the local papers that read: "Why sit around and get the blinks. Come to the Airline Cafe and enjoy music."

H. F. Howe, of the California Amusement Company, San Diego, has returned from Buffalo on a biz trip. . . . Phil McGee, who operates in the Central Avenue district, took on some new Seeburgs. . . . Lee Wirt came up from his Montebello headquarters to talk business. Chuck Allen, from the Modern Music Company, Long Beach, was in town.

Paul Laymon surprised Chicago Coin's Phil Robinson last week by doubling his usual order on the new super Hockey Five-Ball Game. Incidentally, Robinson just got his new shipment of pistols in but would like more. . . . Red Smith, Gardena coinman, was a recent visitor. Ditto for Ed Burns, of the Fairchild Company, Los Angeles.

Jimmy Mulcay visited Mary Solle at the Luenhagen Record Bar to play his new tune. Mulcay was the writer of "When Veronica Plays Her Harmonica." . . . Another Luenhagen visitor was Ted Mossman, cleffer of "Till the End of Time," who has a new disk out on the Fanfare label called "If I Only Had One Day to Live." . . . Bill Luenhagen says Genco's new five-ball game, Black Gold, is getting plenty of play from the operators. One order sold out and they're now waiting for another shipment.

William R. Happel Jr., headman of Badger Sales, won't be much good around the office after that recent Lake Mead fishing jaunt. He's got the bug again and is ready to go back and try his luck once more. . . . Stan Tracy, Kingman, Ariz., operator, was on Pico Street saying hello to the boys. . . . Another visitor was Art Nareth, who operates in near-by Anaheim.

George Howe, sales manager of Tower Records, has sold a number to his firm, it's reported, called "Now, Now, Now, Is the Time." Ted Phillips and the Phillipairs are slated to do the first platter. . . . C. E. Peddicord, Anaheim operator, made the rounds. Also E. E. Simmons from Paso Robles. San Bernardino coinman, A. T. Felkins, also was in town.

Charlie Hartman and Bill Cheshire flew in from Bakersfield in their private plane to pick up some records. They also got a load of the latest disks for Mrs. Ethel Brown. . . . Bernard Mills was a recent visitor from Bell Gardens. Ray Ressel, who operates at Crestline, near Lake Arrowhead, also was in town. M. F. Tillitson, Long Beach operator, made one of his frequent trips to Pico Street. Another coinman doing business on the street was D. Nowka, of San Bernardino.

**Hartford, Conn.:**

Ralph Colucci, head of State Music Distributing Corporation of Hartford, had a number of visitors in his office recently, with Syd Greenbaum, sales promotion manager of Radio & Appliance Distributors of East Hartford, and Jack Gordon, Hartford district manager for the J. P. Seeburg Corporation, among those calling. . . . The new plant addition at the Hartford manufacturing facilities of Veeder-Root, Inc., manufacturers of counting and computing devices for coin machines, has a unique feature, which is parking space on the roof.

**5-State Convention Notes**

(Continued from page 108)

Hymie Zorinsky, with his cigar in evidence most of the time, made the trip from Omaha in time to be on hand when the convention hall opened Monday morning. He was constantly on the go until the last note from the orchestra died away at the end of the banquet and entertainment. . . . Irv Sandler, Sandler Distributing, Des Moines, and Frank Funke, J & F Sales Company, La Crosse, Wis., had their heads together looking over the 52 game on display in Funke's exhibit. . . . Mel Goldstein, Twin Port Sales, Duluth, Minn., again was on hand for the meet, and was kept busy renewing old friendships with many of the operators from Iowa who were at the show for the first time.

Fred and George Van Doren, twin brothers who introduced their Lustre Shiner at the show, had one of the best exhibit spots on the floor, and their two machines were going from morning till night as the boys displayed their product by shining the shoes of all comers. The Lustre Shiner proved to be one of the sleeper items at the convention, giving the twins something to look forward to in the way of future biz. . . . Burrell Brown and his partner, A. F. Reese, Watertown, S. D., operators, and Ike Pearson, Mitchell, finally got together with Fred Willis, Aireon's regional representative, in the Aireon suite Monday night and talked over some of the good old days while Mrs. Willis played hostess to the many others who wandered in for a look-see at the new Coronet with Tonar.

Meyer Marcus, Encore Manufacturing, Cleveland, who was one of the exhibitors, was kept busy showing the firm's wall box with the new \$22-capacity coin box, one of the largest of this type. . . . Ray Emerson, Alco-Deree engineer, was on hand in the Automatic Games booths to explain the firm's new wall box, and also to help out with the other products on display. Ray, formerly associated with the Filben company in Chicago, was most enthused about the Alco-Deree wall box, and had plenty of listeners to his pitch.

Jack Backus, Jamestown, N. D., operator, and Roy Foster, from Sioux Falls, S. D., got together for a few minutes to talk over their respective operating problems. . . . S. J. Hastings, Hastings Distributing, Milwaukee, was a guest at the show this year, but thought he might be an exhibitor next year. With all ex-

The entrance is by a two-lane ramp leading to the top of the building.

Soda Dispensers, Inc., Waterbury, Conn., has filed a certificate of incorporation with the secretary of state in Hartford, listing amount paid in property, \$10,350; officers, president, Thomas Sabol; vice-president, John F. Sezamici, and secretary-treasurer, Norbert F. Krugells.

The past commander of the Hartford Post of the Disabled American Veterans, Winslow G. Place, recently took two blind veterans fishing at nearby Marlborough, Conn., over a week-end.

A pinball machine pilfering came to light at nearby New London, Conn., when a Uncasville, Conn., man was bound over to the District Superior Court by New London Police Court on his plea of guilty. He admitted breaking into the Spare-time Recreation Center in New London and emptying the money from a pinball machine. The man, unable to post a \$5,000 bond, was committed to New London county jail pending trial. . . . Torrington, Conn., will place the question of installing parking meters on voting machines in next fall's election.

hibit space sold out for the '49 show long before the doors opened, most firms were already making plans for booths for the 1950 show.

Harold Harter, who is head of Music Sales, the Northwest distributor for Aireon, divided his time between his booth on the exhibit floor and the Aireon suite. Bernard D. Craig, Aireon's general sales manager, who was unable to make the trip to Minneapolis, was ably represented, by Willis. . . . Nels Nelson, Emil Zellmer and Dwight Purdy, who also will be associated with the S. L. London offices here, spent some of their time meeting operators, and the balance at the new headquarters.

Art Nelson, Telequiz, couldn't even get away for lunch, so busy was he in the firm's display room on the fourth floor at the Radisson. . . . Jack Karter, Midwest Coin, was another who missed meals as he spent time at his booth showing the many lines he had on display. . . . Willie Cohen and his staff concentrated on Solotone while Denny Dennison was kept busy on the new shadow-box play promoter in the Silent Sales display. . . . Bob Wenzel, Automatic Games, was still another of the local distributors who was kept on the jump. The interest in the H. C. Evans Constellation was so great that Bob had to gather a group of ops around him to explain the new music machine at one time, then repeated the procedure every few minutes thereafter.

Harold Lane, Reinhard Brothers, local MGM record distrib, had his hands full as the associations picked up "Don't Tell My Heart" as their May Hit Tune. Harold will ship the Buddy Kaye recording of the tune to all the ops in time for them to have it in their boxes for the promotion. He also advised that special title strips would be made available to the ops on the tune. . . . Spike Haskell, Mankato, Minn., rep for Capitol records, who also is a recording artist, heading the Jolly Millers group, on that same label, manned the Capitol booth during the show. Mrs. Haskell, who made the trip to Minneapolis last year, was visiting in Omaha this year and couldn't get to the Twin Cities.

Col. L. Lewis, Jack Beasley and Pete Rozgus manned the Mero Industries exhibit on the fourth floor, and introduced their new all-steel board to the operators. By the time the show ended, the three were hoarse, having been forced to talk constantly for two days, so great was the interest in their product. . . . Jack Ross, Consolidated Productions, Detroit, was a late-comer to the show, but got a display room anyhow, and was able to introduce Penquin, the new coin-operated hair dryer, to the trade. Jack reports the firm is now lining up its distributors and will complete this chore shortly. The unit is in full production, and many have already been placed on location in Boston, Hartford, Conn., and Detroit.

Jack Cohen, dynamic head of the Cleveland and Ohio groups, was a busy man visiting the various meetings and helping the operators to improve their orgs. Ruby Levine, also from Cleveland, couldn't keep up with Jack, who seemed to be everywhere at the same time. Cohen's help was so appreciated that several associations officially invited him to attend their next meetings as the honored guest. Jack said he'd be there if it was at all possible. . . . Perry Martin, composer and band leader, who wrote the Minnesota Centennial song, also was a guest at the convention, and Ken Griffin, Rondo recording artist, was seen on the floor of the convention before he so ably entertained following the banquet.

**WE HAVE PARTS**  
**For Strikes 'n' Spares**  
**Automatic Bowling Alley**  
 Cables (latest type, reduces service calls 90%),  
 Balls, Pins, etc. Also new and used Games,  
 low prices.  
**JACK NELSON & CO.**  
 2320 Milwaukee Ave. CHICAGO 47, ILL.

# Operators in Minnesota's Resort Area Ready for High Level Summer Season

Proprietors of Resorts Optimistic on 1949 Business

FERGUS FALLS, Minn., April 30.—The outlook for the summer season in the Minnesota resort area has stimulated coin machine operators to increased activity during the past few weeks. With the passing of an exceptionally mild winter, during which income on all types of coin machines maintained an encouragingly high level, operators are readying resort locations for what appears to be a top year.

Resort owners are issuing encouraging reports on the outlook for the 1949 season, and operators are busy moving equipment into locations. Altho older equipment is left in some of the locations the year round, good equipment is generally removed and stored during the winter.

### Concrete Planning

Forrest Dahl, operator of Dahl Music Company here, is particularly enthusiastic about the summer business outlook. Dahl reports that the long-talked-of "leveling off" has definitely arrived and for the first time in the past 18 months he can really do some concrete planning for the future.

"Things are really looking up right now," Dahl said. "It's been hard to do any definite planning since play on the machines around here took a drop a year and a half ago, but our business has definitely become stabilized now and if there is to be any change it looks like it will be for the better."

Dahl's operation is typical of the Minnesota resort country coin machine businesses. Operating juke boxes, pin games, scales and some other miscellaneous equipment. Dahl covers eight counties in Western Minnesota and Eastern North Dakota. He operates on a radius of approximately 75 miles.

### Postwar Operation

Dahl got into the coin machine business as an operator in 1939, but most of his extensive operation has been built up during the postwar period. Just recently he bought out the older operation of the Pease Jobbing Company in Breckenridge, Minn., which has been owned by Coefield Amusement Company of Annandale, Minn., since the death of Roy Pease, pioneer Minnesota coinman, a few years ago.

With the combined operation, Dahl has over 300 machines in operation. Unlike many operators in this territory, he insists on new equipment rather than buying used machines from metropolitan areas. He does, however, rebuild many of his outdated pin games to keep fast-playing machines in all locations.

"This rebuilding operation saved us when things really got tough a while back," he declared. "Addition of flipper bumpers and other playing features to our pin games which were still in good shape was a life saver."

Because of the extensive territory his operation covers, Dahl limits regular service calls to every two weeks. In almost every location he operates both a juke box and pin games and often a scale and other equipment.

### Added Shuffleboards

Dahl recently added a couple of shuffleboards to his route, but doesn't plan any expansion in that department for the present, at least. He also has recently added some target guns to his route and reports that they are receiving excellent reception on location.

Other operators support Dahl's outlook for the season. Factors that particularly encourage them are the early spring and the fact that the

area has been practically floodless so far this year, making complete coverage of routes possible at all times.

Operators whose routes extend into Western and Northern North Dakota are not finding it quite so easy, however. They have been severely handicapped by extensive floods in the Missouri, Heart and Red River areas. For several weeks during the winter, heavy snows cut off many locations and machines went unserved for long periods of time. Then just after the melting started, floods again cut off operators and isolated many locations.

It will probably be several weeks yet before coin machine operations in these areas return to normal. Even after the floods are no longer a problem, badly damaged highways will constitute a heavy handicap to operators on long routes.

## Intro 52 Game At 5-State Show

MINNEAPOLIS, April 30.—The amusement game 52 was given its Midwestern premiere showing at the Five-State Phonograph Operators' Convention here Monday and Tuesday (25-26). Actually six games in one, the 52 is manufactured by the Paul Boizelle Corporation, Rockville, Md., and was exhibited at the Radisson Hotel by J & F Sales Company of LaCrosse, Wis.

The game is played with cue sticks and five wooden balls. Available on either nickel or dime play, it occupies a space measuring 58 by 27 inches on location. Cabinet is made of clear oak and the playfield is covered by 1/2-inch unbreakable plexiglass, according to Frank Funke, partner in J & F Sales.

Object of the game is to try and get the five balls into a choice of 52 holes, which are stepped in four rows of 13 holes against the game's backboard. When set up with appropriate card game identification, game is played like poker and player tries to cue balls into holes which would give him a winning hand. Other games which can be played with the same cabinet and hole set-up are: Touchdown; Big League; Lowball; Highball, and Twenty-One. Thus, if the operator wishes to change the game all he has to do is take out the identification cards of the 52 and insert cards on either of the five other games. Sets of identification cards can be quickly changed on location and are supplied as standard equipment.

Funke pointed out that the six-in-one game operates mechanically, and has but four moving parts, which are guaranteed for two years against faulty materials and workmanship.

## Hershey, Lamont, Corliss Intro 1-Oz. Nickel Bars

NEW YORK, April 30.—Lamont, Corliss & Company here, and the Hershey Chocolate Corporation announced increases in the weight of their nickel chocolate bars last week. Both firms reported an increase from 7/8's of an ounce to 1 ounce.

Company officials declared the larger bars reflect the steady drop in cocoa price during the past several months (cocoa is now going for a low of 18 cents a pound).

## Record Reviews

(Continued from page 34)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS			
				OVER-ALL	DISK JOCKEY	DEALER	OPERATOR
				90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR			
				POPULAR			
PAUL DIXON (Pearl 25)	A Letter to Mother	67--74--67--60	Recitation with organ background makes a strong bid for Mother's Day trade. Material is a clever, if overly sentimental homily with the premise that mothers are nice. Well delivered.				
	Every Day Should Be Mother's Day	71--71--68--65	Saccharine ditty has same appeal as flip. Cast in ballad form, with Dixon talking the lyric in front of organ background.				
LEO GUARNIERI QUARTET (Villa VR-1000)	Rollin' Pin Polka	50--50--50--50	Muffled recording muddies vocal and small-combo orking on what may very well be a good-enough polka.				
	I'm Blowing a Kiss Into the Night	55--57--55--53	Thrush Joanne Dee warbles a pretty ballad capably, but is badly under-recorded.				
GLORIA CARROLL (Dance-Tone 1131)	If You're Not Completely Satisfied	73--75--71--73	Clever new blizzy novelty is handled adequately by Miss Carroll, who draws superb backing from Pat Sands' ork.				
	Every Time I Meet You	73--74--72--72	The chirp does nicely with a new picture by the Gordon-Myrow team.				
GLORIA CARROLL (Dance-Tone 1130)	The Kissing Tree	81--84--80--80	Cute Tepper - Brodsky novelty is neatly wrapped up by Miss Carroll, aided nicely by Pat Sands' background.				
	Don't Call Me Sweetheart Anymore	73--72--71--75	The chirp is pleasing as she does a rhythm tune which has been kicking around for the past couple of months.				
AMBROSE ORK (RCA Victor 20-3401)	Let's All Sing Like the Birdies Sing	71--73--69--71	Reissue of an old Ambrose disk which is capricious and not dated. Song fits into the mode of the tunes of the day.				
	Betty, Be at Your Best	67--67--66--68	Pleasant, bouncy dishing of lightweight material.				
ANDY & DELLA RUSSELL (Capitol 57-509)	Maybe It's Because	83--85--83--81	Relaxed singing effort by Mr. and Mrs. Russell on a new song with considerable quality. Could have done without the chatter.				
	A Gay Ranchero	74--77--71--75	The team makes a brief, lively and pleasant item of the side.				
KAY STARR & THE ALL STARS (Crystaletta CR-403)	After You've Gone	78--79--78--77	Miss Starr works up a giant heat in her treatment of the fave with excellent small jazz ork backing.				
	St. Louis Blues	80--82--80--78	The chirp turns in an absolutely tremendous vocal on the Handy classic. One of the finest vocal records ever made of the standard.				
				POPULAR			
THE ERNIE FELICE QUARTET (Capitol 57-581)	You Gotta Stop	55--55--53--57	Nothing wrong with this group that better material couldn't cure.				
	Popcorn Polka	67--67--65--68	Bright hunk of fluff performed clearly by the tasteful foursome.				
BARCLAY ALLEN ORK (Capitol 57-582)	Country Gardens	68--69--69--67	Instrumental treatment of the standard is passable. Allen's keyboard work is the highlight, of course.				
	I Double Dare You	81--85--79--79	Bright bounce treatment of the side makes for a highly enjoyable dishing with ensemble vocal and clean orking scoring most of the points.				
BOB HOUSTON (MGM 10408)	Lucy	56--57--55--55	Houston's okay in handling this weak rhythm girl-friend song.				
	Where Is the One?	60--60--50--60	Another satisfying vocal by Houston on a pretty Alec Wilder melody but the release is late and the tune hasn't shown any sign of counter life.				
NORO MORALES ORK (MGM 10407)	The Peanut Vendor	77--79--75--77	Morales' crew works up a fine beat on the Latin standard. Rodrigues turns in a fine vocal. Fine for the rumbadista.				
	My Heart at Thy Sweet Voice	78--79--77--78	Compromised commercial Latin effort in the rumba treatment of the standard with a modern orking and modern Morales' 84-ing moving in front of a firm Latin rhythm section.				
DERRY FALLIGANT (MGM 10404)	Riders in the Sky	80--80--80--80	Falligant does a fine job with this fast-moving folk song. Excellent MGM coverage on the song.				
	The Little Old Church Near Leicester Square	70--72--68--70	The singer's a bit draggy in his handling of this simple ping ballad.				
THE MERRYMEN (Mercury 5283)	There's Something About Paree	83--83--82--84	This is a rousing march—that's right, a march. It's rowdy, brass and fun. The tune is every song cliché about Paris wrapped in 32 bars. And it's all done by a brass band. You!				
	Busy Doing Nothing	71--70--71--72	Same group does an acceptable job with the marching song from "The Connecticut Yankee" score.				
BILL LAWRENCE (RCA Victor 20-3423)	Younger Than Springtime	82--84--82--80	The personable young crooner has something here, displaying confidence, ease and voice on the "South Pacific" ballad. Side is by far his best so far.				
	This Nearly Was Mine	81--84--82--77	Waits from the same show gets another top job from Lawrence.				

**RATINGS**  
(100 Point Maximum)

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

**ARTIST**  
**TUNES**

**RATINGS**

OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**LABEL AND NO.**

**COMMENT**

**POPULAR**

**BOB HOWARD ORK**  
(Mercury 5284M)  
**Time Cowboy Joe** 75--75--75--75  
lots of life in this  
of one of How-  
top etchings.

**Rickety Rickshaw**  
Man 71--71--70--72  
Howard released  
is okay but doesn't  
less the almost time-  
quality of the top-

**THE WILLIAMS ORK**  
(Mercury 5282)  
**Don't Say Any-**  
**thing of Love** 72--75--70--70  
band sound and  
sing Williams' vocal  
for a good dance  
rd of a new song.

**Understand It** 72--75--70--70  
light production built  
and a cute little ditty.

**T LUND**  
(MGM 10406)  
**Could Be With**  
**You (One Hour**  
**tonight)** 81--82--81--80  
Thompson's ork  
a relaxed, dance-  
background for a  
and beat-ful Lund  
ing of the pic-re-  
oldie.

**It Lies, How It**  
**Lies, How It Lies!** 79--79--78--80  
Lund's coverage on the  
dancing rhythm ditty  
better than adequate  
Lund punching out  
to solid Thomp-  
support.

**T MOONEY ORK**  
(MGM 10405)  
**Heart of Loch**  
**mond** 80--80--81--80  
too much produc-  
went into this etch-  
of a pretty new bal-  
Madelyn Russell and  
any Taylor share the  
sing solo vocals.

**Waltz** 89--89--89--90  
Mooney makes like  
77-go-round music  
this adaptation of  
er the Waves." The  
mble vocal and all  
corny lies make  
side still another  
y looker for the  
stra.

**KAY STARR & THE**  
**ALL STARS**  
(Crystaletta CR-602)  
**Me or Leave Me** 76--77--75--75  
proves on this re-  
ed master that she  
me of our top fem-  
singers. She gets a  
at beat and a bawdy  
lly in her phrasing  
's reminiscent of  
ie Smith.

**et Lorraine** 73--73--73--73  
ady recording and  
ace detracts from  
her superlative chirp-  
effort. Small jazz  
up backing on both  
is effective.

**GRANT &**  
**LOUISE CARLYLE**  
(King 18004)  
**Do, I Do, I Do** 83--85--82--82  
art Grant and Carlyle  
t on a cute rhythm  
ad with excellent  
vy Bergman ork  
port.

**aret** 75--76--74--75  
ant does this plug  
re and well. He sounds  
t like Como.

**UE BARRON ORK**  
(MGM 10142)  
**hose Girl Are You?** 84--84--83--85  
attributional type treat-  
nt of a new waltz dit-  
that may have sleeper  
ential.

**en the Door Polka** 88--88--87--89  
e of the best novelty  
es in many months  
a powerful rendition  
e. Could be a big one  
Barron.

**ARTIST**  
**TUNES**

**RATINGS**

OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

**LABEL AND NO.**

**COMMENT**

**POPULAR**

**KAY STARR-WINGY**  
**MANONE ORK**  
(Rex 23005)  
**If I Could Be With**  
**You (One Hour**  
**Tonight)** 74--75--72--75  
Kay and Wingy sing the  
oldie as a duet with a  
two-beat jazz ork blow-  
ing intro, backing and  
last chorus.

**Tin Roof Blues** 64--63--64--65  
Wingy leads his Dixie  
group thru a rather un-  
inspired few choruses of  
the familiar blues.

**JOHNNY MUNGAL**  
**WITH HORACE**  
**HEIDT & HIS MUSI-**  
**CAL KNIGHTS**  
(Horace Heidt MS 1004)  
**You're Irish and**  
**You're Beautiful** 71--68--72--72  
The new Irish tenor  
looks like a find for Heidt.  
Cloudy voice recording  
doesn't help him how-  
ever. Side should get  
action wherever Heidt's  
units hit.

**Galway Bay** 72--68--72--74  
Late entry here, but the  
Irish inflection may find  
its special market. Re-  
cording balance doesn't  
do much for Mungal  
here either.

**MELISSA SMITH,**  
**HORACE HEIDT &**  
**HIS MUSICAL**  
**KNIGHTS**  
(Horace Heidt MMS 1002)  
**Careless Hands** 64--62--62--70  
Gal sings okay, but  
compared to many of  
the earlier versions of  
the folk-type hit, this  
one is too late and too  
little.

**The Little Old Church**  
**Near Leicester Square** 65--63--63--68  
(Harold Parr)  
Warbler and ork appear  
competent here, but the  
over-all performance  
lacks polish.

**HAROLD PARR,**  
**HORACE HEIDT &**  
**HIS MUSICAL**  
**KNIGHTS**  
(Horace Heidt MS 1003)  
**A Dreamer With a**  
**Penny** 66--65--65--68  
Concerto-type ork pas-  
sage is effective, and Parr  
sings well, but produc-  
tion and recording are  
crude for such high-cal-  
bre talent.

**It's a Big, Wide,**  
**Wonderful World** 69--66--68--72  
Orking is beautiful but  
Parr, who has a big  
virile baritone voice,  
chooses to croon the  
bright-eyes waltz rouser.

**RALPH SIGWALD-**  
**HORACE HEIDT ORK**  
(Magnolia MS 1007)  
**The Lord's Prayer** 69--68--70--NS  
The Negro baritone, a  
Heidt find, reveals a  
handsome pair of pipes,  
but dead recording lim-  
its his effectiveness here.

**Home on the Range** 63--60--66--NS  
Same problem, and ma-  
terial is less suited to the  
singer's concert styling.

**VICKI VAYNE &**  
**THE ACE TRIO**  
(Magic AC-001)  
**We Fell in Love (On the**  
**Merry-Go-Round)** 60--62--58--60  
Thrush pipes an okay  
vocal on a fair novelty  
piece, with clean, com-  
petent trio backing. Full  
ork treatment would have  
brought out tune's po-  
tential stronger.

**Something New Has**  
**Been Added** 53--54--52--53  
Tune doesn't have it; nor  
is the singing up to work  
on flip.

(Continued on page 120)

# Turning Back the Clock

**15 Years Ago This Week**  
CHICAGO, April 28, 1934.—At a meeting of claw and digger operators in Chicago's Hotel Sherman, the Chicago Merchandise Vending Machines Association was formed. Officers elected were Paul Gerber, president; E. Cohen, vice-president; W. Donovan, secretary, and R. Benaderet.

Pacific Amusement Manufacturing Company, Los Angeles, shipped a carload of games to New York, marking the first time a West Coast producer had ever shipped an order of that size to the East. . . . Chicago game plants were going at full capacity in an effort to keep up with demand. . . . D. Robbins & Company, Brooklyn, introduced a penny peppermint stick and gum vender. . . . Enlarging its public relations program, the New York Skill Games Board of Trade formed a committee to visit hospitals, offering them used pin games in nurses quarters and recreation rooms.

Chicago Vending, located at 231 E. 95th Street in 1934, brought out Three Point, a machine which it advertised as "a bell with the intriguing skill of pins." . . . Supreme Vending's Brooklyn warehouse and office were bombed. Willie Blatt, manager, said the firm would move to another building on same street and resume business. . . . The J. P. Seeburg Company appointed the George Ponsler Company, Newark, N. J., distributor of its Grand Casino interchangeable board game. . . . President Roosevelt authorized an inquiry to determine whether tobacco taxes could be reduced 40 per cent as proposed in the Vinson bill. Vending machine operators were interested in the measure because with the reduction in tax, cigarettes could be sold thru venders at two packs for a quarter.

Harold Lee opened the first Chinese arcade in the New York area. He formerly operated a billiard parlor for Gotham's Chinese-American citizens. Lee said that he got the idea when he found that many of his billiard customers were patronizing other arcades and that many of his Chinese friends preferred pinball and other amusement machines to billiards. Instruction sheets on all games were printed in Chinese. . . . Harry Williams, Automatic Amusement Company, Los Angeles, in Chicago to visit game manufacturers, reported that he was at work on a new game design for Pacific Amusement Manufacturing. In later years, Williams became a designing engineer for Exhibit Supply and then formed his own firm, Williams Manufacturing, Chicago, and became president of the CMI.

**10 Years Ago This Week**  
CHICAGO, April 29, 1939.—Lunchmaster Sales Corporation, headed by Hal Meeks, began business by throwing an open house party. During the event, the firm's gum vender and the O. D. Jennings In-A-Bag nut vender were introduced. . . . The Michigan Music Operators' Association began its \$1,000 prize contest to stimulate interest in music machines and association locations. A prize was offered for the best lyrics written by a resident of Michigan for a tune by a Michigan composer. Later the tune was recorded and placed on association members' 5,000 phonographs. . . . Top tunes of the week included *And the Angels Sing*, *Heaven Can Wait*, *Sunrise Serenade*, *Our Love and Little Sir Echo*. Meanwhile, *The Billboard's* record buying chart was telling operators that *East Side of Heaven* and *Sing a Song of Sunbeams* were songs headed for the top.

U. S. coin equipment exporters breathed a sigh of relief when Canada dropped its 3 per cent excise tax on imports. . . . British distributors reported sales noticeably off, attributed the drop to war scares, which were becoming more frequent. . . . With the opening of the World's Fair in New York April 29, 1939, early fair

visitors were getting their first look at a modernistic arcade sponsored by International Mutoscope Reel Company and featuring Bally's Thunderbolt, Supreme, Paramount and World's Fair machines. . . . Other games going strong included Daval's Box Score, Exhibit Supply's 1939 Contact and Chicago Coin Majors.

Secretary Jim Gilmore, of the Coin Machine Manufacturers' Association (CMMA), announced that the 1940 CMMA convention would be held at Chicago's Hotel Sherman. Dates selected by membership vote, he said, were January 15-18. . . . The Philadelphia Coin Machine Operators Association opened a campaign to get members to adhere to fair trade practices as mentioned in the association's by-laws. . . . Mills' Square Bell was credited with opening some territories where there had been no coin activity for as long as two years. . . . Rock-Ola had completed a pilot model of counter type phonograph, Jack Nelson, sales manager announced. Nelson later opened his own distributing firm in Chicago's coin row. . . . Joseph Eisen, Penn-Coin-o-Matic executive, was telling other Philadelphia coinmen about trade possibilities with Puerto Rican operators following a visit to San Juan.

J. G. Suor was named president of Hamilton Enterprises, Kansas City, Mo. . . . Robert B. Bolles resigned as advertising manager of the Rudolph Wurlitzer Company and organized the Automatic Service Company. Latter concern manufactured merchandising aids to stimulate juke play and had offices in Buffalo.

*Immediate Delivery!*

**FROM STOCK!**

**RUNZEL**  
**Pushback Wire**

**18 or 20 Strand**  
**68**  
**Color Combinations**

Pushback wire, for many years one of our leading items, has kept pace with the phenomenal growth of the coin machine industry.

The wide variety of color combinations available lends itself to devious methods of wiring harness—to meet any requirements of the industry.

Coin machine service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Manufacturers of coin machines may avail themselves of our engineering facilities for designing correct and most efficient wiring harness.

Send us your specifications for  
**INTER-COM CABLE**

**RUNZEL**  
**Cord and Wire Co.**  
1723 W. MONTROSE AVE.  
CHICAGO 11, ILL.

# Minnesota Solons Push New One-Cent Cig Tax Into Law

ST. PAUL, April 30.—A 1-cent increase in the State cigarette tax, bringing it to 4 cents per pack, was voted by the Minnesota Legislature in the closing hours of its 56th session which ended here shortly before midnight Monday (25), five days after it was supposed to quit passing laws.

The new tax went into effect immediately and G. Howard Spaeth, State tax commissioner, sent telegrams to all tobacco distributors to freeze their stocks until such time as the 1-cent additional levy could be added. He ordered wholesalers not to sell to retailers until notified so as to give the retailers a chance to sell what stocks they had on hand carrying the 3-cent per pack tax.

Cigarette outlets reported Tuesday and Wednesday (26-27) a heavy run on cigarette sales by smokers seeking to save 10 cents per carton. Mail order firms operating out of non-tax States immediately began flooding the State with literature to attract customers at \$1.50 per carton instead of the Minnesota price, already \$1.82 and going to \$1.92 under the new tax.

### Op Problem

Vending machine operators face the biggest problem of all in determining how to pass on the new increase in taxes. LeRoy Johnson, head of the Ganteen Company operation here, said his firm did not contemplate boosting the price, now at 20 cents per pack, but planned to cut out the 1/2-cent commission paid locations. Johnson, bitter about the way the tax was enacted, said he expected many locations would order vending machines out rather than have them without any revenue.

George Sjoselius, deputy State attorney general, said he was visited by a vender operator who said it would cost him considerable to convert his machines from 20 to 25 cents. He said to pick up the 1-cent tax only and pass it along to his patrons, he would have to penny his packages by hand because of his inability to get the necessary machines. If the vending machine price is boosted to 25 cents per package, while over-the-counter sales stay at 21 cents, vending machines will suffer a heavy loss in business.

The 1-cent tax, it is estimated, will yield an additional \$3,000,000, with all receipts staying in the State treasury. Of the 3-cent tax enacted in 1947, 2 cents goes to the State and 1 cent is apportioned back to municipalities. That remains as it is.

### Effect Passage

Enactment of the tax came in dramatic fashion. Altho scheduled to quit law-making at midnight Wednesday (20), both the Senate and House covered clocks and continued going. They were faced with a State budget for the next two years, starting July 1, of \$226,000,000, the largest in Minnesota history. The general revenue fund alone was \$12,000,000 short of balancing after both houses agreed on a figure for all appropriations bills. They had been separated by \$7,000,000, with the Senate figure higher by that amount over what the House had agreed upon.

When the differences were resolved, Gov. Luther W. Youngdahl, who had been demanding a 2-cent cigarette tax increase from the start, insisted the Legislature enact such a tax. In return for that he announced he would go along with the diversion of money from the \$50,000,000 surplus in the income tax school fund. That was on Saturday (23).

### New Bill

Despite the fact that the tax committee, weeks before had tabled the bill boosting the cigarette tax 2 cents, the rules committee of the House Saturday night brought out the 1-cent tax increase bill. Members of the liberal minority bloc went to the House rule book for help, after agreeing in caucus to fight the bill. When

it came up for reading they cited a constitutional provision requiring each bill be read on three separate legislative days before being enacted unless an emergency was declared to exist whereupon a two-thirds vote would be required to give it consideration.

Conservative majority leaders went into a huddle, agreed the minority was right, and decided to battle it out for the necessary 88 votes because there were no three legislative days left under the law. The fight for votes was bitter, with much trading going on. When the voting board was tallied the necessary 88 votes were there, but no more. On passage of the bill itself, 70 of the 130 members voted for it, with only 66 needed.

### Senate Action

Sent to the Senate, it was placed before the tax committee and the members Sunday voted it out "with regret." Ronald Hachey and Roy Linderman, representing wholesale tobacco dealers, protested they had not been given a hearing on the bill. The tax committee agreed they were entitled to it, altho admitting it was useless because the increase was part of a package.

The Senate held up passage of the cigarette tax increase until the House had agreed to the diversion of \$3,000,000 a year in income tax school fund surpluses to general revenue purposes. The cigarette tax increase then had no trouble passing the Senate.

The legislators were forced to accept the cigarette tax increase and the diversion or face the levying of a real and personal property tax increase for State purposes of approximately 14 mills. Under the compromise the rate went from 6.17 mills to 8.52 mills for next fiscal year.

### Hike Other Taxes

As tho the cigarette tax increase wasn't enough, the Legislature earlier had boosted gasoline taxes 1 cent to 5 cents a gallon; motor vehicle license taxes by approximately 35 per cent; corporation and bank taxes; income taxes of corporations, partnerships or individuals 5 per cent plus \$5 for each income tax return filed with the State. Liquor and beer taxes were boosted 10 per cent. It was forced to do all this to help finance a \$90,000,000 bonus voted for veterans of World War II.

The legislators voted themselves a "bonus," too. The senators declared their expenses were high and approved an additional \$590.36 for each member. The representatives voted themselves \$375 each. A legislator is paid \$2,000 for every two-year period.

## Organize New Firm To Op Ins. Venders

LOS ANGELES, April 30.—Mayflower Life & Casualty Company, Inc., formed here in December but not activated until last week, has announced plans to sell accident insurance policies thru vending machines.

Headed by A. L. Duntley, president, and A. M. Klum, executive vice-president, the firm has a total of 280,000 shares of capital stock (80,000 preferred with par value of \$3 per share, to be sold at \$9 per share, and 200,000 shares of common with par value of \$1 to be sold at \$3 on option).

The firm plans placement of insurance venders in transportation terminals and automobile service stations, Duntley announced. Policies will be sold at the rate of 25 cents for \$5,000 protection for 24 hours, with a maximum of \$25,000 for any one person. Mayflower will sell a sufficient number of life insurance policies to qualify as a life company, Duntley said.

## Record Reviews

(Continued from page 119)

**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

**POPULAR**  
**"THE PEPPERETTES"**-  
**HORACE HEIDT ORK**  
 (Magnolia MS 1005)  
**I Didn't Know the Gun Was Loaded** 74--76--70--74  
 Gal trio gags up the novelty in spirited fashion.  
**Put Your Shoes On, Lucy** 71--71--70--72  
 The girls show strong talent with their version of the silly novelty plug.

**MELISSA SMITH-**  
**HORACE HEIDT ORK**  
 (Magnolia MMS 1001)  
**Always True to You in My Fashion** 71--70--70--72  
 Chip has her own delayed-action style, but she's late and has strong name competition on this "Kiss Me, Kate" novelty.  
**So in Love** 74--75--74--74  
 Rendition of the "Kate" click is also late, but shows a considerable hunk of talent. With earlier release and more life-like recording, this could have rated with the top waxings of the tune. Concerto-style intro is a treat.

**JILLA WEBB-**  
**BRITE SISTERS**  
 (Spotlite 513)  
**A Rosewood Spinnet** 52--48--50--58  
 The bargain label's coverage of the plug is not strong. Too-slow tempo and weak vocal rendition are the reason.  
**BUD BREESE-BRITE SISTERS**  
**Blue Skirt Waltz** 52--48--50--58  
 Plodding rendition of the waltz click.

**PEE WEE HUNT ORK**  
 (Capitol 57-569)  
**Bessie Couldn't Help It** 71--70--70--72  
 Oldie gets the sparkling Dixieland treatment, with Hunt grunting the novelty lyrics that appear less amusing by today's standards.  
**Clarinet Marmalade** 72--72--71--72  
 The boys are still looking for another "12th St. Rag," but they take their Dixie seriously here, and the result is good jazz rather than novelty.

**BENNY GOODMAN ORK**  
 (Capitol 57-568)  
**Having a Wonderful Wish (Time You Were Here)** 69--70--70--68  
 (Buddy Greco)  
 Greco does some fair-to-middlin' vocal styling while Benny and band turn in some tasty, but undistinguished instrumental work.  
**Shishkabop** 77--80--78--72  
 A more brilliant sound would have helped, but the band plays this melodious bop instrumentally beautifully, as does B. G. himself on clarinet. Buddy Greco turns in some fine bop piano too.

**SAMMY DAVIS JR.**  
 (Capitol 57-70004)  
**I Ain't Got Nobody (and Nobody Cares for Me)** 82--85--80--80  
 Davis is a Frankie Laine in be-bop, so to speak. He sings like Laine in sound, has clearer diction and a more modest conception. The oldie is well-suited to his styling. Davis may be a real find.  
**You Are My Lucky Star** 78--81--78--75  
 At a slower tempo, Davis dishes out his note-bending Laine-ish style effectively on another evergreen with excellent set support.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
 OVER-ALL  
 DISK JOCKEY  
 DEALER  
 OPERATOR

**POPULAR**  
**HAL DERWIN,**  
**FRANK DeVOL ORK**  
 (Capitol 37-572)  
**Just Like a Butterfly (That's Caught in the Rain)** 62--62--60--63  
 Pleasant enough singing and playing, but neither the oldie nor its rendition shows unusual strength.  
**Good Night, Sweetheart** 63--64--62--64  
 Same comment.

**BILLY WILLIAMS-**  
**BOB HAGGART ORK**  
 (Coral 60061)  
**Tennessee Saturday Night** 65--65--65--65  
 Williams warbles the hillbilly novelty hit in capable pop style, with ork playing jazz in back. Well done, but not likely to impress commercially.  
**Tennessee Border** 68--68--68--68  
 Same jazz-pop treatment of a more recent folk clicker comes thru more appealingly than flip.

**KIRBY STONE**  
**QUINTET**  
 (Coral 60062)  
**Nine Five O** 69--72--68--68  
 Clean, hard - punching small combo delivers a neat boogie woogie jumbler with engaging vocal by the leader. Material, however, is diaphanous.  
**Can I Kiss You Goodnight?** 75--75--75--75  
 Another tasty performance by Stone and the band, this time on cute novelty ballad.

**SAMMY KAYE ORK,**  
**DON CORNELL**  
 (RCA Victor 20-3430)  
**A Chapter in My Life Called Mary** 85--85--85--85  
 Choir voices and sustained chords in back of Cornell's rich warbling make for an attractive organ-toned effect — an eminently suitable nostalgia treatment of this sweet plug song.  
**Kiss Me Sweet** 85--85--85--85  
 Laura Leslie and Cornell team for a pert boy-girl projection of the oncoming bounce novelty.

**EVE YOUNG**  
 (RCA Victor 20-3434)  
**A Cock-Eyed Optimist** 72--75--72--70  
 Thrush gets off a light, carefree rendition of that type of tune from "South Pacific."  
**Happy Talk** 70--73--70--68  
 Miss Young doesn't infuse this hunk of material from the same show with the sparkle it needs to hold undivided listener attention.

**JOHNNY MARTIN ORK**  
 (Capitol 57-54300)  
**Whose Girl Are You?** 71--70--70--74  
 Oom-pah-pah production of the new waltz that's been attracting trade attention. Doesn't measure to two versions already on the market.  
**Annabella** 72--72--71--73  
 Lifting polka with a clever, catchy lyric.

**ART VAN DAMME**  
**QUINTETTE**  
 (Capitol 57-570)  
**Little Brown Jug** 74--78--70--74  
 Accordion, guitar and vibes shine in a light, tasty, modern clothing of the good oldie.  
**Affair You've Gone** 74--78--70--74  
 Group again shows originality and character in a neat performance of the standard, with the accordion really smoking in the closing bars.



**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**



**POPULAR**

**BLANC & THE SPORTSMEN**  
(Capitol 57-560)  
**Just Wild About Animal Crackers**  
Trots out his rep-  
t of animal imita-  
with vocal back-  
by the Sportamen,  
somehow the thing  
't quite jell, despite  
admitted quality of  
unearned.

64--70--62--60

**Bear Lake**  
Here here is Blanc  
ing like an outboard  
Orking a d  
emen give it a nice,  
ey best in back,  
side is no great

64--72--65--62

**TAFFORD & ORDON MacRAE**  
(Capitol 57-566)  
**One and Only Highland Fling**  
A beautiful boy-girl treat-  
of the bright pro-  
number from the  
keys of Broadway"  
with MacRae and  
ard displaying an  
ing Scotch burr.

84--86--86--86

**Thank You**  
er sparkling colla-  
ion, here using a  
y that's been show-  
signs of breaking  
after kicking around  
ome months.

82--82--80--84

**GALLI SISTERS**  
(MGM 10411)  
**Wabash Cannon**  
hillbilly treatment  
e oldie doesn't carry  
Gals do okay in  
own manner, but  
leffing doesn't have  
or drive.

59--59--57--62

**ing for You**  
ulous piping, wall-  
armony—the Galli's  
mark—on this oldie  
so far hasn't quite  
the revival grade,  
od-enough job, but  
likely to score too  
y.

67--69--65--67

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**



**POPULAR**

**JOHNNY BRADFORD**  
(RCA Victor 20-3418)  
**You Can't Buy Happiness**  
A pretty routine disk-  
of a pretty routine Tin  
Pan Alley product.

66--66--65--67

**Need You**  
Fairly dull disk-  
of the ballad which is showing  
some signs of breaking  
thru. Bradford certainly  
is unspetacular.

69--69--68--69

**JOHNNY MERCER**  
(The Starlighters-  
Paul Weston Ork)  
(Capitol 57-558)  
**Candy Kisses**  
Mercer sings it pretty,  
with class assistance  
from the Starlighters and  
Weston ork. A bit late to  
catch the leaders on the  
tune, however.

75--73--72--74

**Missouri Walking Preacher**  
Fine Willard Robison  
tune handsomely pro-  
jected here.

77--79--76--75

**JACK FINA ORK**  
(MGM 10400)  
**Josephine**  
Instrumental treatment  
of the oldie spots Pina at  
the keyboard most all of  
the way.

69--70--67--70

**Portrait of Jennie**  
Jack Palmer sings the  
words of the pretty ditty  
in a pleasing and sim-  
ple rendition.

74--76--73--73

**TOMMY DORSEY ORK**  
(RCA Victor 20-3419)  
**The Heart of Loch Lomond**  
Sonny Calello sings this  
promising new ballad  
with the Scottish story,  
while T. D. supplies  
tasteful dance back-  
ground.

82--84--82--80

**Because I Care**  
Harry Prime, the Clark  
Sisters and the Town  
Criers unite to serve up  
a thoroly solid follow-up  
to "Until."

87--89--87--85

**RACE**

**TEX BENEKE ORK**  
(RCA Victor 20-3417)  
**Old Fashioned Song**  
Shades of the Glenn  
Miller band of old in  
this easy, danceable ren-  
dition of a promising  
new ballad. Glenn Dou-  
glas and the Moonlight  
Serenaders handle the  
vocals.

81--82--81--80

**Tulsa**  
Beneke's own vibrato  
shows the lyrical way  
in this etching of the  
title picture.

70--70--70--70

**BUDDY MORENO ORK**  
(RCA Victor 20-3421)  
**How It Lies, How It Lies!**  
Lies, How It Lies!  
Inferior to competing  
versions of this moving  
rhythm ditty, this is just  
adequate coverage of the  
tune for Victor.

73--73--73--73

**Honey Bun**  
Moreno does a nice  
enough job with a cute  
rhythm tune of typical  
Tin Pan Alley timbre  
which is mixed in with  
the extraordinary tunes  
from the "South Pacific"  
score.

76--76--76--74

**T. J. FOWLER ORK**  
(National 9076)  
**T. J. Boogie**  
Here's a rocking boogie  
effort with every jazz  
cliche of the past 20  
years thrown in. Should  
be a race sock.

84--86--85--87

**What's the Matter Now?**  
(Hank Ivory)  
Not much of a song but  
it's done with the same  
exuberance that gave the  
topside its lift.

68--67--67--70

(Continued on page 100)

# Supplies In Brief

## Dr. Pepper Report

DALLAS, April 30.—First quarter earnings of the Dr. Pepper Company will show "some improvements over the like part of 1948," Don C. Bryan, president, announced at the annual stockholders meeting recently.

According to the annual report, the company showed a net profit of \$113,000, or 16 cents per share, for the three-month period which ended March 31, 1948. J. B. O'Hara, chairman of the board, told stockholders that the firm's 431 bottlers had either held their own, or reported increases, during the first two months of 1949 as compared with the '48 figures.

## Sugar Report

WASHINGTON, April 30. — The 1948-'49 world sugar crop is estimated by the Agricultural Department at 37,689,000 tons, an all-time high. Last season's total was 33,834,000 tons.

The anticipated record crop will result in continued lowering price, Agriculture predicted. Sugar prices last year were almost 11 per cent below those of 1947, the agency added. Average wholesale raw sugar price in 1948 was 5.56 cents a pound, as compared with 6.22 cents in 1947.

Meanwhile domestic distribution is continuing at a high level. Total for the year thru March 26 was 1,579,112 tons, as compared with 1,201,466 tons for the same period in 1948.

## Nevada Cig Stamps

LAS VEGAS, Nev., April 30.—Clark County finally has outstripped Washoe in cigarette stamp receipts. Figures for February, received here this week showed sales of \$6,840 in tax stamps in Clark County, a new all-time high. Other counties had the following tax stamp sales: Washoe, \$6,300; Elko, \$3,060; White Pine, \$3,060; Churchill, \$360; Humboldt, \$180; Lyon, Lander and Nyer, each \$360.

## Peter Paul Profit

HARTFORD, April 30.—Peter Paul, Inc., candy manufacturer of near-by Naugatuck, Conn., revealed last week that sales of 10-cent candy products in 1948 resulted in greatly increased profits over 1947, with the net from all operations totaling \$3,479,509 (\$4.97 a share), as compared with \$2,695,755 (\$3.94 a share) the previous year.

Among the candy items manufactured by Peter Paul is the Mounds Candy Bar.

For competitive reasons, however, no figures were available on the gross dollar volume of candy sales.

## Peanut Milling

WASHINGTON, April 30. — The millings of peanuts last season were the highest on record, the use of peanuts in candy was the lowest in four years, Agriculture Department reported. Peanuts milled in the season September, 1947-August, 1948, amounted to 1,789,000,000 pounds, topping the high of the previous season by 9,000,000 pounds.

Peanuts used in making candy, however, totaled only 94,166,000 pounds as compared with 118,983,000 pounds in the 1946-'47 season. Peanuts used for candy amounted to 134,531,000 pounds in the 1945-'46 season and 148,185,000 pounds in the 1944-'45 season.

Almost half the peanuts milled in the 1947-'48 season were Spanish, the total being 721,471,000 pounds. Next in line were the Virginias, which accounted for 420,190,000 pounds.

## Retail Biz Declines

WASHINGTON, April 30.—General retail business continued on the downgrade in February, with most coin machine locations following the

# Lift Canadian Beverage, Gum, Candy War Tax

OTTAWA, April 30.—The Canadian government has discontinued excise taxes on chocolate candy, chewing gum and carbonated beverages. The taxes, 20 per cent on candy bars, 30 per cent on gum, and 25 per cent (plus 1-cent per bottle) on soft drinks, were abolished with the lifting of wartime regulations of various types.

The Canadian Bottlers of Carbonated Beverages (CBCB) had been conducting a drive to remove the soft drink levies. Officials stated that Canadians would save, on the drink tax alone, \$322,000,000 annually.

Excise taxes on transportation tickets, berths, long-distance telephone calls, extension phones and telegrams were also discontinued.

trend, Commerce Department reported last week. Over-all retail receipts were off 5 per cent from January and 2 per cent from February of last year.

Of various stores that serve as locations for coin machines, Commerce reported that only candy and nut stores showed a business pick-up. The gain for such places over January amounted to 7 per cent.

Biggest declines occurred among bars, taverns, night clubs and restaurants, with business off 9 per cent for each of these categories. Department stores dropped off 5 per cent from January levels, while drugstores and filling stations declined 5 per cent.

## Peanut Stock Pile

WASHINGTON, April 30.—Peanut stocks are increasing while consumption is on the downgrade the Agriculture Department reports. On March 31, stocks in commercial positions amounted to 812,000,000 pounds, as compared with 758,000,000 pounds on the same date last year. Consumption of peanuts during the 1948-'49 season thru March 31 amounted to 288,000,000 pounds, as compared with 306,000,000 pounds for the comparable period in the preceding season.

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# Glowspar Firm Intros New Coin Operated Shaver

LOS ANGELES, April 30.—A coin-operated electric shaver unit is being manufactured by the Glowspar Company here. Designed and constructed by Clyde C. Laws, industrial engineer, the unit is enclosed in a compact case 7 by 3½ inches and 12 inches high. It comes equipped with a Mead Monarch slug rejecting coin slide.

A coin starts the timer for three and one half minutes of razor operation and turns a light on a mirror that fits over the front of the metal case enclosing the unit. Hygienic angle is covered by a special high output ultra violet light which mechanically sterilizes the shaver the moment it is replaced in the unit.

The case is formed metal. A special single head shaver is used. Private tests are now being made on 10 and 25-cent models. The shaver operates on only 25 watts of current. A complete self contained battery operated unit is also being designed for special locations.

## Melville Confections New Distrib for Delson Candy

NEW YORK, April 30. — Delson Candy here, manufacturer of chocolate mints, announced the appointment of Melville Confections, Inc., Chicago, as Midwestern sales representative.

Melville will cover eight States: Ohio, Michigan, Indiana, Illinois, Kentucky, Wisconsin, North Dakota and Minnesota.

## Incorporate Del. Bev. Firm

DOVER, Del., April 30.—Duapenser Corporation of America has been chartered by the Secretary of State's office for the purpose of dealing in beverages. Firm's capital was given as \$1,500 and its principal office is in Wilmington, Del.



FRED A. KOSECKI, credit manager and oldest employee in years of service of the J. P. Seeburg Company, died in Chicago Tuesday (26) following an illness which had kept him from his work for several months. (See story on page 105, this issue.)

## Frozen Juice Makers Move To Ask Quality Standards by Gov't

WASHINGTON, April 30.—Setting of minimum quality standards on canned frozen orange juice was seen as a possibility here this week when producers revealed intentions of asking the secretary of agriculture to establish such standards. Such a move, operators of the new citrus juice venders feel, would benefit their business in the long run.

A representative of the frozen orange juice industry stated that Secretary of Agriculture Charles F. Bannan could take such action as the method of producing the canned frozen product was developed at one of the department's experimental stations in Florida, and the government holds the patents on the process.

The process, the spokesman elaborated, involves concentrating orange juice to about one-sixth of its regular volume. Then, because some of the original flavor is lost in the process, the concentrate is mixed with an equal volume of fresh juice to restore full flavor.

The same process has been successfully applied to grape juice, grapefruit and orange-grapefruit juice.

## Canadian Op-Mfr. Reports on Vender Activity, Outlook

MONTREAL, April 30.—A. M. King, head of Polaromat, Ltd., Canadian vender manufacturer and operator, told *The Billboard* last week that while sales (on location) and commission schedules in Canada compare favorably with U. S. figures, business is not as attractive due to higher equipment costs. Latter, he said, was principally due to the higher excise and other taxes on machines. Adding to the negative side of vending activity in Canada, he declared, is the importation ban on equipment and the lack of Canadian manufacturers.

Citing his own firm's operation, King said for the past two years he has manufactured cup soft drink venders (under license from Square Manufacturing Company, Chicago) which have been retained for his own operation. While the majority of machines operated by Polaromat are cup units, ice cream venders are also operated on a small scale. The ice cream equipment was imported prior to the ban which began November, 1947. Also, an experimental milk and candy vender operation is being carried on.

King revealed that an expansion program in all lines is planned as soon as conditions permit.

# Record Reviews

(Continued from page 121)

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS (100 Point Maximum)			
				OVER-ALL	DISK JOCKEY	OPINION	CRITIC
<b>RACE</b>				90-100 TOPS • 80-89 EXCELLENT • 70-79 GOOD 40-69 SATISFACTORY • 0-39 POOR			
THE FOUR ACES (4 Star 1292)	Lazy Navajo	61--62--60--60	Rippling, lazy Western material is miscast here, altho high tenor shows appealing quality.				
	Aces Swing	60--60--60--60	Group rendition, vocal and instrumental, is smooth but unaggressive.				
BULL MOOSE JACKSON & HIS BUFFALO BEARCATS (King 4283)	Little Girl, Don't Cry	85--85--84--85	Jackson delivers a smooth, insinuating vocal on a strong race ballad. One of the Moose's top jobs—which should mean top action for the platter.				
	Moosey	71--71--70--72	Instrumental jump riffer of middling interest.				
EDDIE "SUGARMAN" PENIGAR (Victor 23-0016)	Brand New Baby	60--62--60--58	Jump blues has nothing to distinguish it.				
	I Wonder Baby (Little Miss Sharecropper)	60--60--61--58	Gal chants with some flavor, but side offers nothing outstanding.				
MIKE MCKENDRICK'S THREE CHEERS (Selective 8-102)	South Side Boogie	69--70--68--70	Piano-guitar-bass group get a good tight bounce in an otherwise conventional hunk of boogie.				
	Lonesome Baby Blues	51--52--52--50	Ordinary warbling and playing of nothing special.				
SUNNYLAND SLIM ORK (Mercury 8132)	Mud Kickin' Woman	69--70--70--68	Shouter has a healthy, Deep-South flavor that gets an extra boot from some guttural tenor sax honking.				
	Every Time I Get To Drinkin'	70--71--71--69	More of the same, with Slim revealing a strong disk personality. Material is limited to deep blues fanciers, however.				
PETE JOHNSON (Apollo 791)	Central Avenue Drag	56--56--57--55	Rather weak-kneed, old-fashioned piano effort by Johnson with rhythm section.				
	Hollywood Boogie	67--66--67--68	Bright boogie solo by Johnson, who draws some tasteful aids from an un-billed guitarist.				
"BUMPS" MEYERS SEXTET (Selective 5-101)	Annie Laurie	57--56--54--62	Nothing special about this straight melody tenor sax solo.				
	Bumpin' With Bumps	70--72--68--70	Gutty, gravel-toned tenor sax is more in its element with this rhythmic honker; still the side doesn't build up.				
JIMMY WITHER-SPHOON (Supreme 1520)	Back Water Blues	69--69--72--65	Slow blues gets pretty involved, and despite heartfelt shouting, doesn't come off.				
	Third Floor Blues	82--85--82--82	Better nickel ball in this bedroom-situation shuck. Bouncy band features Jay McShann piano and fine alto.				
HELEN STEWART (The Caldwells) (Rainbow 10097)	I Still Feel the Same About You	83--84--82--82	Strong race ballad gets the mellow treatment most of the way with gal leading in flavorful style. Rocking finale is a pleasant surprise.				
THE CALDWELLS	Exactly Like You	70--72--70--64	Vocal group gets a different sound, but even with a neat shuffle bounce the oldie is unlikely to step out at this time. Tempo breaks don't help.				
DOTS JOHNSON (Stinson 711)	Don't Monkey With a Donkey	62--64--61--53	Rhythm novelty, with bop scatting, doesn't project with much force.				
	No Note Blues	53--55--53--53	Same trouble here.				
"RED" SAUNDERS ORK (Supreme 1523)	Trust In Me	52--52--50--50	Dull warbling of the pop of some years back.				
	Synthesis	64--68--63--60	Run-of-the-mine bop opus, with unison scatting.				
MILTON BUCKNER ORK (MGM 10410)	Buck's Bop	72--74--72--70	The ex-Hamptonite debuts with his own crew and it shows plenty of spirit in this frantic bopper. It also shows off considerable polish, the the Hampton influence is stamped all over it.				
	Milt's Boogie	80--81--79--77	Sock rhythm section and rocking Buckner piano send this side off to a rousing first-half. Band riffs it out for a finishing wallop. An impressive debut.				
BOB PERKINS TRIO (Swing-Master 17)	Boogie Woogie Bowl	46--46--44--44	Unpromising novelty ditty in boogie tempo gets a mediocre warbling and instrumental rundown by a sax-piano-drums trio.				
	Fool Again	55--57--55--55	Warbler and sax compete to be heard on a modern ballad number of some promise.				
CHAMPION JACK DUPREE ORK (Apollo 497)	Come Back Baby	79--78--80--77	Dupree shouts one of his best sides to date in gutsy New Orleans fashion. Down-to-earth orking with bluesy tenor and bucket beat add quality.				
	Chittins & Rice	79--78--80--81	Honk orking gives the shouter a tussle here, but tenor sax and the jump beat are even stronger than they are on <i>Ill!</i>				
BIG JAY MCNEELEY-JOHNNY OTIS ORK (Excelstor OR 826)	Barrel House Stomp	79--79--78--80	Big band kicks up a storm on a simple repetitious riff pattern. McNeely's frantic alto cues the band into a climactic one-note chorus. Side should pull coin.				
	Midnight in the Barrel House	79--80--78--78	Pete Lewis is featured here on steel guitar. Side builds up a strong bluesy atmosphere.				

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ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

RACE  
PORCH BOYS  
(MGM 406)  
and Blues 70--70--67--73  
Stewart gets off a  
bitting Southern  
chant with a per-  
lyric.  
Woman Blues 63--63--65--67  
to flip.

BOY DAVIS  
(MGM 406)  
and Blues 59--58--60--60  
South blues has  
flavor, but not  
guts.  
Live Here No  
61--60--62--62  
Material could  
be mildly with  
noters.

WILSON  
TINETTE  
(MGM 406)  
and Wood 56--58--52--58  
novelty will have  
finding its mar-  
Lips, Play 63--65--60--63  
up-tempo instru-  
features some  
trying piano, but  
market is ques-

WATSON  
(MGM 406)  
Things 71--71--65--68  
Watson gets off her  
energetic perform-  
at this material  
to her previous  
in the Sticks 74--74--74--74  
superficially in  
of her hit sides,  
nevertheless doesn't  
the necessary wal-

RUIZ  
TINETTE  
(MGM 406)  
Thru the 52--56--48--50  
jump combo with  
y, but uneven beat  
up a pleasing jazz  
on this ditty,  
such here however.  
side features fair  
sax and over-em-  
ed drum. Hardly  
er.

HARRIS  
(MGM 406)  
Won't Sell No 82--78--84--85  
ing jump blues with  
shouting in fine  
and ark screaming  
in back. Tabbed  
y juke action.  
in' Wine, 86--86--86--86  
a hit via Stick Mo-  
Atlantic waxing.  
Wynonie's version is  
to hit real hard,  
flings a storm, with  
grooving hard.

AND MOODY  
(MGM 406)  
phone Blues 53--50--53--56  
South blues chant  
rough guitar and  
music backing. Not  
ally inspired.  
60--56--60--64  
Instrumental and  
boys work up a sock  
beat on guitar and  
onics.

FOLK  
TER DOSS (His  
Kansas Playboys)  
(MGM 406)  
Boogie 65--65--63--67  
ern style boogie-  
le blues with slight  
String group  
nicely in back.  
Go Fishing 72--72--71--73  
oy switch on an old  
novelty tune.  
by job.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT

RATINGS  
OVER-ALL  
DISK JOCKEY  
DEALER  
OPERATOR

FOLK  
HANK WILLIAMS  
(MGM 10401)  
Wedding Bells 84--84--84--84  
The popular folk warbler  
sells a weeper with tear-  
ful conviction. Could  
be another big one for  
Hank.  
I've Just Told Mama  
Goodbye 85--85--85--85  
Another of those grim  
death-bed sagas, dripping  
with morbid sentiment.  
Hank wrings all the juice  
out of it, and it too has  
earmarks of heavy ac-  
tion. In waltz time, yet.

PAYNE  
(MGM 672)  
They'll Never Take Her  
Love 74--73--74--75  
Payne projects strong,  
with good hill orking in  
back, on a good-enough  
folk torch tune.  
I Found Someone New 65--62--64--68  
Doesn't come thru like  
flip.

ESMERELDY  
(MGM 10413)  
I Didn't Know the  
Gun Was Loaded 66--69--65--64  
A comic pseudo-hillbilly  
novelty, tune is fairly  
yockful, but Esmereldy  
just jogs thru it in a  
rather slow-paced per-  
formance.  
Hollywood Square  
Dance 65--67--65--63  
Another performance  
that might have bene-  
fited from more exuber-  
ance.

THOMAS  
(His Nashville  
Ramblers)  
(Decca 46147)  
The Sister of Sioux  
City Sue 76--78--74--76  
A facsimile of the  
"Sue" hit, with lyrics as  
well as tune resembling  
the original. Thomas  
and string group do a  
sparkling job with it.  
Charlotte Belle 82--82--82--82  
Persuasive folk waltz,  
with a first-rate dance  
beat, smoothly projected  
by warbler and ark.

TEXAS JIM  
ROBERTSON  
(Victor 21-0039)  
Daddy, When Is Mommy  
Coming Home? 83--83--83--83  
Robertson's pleasing bass  
growl shines in a pathos-  
drenched warbling of a  
teary saga of a broken  
home.  
Saving Up Coupons 67--70--67--66  
Wry commentary on the  
coupon-saving craze. Hu-  
morous potentialities  
aren't fully realized,  
however, as Robertson  
takes the lyric too dead-  
panned.

GEORGE TROXEL-THE  
STARS OF THE  
PRAIRIE  
(Pioneer 613)  
Good For Nothing  
Cowboy 74--76--75--70  
Western warbler does a  
melodic variation of  
"Life Gets Tee-jus" that  
amuses but doesn't match  
the original.  
(Why Don't Someone  
Marry) Mary Anne 51--52--52--48  
Humor here smacks of  
big-city conception.

ARMSTRONG TWINS  
(4 Star 1293)  
I Know My Daddy's  
There 78--78--78--78  
Throbber should register  
with buyers in the south-  
ern hills.  
Baby Girl 70--69--71--71  
Brother harmony and  
plinking guitars make  
for another full-flavored  
side.

ARMSTRONG TWINS  
(4 Star 1293)  
I Know My Daddy's  
There 78--78--78--78  
Throbber should register  
with buyers in the south-  
ern hills.  
Baby Girl 70--69--71--71  
Brother harmony and  
plinking guitars make  
for another full-flavored  
side.

FOLK TALENT AND TUNES

(Continued from page 34)

The 101 Ranch Boys (Columbia) have started an American Broad-  
casting Company regional show from WSBA, York, Pa. (Saturdays  
2 p.m., EST). The 101 Ranch Boys and Bud Messner and the Skyline  
Boys, who just transferred from the Banner label to Abbey Records,  
played a double date at Chestnut Street Hall, Harrisburg, Pa.,  
April 17. This will be their fifth joint date on what has been a suc-  
cessful series. Messner, who is heard daily on WCHA, Chambersburg,  
Pa., would like pictures of folk artists for his office. . . . Slim Bryant  
and His Wildcats, KDKA, Pittsburgh, cut 24 sides for the NBC The-  
saurus series last month. They are doing nine shows weekly. . . . Lee  
Penny, the songwriter and music pubber, reports that his show,  
"Country Carnival," will return in September, with a sponsor already  
set. The hour-long show will get TV and AM coverage on Hollywood  
stations. . . . Toby Nix has joined the WLS Rangers, replacing fiddler  
Dave Holguin, who is now teaching fiddle at the Chicago School of  
Music. . . . Milene Music has a potential hit in "Country Boys" which  
will be cut by Tex Ritter (Capitol), Jimmy Dickens (Columbia) and  
possibly a pop version by Arthur Godfrey. . . . Yodeling Slim Clarke  
is at WARE, Ware, Mass., and WKNE, Keene, N. H., and not at WPDX,  
Clarksburg, W. Va., as was previously reported. . . . Jimmy Osborne  
(King) reports that he is adding 45 minutes of disk jockeying to his  
WLEX, Lexington, Ky., schedule, which already carries 31 15-minute  
solo and disk jockey stints weekly. Osborne recently did a p.-a. for  
a prospective furniture sponsor in his store, but the audience reached  
over 800 people, with the sponsor deciding to keep Osborne working  
from the studio to avoid the jam.

Mac Odell (Mercury) has celebrated his first anniversary at  
WLAC, Knoxville. . . . Fred Stryker, of Fairway Music, has opened  
a branch office in Nashville, staffed by Rudy Sooter, who wrote "Dear  
Okie." . . . Smokey Rogers (Capitol) and his wife, Madeline, are baby-  
buggy shopping. . . . The Squeakin' Deacon played a Spanish bar-  
tender in Jimmy Wakely's latest flicker. Jimmy just bought a new  
home in Toluca Lake, Calif.

Lonzo and Oscar (Victor) have resumed their old act, after a  
split-up of seven months and are back on WSM, Nashville. . . .  
PeeWee King and the Golden West Cowboys (Victor) lost a set of  
instruments valued at \$9,000 and a library of old material when the  
furniture store from which they air daily in Louisville burned down  
April 17. . . . The New River Boys have joined WROL, Knoxville,  
which is augmenting its cast of folk music artists. . . . Roy Hall,  
leader of the Cohutta-Dawn Mountaineers, Dalton, Ga., intends to run  
open-air square dancing following the success of their winter indoor  
dances. . . . Jimmie Dickens (Columbia) plays the Steamer, Mount  
Vernon, Washington, May 8. . . . Ernie Benedict's Range Riders and  
Polkateers cut another session for Victor in Chicago April 29. . . . The  
Georgia Crackers (Victor) started a Saturday Mutual network shot  
April 23, at 11:30 p.m. (EST), from WHKC, Columbus, O. . . . George  
Biggar, veteran folk music promoter and radio executive, celebrated  
his 25th anniversary in radio May 1 at WLS, Chicago.

Billy Boyd, the Cowboy Rambler (Victor), reports that he's busy  
with his 16mm. camera on which he cuts all his own Westerns. . . .  
Hank (Lovesick Blues) Williams (MGM) is working without Miss  
Audrey in his act. Miss Audrey, in real life Mrs. Hank Williams, is  
baby-buggy shopping. They have one daughter, Lycrecia Ann, seven  
years old. Hank's Driftin' Cowboys, now heard over KWKH, Shreve-  
port, and KPLC, Lake Charles, La., include Bob McNett, electric  
guitar; Clent Holmes, rhythm guitar; Felton Pruitt, steel guitar; Tony  
Franchinie, fiddle, and Herb York, comedy and bass. . . . Jimmy Os-  
borne, WLEX, Lexington, Ky., has cut his new song, "The Death of  
Little Kathy Fiscus," for King. . . . Gerry Carr, the Girl of the Golden  
West, and her husband, Al Stewart, fiddler and vocalist, have joined  
Jerry Behrens, formerly of the Renfro Valley Gang, to form Jerry  
Behrens and the Wanderers. They are working in the South. . . .  
Big Slim and his wife, Bebe Bernard, are leaving WWVA, Wheeling,  
W. Va., to join WPIT, Pittsburgh. Slim is forming a new band to be  
called the Oklahoma Boys to work the radio shows. He will take  
his trained horse troupe for a tour of Canada this summer. Sunflower  
has also left WWVA. . . . Tex Tyler (4 Star) made his flicker debut in  
Charlie Starrett's latest Columbia pic, "Horsemen of the Sierras,"  
doing "Remember Me?" and "Fairweather Baby" in the film.

Redd Harper (Velvet), who conducts the h. b. and Western tran-  
scribed shows for the Armed Forces network, reports that Colbert  
Clark, of Columbia, will make high-budget pictures for Eddy Arnold.  
Arnold will make two in a row from June 6 to July 16. . . . The  
"Westerners Show" over KMPC, Hollywood, will be transcribed for  
two months this summer, with Andy Parker and the Plainsmen  
already cutting e. t.'s for the show. When KMPC goes to NBC this  
fall, the show will return to live programing and will be carried by  
the Pacific Network, with Parker and the Plainsmen joined by  
Carolina Cotton; Harry Sims, on fiddle, and Noel Boggs, on steel. . . .  
The Sons of the Pioneers will cut Tim Spencer's "Room Full of Roses"  
on their next Victor cutting date, June 28. . . . Don Law, Columbia's  
folk music merchandising manager, reports that the diskery has  
waxed Ray Smith, currently at the Somerset Bar and Grill, New  
York, with his first platter, "Waltz of the Alamo" and "Rainbow"  
due soon. . . . Art Satherley, of Columbia, has just cut first sessions  
by the Stanley Bros., of Bristol, Va.; Lynn Davis, of London, Ky., and  
Wilma Lee and Stony Cooper and the Clinch Mountain Boys,  
WWVA, Wheeling, W. Va.

Doc Williams and the Border Riders have cut their first sides  
for Wheeling records. . . . Cindy Coy, with Shorty Hackney and Pat  
Patterson, is airing twice weekly over WILE, Cambridge, O. . . . Salt  
and Peanuts, comedy team, are at WMMN, Fairmont, W. Va. . . .  
Cliff Rodgers, the singing disk jockey at WHKK, Akron, recently cut  
two more sides for Donnett Hit. . . . Billy Scott, WRFD, Worthington,  
O., has changed the name of his unit from the "Melody Rangers" to  
the "Rural Rangers."

Jolly Joyce Agency, Philadelphia, will be the exclusive booking  
agent for Sally Ann Park, Mertztown, Pa., which will use names  
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(Continued on page 124)

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## Record Reviews

(Continued from page 123)

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



FOLK  
**BONNIE LOU & THE DIXIE PARTNERS**  
(Mercury 6183)

**Lonesome Day** 80--80--80--80

Thrush pipes & wailing hill ditty in real back-country style, with fiddles scraping and guitars twanging mournfully behind. Tune and performance make for a promising item.

**Teardrops Falling in the Snow** 85--85--85--85

Powerful ballad of a mother claiming her dead son's body is projected with strong sentiment and honesty. Here's a potential clicker for the folk mart.

**TOMMY WILLIAMS**  
(Mercury 6185)

**Happy Anniversary** 75--84--70--70

A dedication ditty in waltz time that should be highly useful for country jocks.

**Down in Old Mexico** 72--72--70--68

A border ditty in rumba time. May appeal to Western fans.

**THE STANLEY BROS. & THE CLINCH MOUNTAIN BOYS**  
(Columbia 20577)

**The White Dove** 83--83--82--84

Here's a strong weeper job, harmonized in the mountain manner and backed by a compelling beat combo.

**Gathering Flowers for the Master's Bouquet** 80--80--80--80

Group comes on convincingly on top sacred ditty.

**PATSY MONTANA & DAVE DENNY**  
(Victor 21-0040)

**Need You** 66--66--65--68

Smooth close harmony and ock backing, but treatment is a mite cilted.

**I Didn't Know the Gun Was Loaded** 62--62--60--64

(P. Montana & Her Buckeroos)

Thrush's rendition of the pseudo-country novelty isn't very forceful or humorous.

**THE BAILEY BROTHERS**  
(Rich-R-Tone 446)

**Alabama** 78--78--75--72

Here's the real thing, an honest back-country opus, with close, nasal harmony by a male duo, and a steady fiddle-guitar backing. Sure-fire for the mountain folk.

**The Sweetest Gift—A Mother's Smile** 78--81--78--75

More authentic hill singing and playing—as pure and authentic as anything outside the Library of Congress. Tune is a hard-hitting sentiment-talker.

**DON KIDWELL (His Red River Valley Boys)**  
(Mercury 6183)

**Darlin' Mine** 59--63--58--56

Dull warbling of an ordinary, no-punch mountain love song.

**Jealous Heart** 63--66--63--60

Song is worthy, but apathetic treatment is yawning.

**JACK AND LESLIE**  
(Coral 64008)

**The Great Spockled Bird** 64--66--64--62

Fair performance of an oldie with tinges of the religious.

**The Last Mile of the Way** 65--65--65--64

Slightly better execution of another bit of folk music religion.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



FOLK  
**TED DAFFAN'S TEXANS**  
(Columbia 20567)

**Flame of Love** 78--80--78--76

Daffan's strong personal quality is tender and penetrating here. Good beat and steel guitar help make an effective side.

**I'm That Kind of a Guy** 76--78--76--75

Rounder's tale is warbled with the same personal appeal. Jiggy tempo is just right.

**GENE AUTRY**  
(Columbia 20579)

**Sunflower** 80--80--80--80

Orking is fancy for a folk side, but Autry's film fans will prefer his coverage of the Kansas-inspired hit.

**Ellie Mae** 72--72--75--70

Bouncy ditty with repeated refrain is warbled with ease by Autry, but whole production is a departure from folk style.

**THE 101 RANCH BOYS**  
(Columbia 20580)

**The Color Song** 73--74--72--72

Smokey Roberts warbles the rich story lyric with warmth. Imaginative fall-house opus has been around in other strong renditions, but has yet to catch on.

**Between the Lines** 70--70--70--70

George Long is equally effective with this pleasing, but mild offering.

**THE BAILES BROTHERS**  
(Columbia 20586)

**Oh So Many Years** 66--65--66--68

Brother harmonizers sob effectively thru some stock back-country material.

**You'll Always Be the Only One** 62--60--62--65

More of the same, with details lost in muddy recording.

**JOHNNY BOND**  
(Columbia 20578)

**I Wish I Had a Nickel** 80--80--80--80

Rhythmic tune is delivered in punchy style by the Western warbler, with group helping out on the refrain. Reprimanding lyric has a catchy quality.

**I'm Bitin' My Fingernails & Thinking of You** 83--83--82--84

Buoyant rendition of the high-riding hill tune should pick up big coin in Western regions.

**DAISY MAE & OLD BROTHER CHARLIE**  
(Mercury 6187)

**You Got Stuck** 77--75--75--80

With a mean fiddler cutting up from start to finish, Daisy Mae and Charlie insert corn-fed gags right out of the vaude books.

**Sparkling Brown Eyes** 77--79--77--77

Effective treatment of a love weeper and moaner by Mae and Charlie with good country music backing.

**JERRY AND SKY**  
(MGM 10400)

**Sparkling Brown Eyes** 74--74--73--75

Country weeper is moaned and howled over in duet by Jerry and Sky.

**Troubles in My Heart** 68--69--68--67

Both tune and performance are several notches removed from the top-side's content.

**LARRY CASSIDY**  
(Capitol 37-40154)

**Weary Lonesome Me** 55--55--53--58

So-so warbling on a so-so hillbilly opus.

**Baby, I Can't Use You Like You Are** 58--58--56--60

Brighter, misses the authentic flavor.

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ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**FOLK**

FOY WILLING (Capitol 57-40151)

I Had My Heart Set on You 65--65--65--65

Western harmony group turns in an easy-going moody side that lacks outstanding attributes.

You Told a Lie 66--67--65--65

Brief steel guitar bit is the only thing that stands out in this too-slick rendition.

TEX RITTER (Capitol 57-40155)

Careless Hands 64--66--64--68

Ritter doesn't have his usual conviction and forcefulness in this late release of the folk-pop ditty.

Ol' Shorty 83--84--81--83

A heap of native wit and backwoods sagacity in this tale of a dog and a coon hunt, recited with real down-home salt and savor by Ritter.

RUSTY GILBERT & THE LOUISIANA SWING BOYS (World 1513)

Please Don't Let Me Love You 52--50--52--54

Warbler delivers a much-recorded folk capably, but orking and recording job are poor.

Lovesick Blues 56--54--56--58

Better all-round job than flip, but nothing to write home about.

JIMMY WAKELY (Capitol 57-40153)

I Wish I Had a Nickel 84--84--84--84

A strong cowboy torcher and a strong warbling job figure to make this side a popular Western item. Wakely's sob-toned singing is direct and engaging.

Someday You'll Call My Name 84--84--84--84

Thrush Velma Williams and Wakely blend some nifty harmony on another potent weeper tune.

RED SOVINE (MGM 10403)

Please Don't Let Me Love You 78--78--78--78

Sovine's second waxing for MGM continues in same strong vein as his first, as he shows sincerity and authentic feeling in his hill chanting of a folk fave.

Lifetime To Regret 82--82--81--83

Tune has potential, and warbler gets the most out of it in an easy, relaxed vocal.

SHERIFF TOM OWEN'S COWBOYS (Dome 1011)

I Send Back Your Letters 64--64--64--64

Okay Western harmonizing of a catchy ditty.

The Trouble With Me Is You 64--64--64--64

Bright warbling of a bouncy ditty, with ork getting off a good beat in back.

DAISY ARNETT (Mercury 6180)

Too Late To Start All Over 73--73--73--73

Simply performed simple little ballad of some quality. Chirp draws hefty assist from Jerry Byrd's guitar

You'll Have To Talk It Over With My Heart 65--65--65--66

Tune doesn't have the charm or sincerity of the love lyric of the topside.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**HOT JAZZ**

AL DEXTER & HIS TROOPERS (Columbia 20569)

At the End of Each Day 67--68--66--66

Not much in this tune or Dexter's singing of it.

New Guitar Polka 68--68--66--69

Tedious Dexter vocal does little to enhance a pretty fair country polka.

**HOT JAZZ**

JOHNNY OTIS ORK (Excelsior JO 142)

Harlem Nocturne 73--75--73--72

Well-recorded and played rendition of the Earle Hagen piece. An un-billed alto sax carries most of the load.

Ultra-Violet 69--70--69--69

In a similar vein to the topside, this is another pretty alto sax solo, this time by Kent Pope.

JOHNNY OTIS ORK (Excelsior 141)

Preston Loves Mansion 69--71--68--68

This is a big band original which is well performed and works up a fine beat. Good tram solo is highlight of the riffer.

My Baby's Business 74--74--73--75

Basle blues singer Jimmy Rushing sliced this side in the war years. It's a slight double-entendre blues which is well done and may draw some race location action.

GERALD WILSON ORK (Excelsior 539)

The Black Rose 69--73--69--66

Wilson plays some good trumpet in the setting of his own exotic and moody original with big ork support.

S'mada 78--80--78--75

Bop-tinged Wilson original played by a big, modern ork. Excellent cleffing and fine theme melody draw some fair jazz solos from tenor, tram and piano.

COOTIE WILLIAMS ORK (Mercury 8131)

'Gator Tail, Parts I & II 72--72--71--74

Disk features Williams' exciting new tenor man, Willis Jackson, who blows, a gutty, non-stop go much in the style of Illinois Jacquet. He blows all the way, building to a screaming climax. Performance will go over with JATP fans.

AL-HAIG QUINTET- WARDELL GRAY (Seeco 10-003)

In a Pinch 68--72--70--62

Gray blows up his usual first-rate tenor, with Haig chirping in with his usual—and underrated—BB-ing. A worthwhile addition to your bop collection.

It's the Talk of the Town 71--71--70--73

Gray shows he can blow a lyrical ballad getoff with the best of them. Tone and ideas of the best.

THE HANK D'AMICO QUARTET (National 9006)

Over the Rainbow 65--65--63--67

A light, polite bounce treatment with an easy-ride beat. Cozy Cole's drums and Guarneri's piano stand out; D'Amico's been known to play better clarinet than he does here.

Cole Heat, Warm Feet 70--73--67--70

Side punches hard all the way, with D'Amico leaping right in with an exciting clary opening. Guarneri and Cole do fine on this tasty little jam exercise.

(Continued on page 126)



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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



**HOT JAZZ**  
**EDDIE HEYWOOD ORK**  
(Decca 24604)  
**Pom Pom** 77--78--75--79  
The catchy Benny Carter bounce riffer spotlites a great hunk of trombone by Vic Dickenson, as well as some of Heywood's fly 88 capers.  
**Coquette** 83--80--77--83  
Smart ork riffs sandwiching more tasty Vic make a strong juke box item of the standard.

**CHILDREN**  
**MARGARET O'BRIEN'S FAVORITE FAIRY TALES (Volume 1)**  
(Capitol DAS 138 (25073))  
**The Princess Who Could Not Laugh** 67--60--75--NS  
No question of the moppet film star's name pull, but she merits a spanking for this narrating job. Packaging is attractive. Unbreakable.  
**Sleeping Beauty** 68--62--76--NS  
Only name power to recommend here also, but that's often enough.

**MARGARET O'BRIEN'S FAVORITE FAIRY TALES (Volume 2)**  
(Capitol DAS 143) (77-30040)  
**The Frog Prince** 75--70--80--NS  
Child star's tremulous, whispery narration is sometimes hard to follow, but okay cast and Billy May's music are an asset. Margaret tries hard, however, and her name means sales. Unbreakable.  
**Little Red Riding Hood** 81--76--86--NS  
Simple language and elimination of morbid elements make this an outstanding adaptation. Music and packaging are also tops, but the adult narrations on both the Peter Pan and Adventure label versions are superior. Here again, however, it's the name.

**JOHNNY, THE MUD TURTLE-SUSIE, THE SQUIRREL**  
(Animal 178)  
**Easter Parade** 25--30--20--NS  
The Donald Duck speeded-disk idea, with silly voices resulting, doesn't make this standard pop more suitable for children.  
**Snowflake Jamboree** 25--30--20--NS  
Ditto.

**THE MUSICAL STORY OF PETER RABBIT**  
(Jack Arthur, narrator; Don Cope, director)  
(Peter Pan 2229; 1-10" unbreakable)  
Standard story is narrated with considerable warmth, clarity and suspense. Accent on family and obedience are wholesome and attractive. Series of illustrations on the cover should help maintain tot's interest, as well as attract buyers. 58-cent package is a big buy.  
**THE SANDPIPERS**  
Mitchell Miller Ork (Little Golden 19) (6" unbreakable)  
**Yankee Doodle** 84--84--84--NS  
Spirited group and colorful, rhythmic orking afford appeal to all age groups. Package and disk make a beautiful appearance  
**Dixie** 83--83--83--NS  
More of the same.

ARTIST  
TUNES  
LABEL AND NO.  
COMMENT



**CHILDREN**  
**AESOP'S FABLES** 65--60--70--NS  
June Winters (The Lady in Blue) Ork and chorus cond. by Al Rickey (Mayfair K-119) (1-10" unbreakable)  
City Mouse and the Country Mouse, The Lion and the Mouse, The Frog and the Ox, The Fox and the Grapes.  
Effort to get four fables on one disk results in rushed narrations. The morals so important in these tales are not expressed clearly, and the production lacks the charm of most Lady in Blue offerings. Cover is attractive, however, and Aesop's name means sales.

**SCOTTY MacGREGOR**  
(With ork)  
(Junior 108) (10" unbreakable)  
**The Cuckoo Clock** 70--70--70--NS  
Story and lyrics are set neatly to the "Cuckoo Waltz." Idea is excellent, and the rhythm should appeal. Narration is dull-toned, however. Cartoon cover is eye-catching.  
**The Mouse's Birthday Party** 75--75--76--NS  
Idea of a birthday has sure-fire appeal to tots, and this lively rhymed story set to a familiar polka should kick up plenty of excitement. A few well-placed animal sounds help, and the constant rhythm compensates for the clarity lost in speed.

**BARRY THOMSON & CAST-HANK SYLVERN ORK**  
(Caravan C-16)  
**The Shoemaker and the Elves, Pts. I & II** 86--87--85--NS  
The "once upon time" tale is presented here with all of its ancient charm intact. Thomson's narration is ideal for tone, diction, pacing and dramatic inflections. Music is simple, jingles are catchy, all are well-integrated. Voices in the cast offer variety too. Cover is heavy paper, unlikely to dog-eat quickly, and the illustration is colorful. Unbreakable.

**JIMMY BLANE**  
(Caravan C-14)  
**Cowboy Songs for the Little Bronco Busters, Pts. I & II** 80--80--80--NS  
Group of assorted familiar and less-familiar cowboy tunes are tied together with spoken lines that should con the kids into listening. Singer has an excellent voice and engaging manner. Subject matter is great for little boys, and the cover should catch their eyes. Unbreakable.

**PETE, THE PENGUIN-CHARLIE, THE CHIP-MONK-LIZZIE, THE LIZZARD-BETTY BEAVER**  
(Animal 178)  
**Piccolo Pete** 42--45--40--NS  
Effort to drag kids down to the Tin Pan Alley level is pretty dull stuff. Unbreakable, unfortunately.  
**The Ice Cream Song** 20--20--20--NS  
(Johnny, The Mad-Turtle-Susie, The Squirrel)  
More of the same. Very difficult to understand the lyrics.

**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

**CHILDREN**

**SCOTTY MacGREGOR**  
(With ork)  
(Junior 109)  
(10" unbreakable)

**Bon Bon Street** 76--78--75--NS  
Story-lyrics are set to Strauss' "Vienna Bon Bons Waltz" and the result is like a charming little operetta. Place where "all the shops are candy shops" should click, and the swiny music, of course, is tops.

**The Story of Narcissus** 75--78--72--NS  
Tasteful, beautifully written adaptation of the ancient myth is set to the familiar salon piece. Should appeal to especially sensitive children, but others may have to be conned into listening. It's worth the trouble, tho, for the high standard of music and word-age.

**ART GENTRY**  
(Caravan C-13)

**Play-a-Long Songs, Pts. I - II** 81--82--80--NS  
Collection of play-time songs is excellent for groups in kindergarden and the lower grades. With strong rhythm and slow - enough tempos, these invite the tots to participate by singing and dancing. Tunes are catchy, haven't been overdone, and Gentry sings warmly with fine clarity. Cover is durable and colorful, tho the design isn't too outstanding. Unbreakable.

**BARRY THOMSON & CAST-HANK SYLVERN ORK**  
(Caravan C-17)

**Pinocchio Goes to School, Pts. I & II** 86--86--85--NS  
Six to 10 year olds should go for this variation on the standard "Pinocchio" story. The wooden boy, on his way to school, finds some money, but encounters a fox and a cat who try to steal it from him. He's finally saved by a good fairy who also cures him of his habit of telling lies. Thomson's narration is tops, and the silly voices of other cast members should tickle funnybones, even tho you can't always understand what they're saying. Music is also well - conceived. Cover, good. Unbreakable.

**RELIGIOUS**

**MYRTLE JACKSON (The Jacksonettes)**  
(Coral 65007)

**I Love the Name Jesus** 65--66--68--60  
Thrush projects a slow spiritual in a clear, strong voice, with much feeling. Organ backing.

**In My Heart** 60--60--64--55  
Up tempo spiritual, with group chanting responses to Miss Jackson's singing. Doesn't have feeling of flip.

**THE ALPHABETICAL FOUR**  
(Decca 48094)

**The Sun Didn't Shine** 80--84--82--74  
Spirited spiritual group's tense-rhythm rendition of strong material is top-grade.

**I'm Gonna Walk Right In and Make Myself at Home** 81--84--83--75  
Distinctive rhythm patterns and quality harmonizing make for another outstanding spiritual side.

**ARTIST**  
**TUNES**  
**LABEL AND NO.**  
**COMMENT**

**RATINGS**  
OVER-ALL  
DISK-JOCKEY  
DEALER  
OPERATOR

**RELIGIOUS**

**HARMONEERS QUARTET**  
(Victor 21-0041)

**Old Time Religion Song** 70--72--71--67  
Male quartet gives a full-bodied rendition of the oldie.

**The Harmoners Gospel Special** 72--75--75--68  
Quartet version of "Git on Board, L'H Chillen" is flavorful, virtuosic spiritual singing.

**THE SPEER FAMILY**  
(Columbia 20570)

**Going Home** 58--56--60--ns  
Sacred "family" type group harmonize an up-tempo spiritual acceptably, with the usual rag-time piano for backing.

**The Call of the Cross** 64--63--65--ns  
The Speers project feelingly on this one, taken slower than flip.

**FREDDIE EVANS**  
(Victor 22-0014)

**Thy Holy Will Be Done** 75--78--78--70  
Gospel Trio puts strong feeling into this drag-tempo, ever - building hymn side.

**Each Day (I Grow a Little Nearer)** 74--76--77--70  
Evans solos here with stride piano and guitar. Result is some forceful devotional chanting.

**INTERNATIONAL**

**JOE TARTO & HIS BARFLIES**  
(Mercury 2882)

**Banjo Polka** 83--84--82--83  
Organ, accordion and banjo, with fine rhythm section hit off a bang-up instrumental composed of familiar melodic strains. Polka players have a winner here.

**Annabella** 81--80--82--82  
Rousing polka with novelty lyrics should pull strong coin in the taverns.

**LATIN AMERICAN**

**ORQUESTRA TROPICANA**  
(Seeco 696)

**Egoismo (bolero mambo)** 60--58--62--60  
Melodious tune has the benefit of quality modern scoring but tiny voice and coarse band recording don't help. Disk was cut in Cuba.

**Como Yo La Quiero (guaracha)** 71--72--70--70  
Bright rumba is chanted with Afro flavor. Piano hangs up a storm thru-out, and rhythm section is strong.

**PEPO TALAVERA**  
(Seeco 801)

**Escandalo Mayor (guaracha)** 69--70--70--68  
Easy-going side will register strongest with Latins. Features melo-low chanting by Pepo, and harmonious group responses. The beat is okay for dancing.

**Mi Decision (bolero)** 78--78--80--76  
Great rhythm here, and moderate tempo is perfect for Yankee rumba fans, altho the offering is aimed at native buyers.

**OSCAR DEL VALLE**  
(Seeco 698)

**El Tigre Millan** 65--65--66--63  
Argentine recording features a dramatic chanter with guitars alone. More for listening than dancing, this "tango" has more than a trace of gypsy in it.

**Solo** 64--65--64--62  
More of the same. For Latin-speaking buyers only.

(Continued on page 128)

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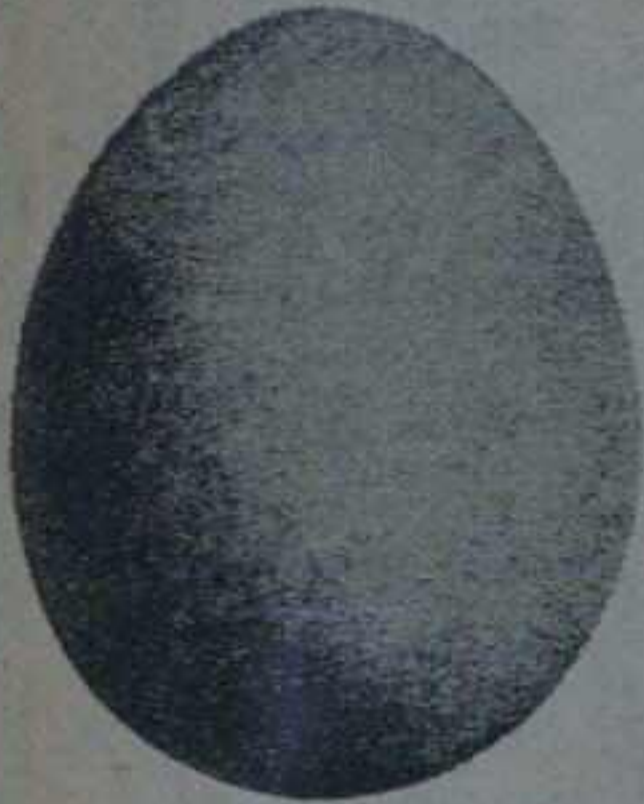
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## Record Reviews

(Continued from page 127)

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

### LATIN AMERICAN

**DUO RODRIGUEZ DE CORDOVA**  
(Secco 800)

**Pregonera (bolero)** 79--78--78--80  
Boy-girl duo with native trumpet-guitar-rhythm group cut a retentive melody. Harmonizing is silky, and the beat is meant for easy dancing.

**Canto A Mi Madre (cancion bolero)** 79--78--79--80  
This side, too, makes for easy listening and dancing. Typical tropical schmaltz here.

**EL BOY & HIS MAMBO BOYS**  
(Coda 5101)

**U-Bis-Ba-Du (rhumbop)** 80--84--80--76

This Caribbean conception of hop features exciting rhythms and modern harmonies. El Boy himself is one of the better shouters. Plenty here for both jazz and rumba fans.

**Carnicero (guaracha)** 66--64--66--68  
Strong brass and rhythm stand out, but chanting and melodic material itself are sub-par.

**TONI GARI**  
(Secco 807)

**Kid Gavilan (mambo)** 76--78--72--76

As Gari chants his tribute to the Cuban boxing favorite, the band gets off some tricky clefting that should delight dancers.

**Por Segunda Vez (bolero)** 64--64--65--63

Pleasantly sung number is unlikely to register outside of strictly Latin locales.

ARTIST	TUNES	LABEL AND NO.	COMMENT	RATINGS
				OVER-ALL

### LATIN AMERICAN

**BOBBY CAPO**  
(Roberto Ondina Ork)  
(Secco 7023)

**Oye El Refran (bolero-mambo)** 77--78--78--76  
The jerky mambo beat against a lush melodic line is disconcerting, and doesn't let Capo show his best, but he still sounds great.

**No Debo Perdonarte (bolero)** 83--84--83--83  
The crooner has a chance to show here, and turns in a richly dramatic, melodious side.

**BOBBY CAPO**  
(Roberto Ondina Ork)  
(Secco 7024)

**Un Poquito Mas (bolero)** 78--78--78--78

Over-sized ork makes it a struggle for the crooner, but it's still a well-above average side.

**Maldicion-Gitana (bolero-moruno)** 81--83--82--78

The story-lyric is set to an especially rich melody here, with a little gray thrown in. The constant Capo really sells here, despite over-enthusiastic rhythm backing.

**DANTE & HIS MAGICAL MUSIC**  
(DeLuxe 1190)

**Jungle Rhumba** 68--70--66--68

Commercial Yankee rumba features piano, organ and rhythm. It makes for pleasant listening, but not much excitement.

**Mexican Hat Dance** 69--70--67--70

Same goes for this novelty arrangement of the folk song.

## State Groups Hold Confabs

(Continued from page 105)

kota Phonograph Association, with Mike Imig, president, in charge. A review of the State legislation picture since the last meeting, several months ago, was made to the membership, and a discussion on the adoption of a hit tune promotion was held. While members agreed to try a special one-month drive in May on Don't Tell My Heart, plans for a regular monthly hit tune were held in abeyance. The major problem at this time, it was pointed out, is distribution, and Imig agreed to study this matter and report at the next regular meeting, skedded for Watertown early in June.

At the invitation of Imig, H. F. Dennison, president of Dennison

Sales, appeared as a speaker at the South Dakota meet, discussing the buying of and promotion of records. While Dennison was showing his new play-promoter on the exhibit floor, he did not bring it up at the meeting. When he had finished speaking, and left the room, members of the association voted to test the unit, each member agreeing to purchase two play promoters before leaving Minneapolis.

### Organization Aired

A special get-together of the North Dakota Association was also held Tuesday morning for the express purpose of meeting with Jack Cohen, president of the Cleveland Phonograph Merchants' Association, and the Ohio State Phonograph Operators' Association. The group, after listening to Cohen's talk at the luncheon-meeting Monday, decided to hold their meeting Tuesday and devote the entire session to a round-table talk with Cohen to determine how their

## Titles Won In 3 Leagues

(Continued from page 109)  
fourth and Boyce's 43-77 and McDermott's 34-86 brought up the rear.

### Close Play

League 3 was the most evenly matched and four teams were in the running thru the first nine weeks and two thru the final week's play. When the last puck had come to rest, Frankie's Tavern won the top rung with 69 wins and 51 losses. Frank & Al's 67-53 took second and Wasco's and the Pink Elephant tied for third with scores of 61-59. Pommering with 56-64 was far ahead of the last place Gavril's team, 46-74.

In each of the leagues the championship team won \$150; second place prize was \$100; third, \$75; fourth, \$50; fifth, \$30 and sixth, \$20. Since there was a tie for third in League 3, two clubs split third and fourth money prizes, each receiving \$62.50. The team of Coe and Code, representing McCabe's, was awarded an additional \$50 for the best League 1 doubles record. A similar award for best doubles play in League 2 and an extra \$50 was won by Nichols and Roler. Laurin and Salbach won the top prize in League 3. Other doubles team awards were as follows: second, \$25; third, \$20; fourth, \$15; fifth, \$10, and sixth thru 10th places each received \$5.

### Explains Prizes

Rozgus explained that National Shuffleboard of Chicago had determined upon team and doubles prizes to insure interest by all players thru the final week of the schedule. If it had been on a team basis only, he said, there was a possibility that some of the teams trailing badly would have dropped out. But with the extra incentive of individual prizes most any doubles pair on a regular league team had a good chance of improving its standing if it could rise to the occasion.

National Shuffleboard of Chicago also has other league play in progress, at this time, both in the metropolitan area and in some of the smaller cities within a radius of 100 miles of the city. Interest in league play has been of such a sustained nature that Rozgus is contemplating holding playoffs consisting of all the winning teams in each of the leagues.

organization could be strengthened. Cohen not only appeared at the meeting, spending several hours closeted with the group, but was reported to have offered to attend the next regular meeting of the group, when a larger turnout is expected, to retrace his suggestions.

Following the meeting, Bob Westrum, association secretary, reported that the officers had agreed to invite Cohen to the session, and had also expressed the wish to officially thank him for his help.

### Others Confer

While Iowa and Wisconsin had not scheduled full meetings at the convention, both groups got together Tuesday to discuss plans for their next regular meetings, and to talk over current problems in the industry. In both instances these problems compared with those aired at other meetings; mainly the selling of equipment to locations.

At the conclusion of the last State meeting, it appeared that all associations agreed to advise distributors and jobbers of their feelings on the matter of sales to locations, and all had further agreed to back up the vote to hold a 1950 convention in the Twin Cities.

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## Firm Organized To Manufacture New Deodorizer

MIAMI, April 30.—A new deodorizer, designed for route-owner operation, has been placed in production by the Electric Deodorizer Corporation, with temporary headquarters at 7361 N.E. Second Avenue here, it was learned this week. The new device, called Plescent-Air, operates electrically and may be fitted to any convenient part of a rest room, it was said. Mechanical units in current use are usually fixed to restroom doors.

Powered by a dry-cell battery, the unit houses a blower fan activated by a switch released by a patron opening a door. A dry vapor block is used to provide an "antiseptic odor." The device lists at \$13.95. It will be sold thru distributors, who will promote Plescent-Air to operators for rental to locations now housing juke, amusement and vending equipment.

Officers of the new corporation are Leo Willens, president; Joe Eisen, treasurer, and Harry Barron, secretary. All principals have previously been active in the coin machine business. They said that distributors would be announced soon.

## Automatic Coffee Roaster May Be Adapted to Coin Operation

BOSTON, April 30.—A new process for automatically roasting coffee and dispensing it in any quantity was previewed here Tuesday (26) by grocery executives and representatives of the press. The new process, and the automatic but non-coin operated dispensing machine, were developed by Infra Roast, Inc., 84 State Street.

August S. Torres, inventor of the machine and president of Infra Roast, told *The Billboard* that his company is considering the possibility of making the dispenser fully automatic by installing a coin drop. Addition of a coin mechanism, Torres said, would be a simple matter which would call for no change in the machine. But this must wait, he added, until the machine is thoroughly tested in the grocery store market.

### Resembles Cup Vender

The coffee roaster and dispenser—which somewhat resembles a cup-drink vending machine—works like this: any amount of green coffee beans (up to 150 pounds) is poured into the machine's hopper. The customer pushes a button which energizes the

machine, turning on the roasting apparatus and starting a revolving cylinder. When the proper temperature is reached in the roasting chamber, the cylinder stops automatically to receive the green beans, then begins to revolve again when the chamber is filled.

Once the beans have been roasted they are dropped into a cooling chamber and then into the roasted bean hopper which has a capacity of 10 pounds. The coffee is then carried to the top of the machine, going thru a chaff separator and into a scale which shuts the device off when one pound of roasted coffee has been measured. The customer then pushes a dispensing button and holds a bag under the spout to receive the coffee.

### 30-Second Cycle

When the scale is emptied, another pound of coffee moves onto the scale. The machine can thus dispense a pound of roasted coffee beans every 30 seconds.

Customers can watch the entire roasting action thru a window in the front of the dispenser. Two of these units, Torres said, will go on location in Boston's South Station next week—one to provide take-home coffee and the other to roast coffee for use in the station restaurants.

At a later date, Infra Roast will supply equipment to a separate company called the Infra Roast Coffee Shops. This organization plans to start a chain of shops to sell coffee by the cup and in packages. First such shop is scheduled to open this year in Framingham, Mass.

Infra Roast will not sell its roasting and dispensing machines outright, Torres said, but will lease them to outlets with Infra Roast obtaining royalties on all coffee sold thru the machine.

## United Rolls On Aquacade, New Five Ball

CHICAGO, April 30.—Aquacade, United Manufacturing's new five-ball game, is in full production and shipments have started, Lyn Durant, president, announced Thursday (28).

Game features an open bottom half of the playfield which permits cross-ball action and a 1-10 spot idea which gives players the chance to win high score or replays even on the final ball.

In Aquacade play, object is to contact all 10 numbered scoring gimmicks, either by direct contact or by guiding a ball thru a bottom roll-over switch which spots them on a mystery basis. After a ball has made a complete run thru the playfield it can be pushed thru the bottom roll-over switch by proper action of the game's powered flippers. When it does go thru this key switch, any of the 10 spot numbers may be lit up.

Once the player has made all 10 numbers, he can collect single free plays by going thru either of two pair of side roll-over switches. Multiple free plays can be won by dropping a ball in side kick-out pockets after making the 1-10 series.

## Stabilize Cig Prices In Indiana June 1

INDIANAPOLIS, April 30.—The cost of popular brand cigarettes here will advance to a minimum of \$1.89 a carton in June.

Under provisions of a cigarette "fair trade" law enacted by the State Legislature, retail sale of cigarettes in this category at less than this price will constitute a misdemeanor, punishable by a \$100 to \$500 fine.

The measure means the end of bargain cigarettes, now sold in some local groceries, particularly on weekends when they are advertised as "leaders" for as low as \$1.65 a carton. In other parts of the State they have sold for as low as \$1.57 a carton.

Cigarettes in the more expensive categories will increase proportionately. Cigarette wholesalers or retailers in the State are forbidden to sell at less than a defined "cost," which includes a 4 or 4½ per cent profit for the wholesaler and an 8 per cent profit to the retailer.

Henry L. Myers, director of the State cigarette tax division of the Indiana Alcoholic Beverage Commission, which collects the State's 3-cents-a-pack tax, announced the fixed prices.

"The law bolsters up a crippled market," Myers said. "It has worked well in other States. Indiana law is patterned after that of New Jersey, and similar laws are in effect in Ohio, Tennessee and Iowa."

Should cigarette manufacturers' prices to the wholesaler rise or fall, retail prices would be regulated accordingly, the wholesale and retail profit margins remaining constant. Retail pack prices will remain at present level.

## Blevins Builds New Plant

HAZEL, Ky., April 30. — The Blevins Popcorn Company will establish a popcorn-processing plant here, officials of the company have announced. Blevins expects to begin construction of the new plant within the next 30 days and have it completed in time to process the 1949 crop.

## Universal Match Moves L. A. Sales Office to New Plant

ST. LOUIS, April 30.—Universal Match Corporation here has announced that its Los Angeles district sales office is now located in firm's new book match plant in that city. It continues under the direction of Ben Tychman.

## ADVANCE RECORD RELEASES

(Continued from page 106)

### CLASSICAL

- Beautiful Ohio (10")  
H. Traubel-C. O'Connell, Dir. (The Missouri) Columbia 17584-D
- Debussy: Cinq Poemes De Charles Baudelaire (3-12")  
J. Tourel-E. I. Kahn . . . Columbia MM-828
- Harmonitdu Soir . . . Columbia 72803-D
- La Mort Des Amants . . . Columbia 72804-D
- Le Balcon, Paris I & II . . . Columbia 72805-D
- La Jet D'Eau . . . Columbia 72803-D
- Recueillement . . . Columbia 72804-D
- Debussy: La Mer Album . . . The Brussels Radio Symphony Ork. F. Andre, Dir. (3-12")  
Capitol-Telefunken ECL-8004
- (Prelude to) Die Meistersinger Von Nurnberg—Paris I & II—Concertgebouw Ork of Amsterdam, W. Mengelberg, Dir. (12")  
Capitol-Telefunken 89-80036
- Elst Traumte Meiner Sel'gen Bass, Paris I & II—E. Sack-German Opera House Ork, Berlin, H. Schmidt-Isserstedt, Dir. (12")  
Capitol-Telefunken 77-80035
- Gounod: A La Brise Quanti Mal—G. Souza (Gounod: O Ma) (12")  
Decca London K 1991
- Gounod: O Ma Belle Rebelle—G. Souza (Gounod: a La) (12")  
Decca London K 1991

- Beger: The Becklin Suite, Op. 128 Album—The German Philharmonic Ork of Prague, J. Kellberth, Dir. (3-12")  
Capitol-Telefunken ECL-8007
- Rimsky-Korsakov: Scheherazade-Symphony Suite Album—L'Orchestre De La Societe Des Concerts De Conservatoire De Paris, E. Ansermet, Con. (6-12")  
Decca London EDA 106
- Johann Strauss: Waldmeister Overture, Paris I & II—German Opera House, Berlin-W. Lutze, Dir. (12")  
Capitol-Telefunken 89-80037
- Stravinsky: Divertimento Album—I. Hascndel-I. Newton (3-12")  
Decca London EDA 109
- Tchaikovsky: Serenade for String Orchestra, Op. 48 Album—Concertgebouw Ork of Amsterdam, W. Mengelberg, Dir. (3-12")  
Capitol-Telefunken ECL-8013
- The Merry Wives of Windsor (Excerpts), Paris I & II—M. Wolf-F. E. Engels, German Opera House Ork, Berlin, J. Schuler, Dir. (12")  
Capitol-Telefunken 89-80038
- The Missouri Waltz—H. Traubel-C. O'Connell, Dir. (Beautiful Ohio) (10")  
Columbia 17584-D
- Vivaldi: Concerto Grosso in G Minor, Op. 3, No. 2 Album—The Ork of the Maggio Musicale Fiorentino, A. Guarnieri, Dir. (2-12")  
Capitol-Telefunken EBL-8005

### LATIN-AMERICAN

- A Night in Rio  
A. Antonini-Viva America Ork (Chiqui-Chiqui-Cha) Solo 20-002
- Chiqui-Chiqui-Cha  
A. Antonini-Viva America Ork (A Night) Solo 20-002
- Elvira La Manzanillera  
D. Santos Y Su Conjunto (Ya Tu) V 23-1128
- Enojado  
C. Molina & His Music of the Americas (Lengua Mala) De Luxe 1194
- Gozando El Mambó  
D. Simon (Rapsodia En) Col 6330
- Granada  
Los Andrinis (Sol Y) Solo 20-001
- Hasta Manana  
C. Molina & His Music of the Americas (Rhumba Rhapsody) Cap 57-595
- Lengua Mala  
C. Molina & His Music of the Americas (Enojado) De Luxe 1194
- Mexican Hat Dance  
G. Callan & His Caribbean Rhythm Boys (Tabu) Coral 60055
- Rapsodia En Rumba  
D. Simon (Gozando El) Col 6330-X
- Rhumba Rhapsody  
C. Molina & His Music of the Americas (Hasta Manana) Cap 57-595
- Sol Y Sombra  
Los Andrinis (Granada) Solo 20-001
- Tabu  
G. Callan & His Caribbean Rhythm Boys (Mexican Hat) Coral 60055
- Ya Tu Vea, Patricia  
D. Santos Y Su Conjunto (Elvira La) V 23-1128

### INTERNATIONAL

- Blue Danube Waltz, Opus 314  
S. Freed Ork (Tales From) Cap 37-20184
- Tales From the Vienna Woods Opus 325  
S. Freed Ork (Blue Danube) Cap 37-20184
- W. Pielgrzymiej Saate Wals  
Janis Polskich Lobozon Ork (Za Ebru) Cap 57-55390
- Za Ebru Fala Wals  
Janis Polskich Lobozon Ork (W. Pielgrzymiej) Cap 57-55390

## Roanoke, Va., Group Contests 2c Cig Tax

ROANOKE, Va., April 30.—In a ruling handed down last week in Hustings Court here, Judge D. A. Kuyk upheld the legality of city council's 2-cents-a-pack cigarette tax. The levy has brought in \$33,439.50 since it went into effect March 1, city officials said.

Tobacco wholesalers and merchants have bitterly opposed the tax, arguing that "it is driving cigarette business outside the city limits."

Judge Kuyk overruled a contention by the plaintiffs that the subject matter of the ordinance did not agree entirely with its title. "The title of the ordinance was enough to put the tobacco dealers on notice that the city intended to place a tax on cigarettes, and that is all that was required."

## Import of Tax-Free Cigs Banned in N. Y.

ALBANY, April 30.—New York State residents who buy tax-free cigarettes from other States, by mail or otherwise, are faced with stiff fines and jail sentences, according to the terms of a bill signed into law Thursday (28) by Gov. Thomas E. Dewey. Effective May 1, mere possession of more than two cartons of cigarettes on which the State tax has not been paid will be considered evidence of the law's violation.

The law tags evaders of the State's 3-cents-a-pack tax as guilty of misdemeanors, and makes them liable to fines of \$50 and/or 30 days in jail. Second offenders could be fined \$100 and put away for 60 days. It has been estimated that the State loses \$3,000,000 a year thru cigarette imports.

# Official Rules for Natl. League

(Continued from page 109)

tion will forfeit all games, in that particular series, to their opponents and their individual players will suffer a loss in their average.

8. Forty-eight hour notice and a good reason must be given to be considered a postponed match. Postponed matches must be played within 15 days. A match can start with at least six men on hand.

9. All matches will occur on \_\_\_\_\_ evenings at 8 p.m. unless holidays intervene causing a change of playing date.

10. All players will be matched according to their individual standing by opposing captains. The player on one team with the highest individual average will play the player on the opposing team with the highest individual average.

11. The captain of the team is responsible for the conduct of his players and can penalize them for destruction of property.

12. Captains must have a list of their players at all games.

13. A schedule will be arranged by the secretary.

14. No shuffleboard of the home team may be prepared or waxed after \_\_\_\_\_ p.m. on the evening of the match unless agreeable to both captains.

15. Friendly matches can be played with any team at any time.

16. Proprietors will not be expected or required to travel with their teams unless they wish to do so. Team captains will represent proprietor in all contests at home and away from home.

17. Team captains will be appointed by the proprietors, and if requested will act for said proprietors at all league meetings, should the proprietors so desire they may represent themselves at meetings, but should a proprietor and his captain both be in attendance only one will have the privilege of voting and presenting views to the floor.

18. Should it be impossible for a captain to attend these meetings, he will be excused providing he has a representative in his place.

19. All matches will be 10 games of 10 inning duration. If tied at that period, match will continue until a winner is declared. Tied matches must continue for two frames or more.

20. Players need not spend or treat, either at home or away from home, unless they so desire. Tavern owners will not be permitted to import players from other sections.

21. Only games won and lost, and not points, will determine the standing of competing teams and players.

22. All contests and scheduled matches shall start at 8:30 p.m. sharp.

23. There will be two referees for each contest, one at either end of the board. Referees will be chosen by the opposing teams' captains, each selecting one and their decisions shall be final. Referees cannot be chosen from players signed to compete in the league.

24. A weight intended to be a short weight must travel six (6) feet to be considered a dead weight. Referee will move from board such a dead weight. Tavern owner will mark 6-foot line on board.

25. If a weight should slip from a player's hand he may have another try at that weight providing his arm has not moved in a forward direction as in making a shot. Once a forward motion of the arm is made the weight shall be considered legal and may not be played over again should it go off the board.

26. Should a player be guilty of slapping the board while weight is in motion he will be penalized one point, which shall be deducted at the end of the match.

27. Visiting players will have the privilege of using the home board from 8 p.m. until game time.

28. If a shipper or hanger should fall off the board after the next weight thrown has ceased motion, such shipper or hanger will be replaced by the referee.

29. Home players will shoot the first weight to start all contests.

30. Team captains will pick weights for choice of weights.

31. Should a player shoot an opponent's weight, said weight will be replaced by the referee with another one of his own.

32. A weight delivered down will be considered dead and removed by referee. Should a weight delivered upside down knock off a weight already on the board, that weight knocked off will be replaced.

33. Should a weight knock a weight already on the board upside down, that upside down weight will be placed right side up by the referee.

34. Should a weight leave the table and rebound back on, it will be considered a dead weight and removed by the referee. Should a dead weight knock off a weight resting on the board the weight knocked off will be replaced by the referee.

35. When two opponents' leading weights are tied, no score results. The inning must be played over again.

36. The referee's decision will be considered final on the end he is covering.

37. Should a player shoot out of turn, or first weight when he has the privilege of last weight, he will finish that end in the same rotation, sacrificing last weight.

38. Players will have the privilege of asking the referee which is the head or leading weight.

39. The United States Shuffleboard Congress reserves the right to change or amend rules of play at its option.

# RECORDS MOST PLAYED BY DISK JOCKEYS

(Continued from page 35)

Weeks to date	Last Week	This Week	POSITION	Song	Artist	Label	I.R.C. By		
								1	2
3	17	14	3	FOREVER AND EVER	D. Shore-H. Zimmerman	Ork	Columbia 38410-ASCAP		
11	10	15	11	CRUISING DOWN THE RIVER	J. Smith-The Clark Sisters-F. DeVol	Ork	Capitol 15372-ASCAP		
8	11	16	8	CRUISING DOWN THE RIVER	F. Carle Ork-M. Hughes	Ork	Columbia 38411-ASCAP		
3	19	16	3	ONCE AND FOR ALWAYS	J. Stafford-P. Weston	Ork	Capitol 15424-ASCAP (A. Mooney Ork, MGM 10381; T. Martin-E. Hagen Ork, Victor 28-3383; B. Crosby-Ken Darby Choir, Decca 24524; A. Vincent-M. Miller Ork, Mercury 5273)		
4	—	18	4	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 24514; Patsy Montana & D. Denny-The Buckeroos, Victor 20-6040; Wesley & Marilyn Tuttle, Capitol 15423; The Highway Serenaders, Highway H 3459; J. Cooper & M. Scott-The Paulette Sisters-B. Martin Ork, Spolite 518)		
2	16	19	2	BALI HA'I	P. Como-M. Ayres	Ork	Victor 20-3402-ASCAP (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; F. Sinatra, Columbia 38446)		
14	14	20	14	SO TIRED	K. Starr	Ork	Capitol 15314-ASCAP		
1	—	20	1	AGAIN	G. Jenkins Ork-Joe Graydon	Ork	Decca 24602-ASCAP		
1	—	20	1	AGAIN	A. Mooney	Ork	MGM 10398-ASCAP		
7	19	23	7	"A" YOU'RE ADORABLE	J. Stafford-G. MacRae-P. Weston	Ork	Capitol 15393-ASCAP		
1	—	24	1	SUNFLOWER	R. Morgan	Ork	Decca 24568-ASCAP		
9	—	24	9	THE HOT CANARY	P. Weston-P. Nero	Ork	Capitol 15373-ASCAP		
23	13	26	23	FAR AWAY PLACES	M. Whiting and the Crew Chiefs	Ork	Capitol 15278-ASCAP		
1	—	28	1	BABY, IT'S COLD OUTSIDE	D. Shore-B. Clark	Ork	Columbia 38483-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 10197)		
1	—	28	1	DON'T BE AFRAID TO DREAM	D. Reid	Ork	Peak 800		
3	—	29	3	RED ROSES FOR A BLUE LADY	J. Laurenz	Ork	Mercury 5201-ASCAP		
2	26	30	2	SOME ENCHANTED EVENING	P. Como-M. Ayres	Ork	Victor 20-3402-ASCAP (J. Laurenz-J. Carroll Ork, Mercury 5276; B. Crosby-J. S. Trotter Ork, Decca 24609; J. Stafford-P. Weston Ork, Capitol 57-544; F. Sinatra, Columbia 38446; H. Winterhalter Ork, MGM 10399)		

# 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.										A66.		
		SI	SV	CI	CV	SI	SV	CI	CV	SI	SV		CI	CV
Dreamer With a Penny (All for Love)	Simon	3	5	0	3	0	2	0	2	4	8	0	2	44
Everywhere You Go	Lombardo	0	5	0	0	1	2	1	7	3	4	0	5	115
Forever and Ever	Robbins	4	4	1	0	5	3	3	0	3	0	4	2	123
Hurry, Hurry, Hurry	Billmore	0	7	0	4	2	2	0	4	0	4	0	5	98
I Don't See Me in Your Eyes Anymore	Laurel	2	7	0	1	0	5	0	1	0	13	0	1	44
I Wanna Marry Mary	Cameron	0	1	1	1	0	1	1	1	7	13	1	1	73
If I Could Be With You (Flamingo Road)	Remick	4	7	3	1	5	2	2	1	4	3	3	7	74
I'm Beginning to Miss You	Berlin	4	3	0	2	3	7	1	4	1	5	0	1	49
Love Me, Love Me, Love Me	Miller	2	5	0	3	3	3	0	4	4	5	0	2	73
My Dream is Yours (My Dream is Yours)	Witmark	4	6	0	1	2	10	0	5	5	0	2	2	85
Once and for Always (Connecticut Yankee)	Melrose	10	7	2	4	1	2	1	4	11	10	0	4	117
Once in Love With Amy (Where's Charley?)	E. H. Morris	1	5	0	3	0	4	0	3	4	2	0	2	45
Powder Your Face With Sunshine	Lombardo	1	1	3	4	1	1	2	5	5	2	2	3	113
Red Roses for a Blue Lady	Mills	12	9	3	9	8	12	7	12	14	10	0	9	247
So in Love (Kiss Me, Kate)	T. B. Harms	7	5	0	5	8	4	0	7	9	4	0	5	118
Some Enchanted Evening (South Pacific)	Williamson	0	4	1	7	1	4	0	4	3	3	0	4	117
Someone Like You (My Dream is Yours)	Harms, Inc.	1	10	1	7	3	4	5	7	2	4	1	4	172
Sunflower	Paramount	1	5	2	4	4	4	4	3	3	3	2	4	119
The Streets of Laredo (Streets of Laredo)	Famous	7	9	0	4	2	10	3	5	7	3	0	4	132
Underneath the Linden Tree	LaSalle	7	7	0	2	4	4	5	3	7	7	0	1	95
While the Angelus Was Ringing	Melody Lane	4	7	0	2	1	4	2	1	4	3	0	2	67
You Broke Your Promise	Pic	1	1	0	4	0	0	0	4	3	11	0	4	102

# CLEVELAND BOARDS

(Continued from page 109)

play receipts will be more easily tabulated.

In Akron, 30 miles away, Ed George, of the Music Masters operating firm, has been handling boards for more than a year. Interviewed during the 10th annual convention of the Cleveland Phonograph Mer-

chants' Association, George said that during the past year play on the whole has been good but was leveling off somewhat at this time. However, during all this time he has been operating without the benefit of promotion, or league or tournament play of any kind and plans to institute some type of organized competition as a method of stepping up play.

# Industry Outlook Favorable; More Good News Than Bad Laws

(Continued from page 96)

machines from taxes—a selfish, but fortunate trend. Florida has acted on such a measure, and so has North Carolina. Observers would not be surprised to see other Southern, citrus-producing regions follow the lead of these States. But no mass movement in this direction is expected for another two years.

State by State, here's the legislative record:

**Alabama:** The 1949 regular session is scheduled to get under way May 3. It will run for 36 days.

**California:** No official word has been forthcoming from the California Assembly, but observers in the State capital expect that the Legislature will adjourn on or about June 15.

**Colorado:** For two legislative seasons in a row, proposals which would have legalized bell machine operations by referendum have died a slow death in the Colorado House or Senate. The Senate killed this year's proposal despite what appeared to be strong sentiment in favor of legalizing the gaming equipment.

**Connecticut:** House Measure 466 which would have taxed all types of coin machines a flat \$100 per machine was killed in the House Tuesday (26). Earlier, the measure was reported out of committee with an unfavorable recommendation, so Connecticut coinmen were not too surprised at the House action. The tax rate would have forced many an operator to the wall.

**Florida:** Moving to protect its own extensive citrus industry, the Legislature is pushing thru action which would exempt merchandise venders selling unadulterated citrus fruit juice from excise and license taxes.

The Florida Senate likewise approved a new coin radio tax bill—calling for a \$7 operator's license plus 20 cents per machine. The measure is now in a House committee.

Under bills being considered jointly by House and Senate, the Florida Council for the Blind would be permitted to place automatic merchandising equipment on public property provided the officials in immediate charge of that property agreed to the installation. As this is written, the bills seemed certain of passage.

**Illinois:** County governments in the State are likely to have the same power with reference to amusement game operation as Illinois cities already possess. The House reported favorably on such a measure, empowering counties to license and regulate or prohibit amusement games. Illinois municipal governments have that authority under the cities and villages act.

**Iowa:** The House passed a cigarette vending machine bill by a one-vote majority. But the Senate Sifting Committee killed the bill Tuesday (26) just a few hours before the Iowa solons adjourned their session.

Failure of the Legislature to return cigarette venders to Iowa locations (they were removed in the 1930's), came as a blow to Iowa operators who believed both public and legislative sentiment favored return of the equipment.

**Massachusetts:** Following a public hearing, held April 21, the House measure to place a \$25 per machine tax on pinballs was reported out of committee unfavorably. Such a report is usually sufficient to kill the bill, especially as the end of the session nears.

**Michigan:** Lawmakers here are working on two proposals which affect the industry—one to tax merchandise vending operators and the other to tax free-play pinball.

The merchandise vending tax generally is regarded as a fair and equitable arrangement. Passed by the House Tuesday (26) and now in the Senate, it provides for a flat occupational tax depending on the number of machines an operator has: 50 or

more, \$100; 35 to 49, \$50; fewer than 25, \$25.

The Michigan House likewise passed House Bill 499 which calls for a \$24 per machine license on free-play pinball games.

**Minnesota:** The Legislature adjourned Monday (25) after passing a new 1-cent-per-pack levy on cigarettes. The full effect of this new tax, which boosts vended prices over the 20-cent level, is outlined in a separate story in the vending machines department.

**North Carolina:** The Assembly is officially adjourned. Prior to adjournment it enacted into law a measure which exempts milk and fruit juice vending machines from tax.

The North Carolina Senate measure which would legalize the operation of coin-operated shuffleboards and bowling games was killed by the House late last week. The measure actually was an amendment to the State's definition of the term "slot machine" to exclude coin-operated bowling and shuffleboard games.

**Oklahoma:** The Senate Revenue and Taxation Committee is studying a House-passed measure to establish State license fees on games and music equipment. Bill calls for a \$1 fee on coin radios; \$4 on penny-operated music or game equipment; \$25 on juke boxes or amusement games operated for more than a penny.

Shuffleboard operators in Oklahoma would have to pay \$60 per board if House Bill 530 is passed. The bill, introduced April 21, is still in committee. It is a broad bill, placing shuffleboards and bowling alleys in the same classification and taxing bowling alleys at the same rate as the individual shuffleboard.

**Rhode Island:** Coin-operated gasoline pumps—still very much in the experimental stage—appear doomed in Rhode Island. The House has passed a bill which would outlaw such pumps and the Senate now has the bill in committee.

**South Carolina:** The Senate committee considering the bill to legalize pinballs here has given that measure a favorable report, practically assuring its passage in the upper body of the Legislature.

**Tennessee:** The Legislature adjourned without acting on either of two juke box proposals introduced in the final days of the session. In fact, the text of the bills was never released so no one is too certain what the twin proposals were intended to do. The bills were withdrawn by their authors. Before it adjourned, however, the lawmaking body approved an act making sellers of electric cigarette vending machines liable for the State privilege tax.

## Propose Ore. Cig Tax For Veteran Bonus

SALEM, Ore., April 30. — The Oregon House of Representatives has approved a State bonus for veterans, to be financed by a 2-cent-a-pack cigarette tax. The bonus, it was announced, would be submitted to the voters in 1950. If the bonus is rejected the revenue from the cigarette tax would be channeled into the State's general fund.

Advocates of the bonus also declared that payments to veterans would be made "only as cigarette tax funds are available."

## R. J. Reynolds Hikes Cig List Price Per Thousand

NEW YORK, April 30.—R. J. Reynolds has announced an increase in the list price of Camel cigarettes from \$7.75 to \$7.78 per thousand, less discount.

All other major companies, in the same price range, had upped to the higher price in July last year.

## Washington Solons Ready New Cig Bill To Help Retailers

WASHINGTON, April 30. — The House Ways and Means Committee is expected to report out in the next few weeks a bill designed to force smokers in States having a cigarette tax to pay the levy on cigarettes imported from tax-free States. The measure is designed not only to aid State treasuries, but also to protect dealers and venders in high-tax States from losing business to out-of-town mail order concerns.

One hearing on several such bills was held Friday (1), with only supporters showing up to testify. A similar bill passed the House last year but was tabled by the Senate Finance Committee. This session, however, the way is being paved for Senate approval. Several solons handed in resolutions from their State legislators

## New Blood?

OMAHA, Neb., April 30.—Robert Almen, altho only 16, probably is ticketed for the coin machine industry.

The lad built a one-ball machine as his project in physics at Benson High School here. Almen bought only lights and a transformer.

calling for enactment of such a law. The latest was called to the Senate's attention this week by Sen. Owen Brewster (R., Me.), who submitted a resolution passed by the Maine Legislature urging that Congress enact legislation "to require shippers of cigarettes in interstate commerce to furnish to the taxing authority of the State to which shipped a copy of the invoice on each shipment, or to enact such other bill to the aid of the several States affected."

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## Ops Combine Spring Buying With Biz Talks at Confab

(Continued from page 105)

of the Cleveland and Ohio State Associations, to more than 125 assembled guests. Crosby reported:

"We, the Minnesota Amusement Games Association, extend a hearty welcome to our fellow operators from South Dakota, North Dakota, Wisconsin and Iowa. This meeting has been made possible only thru the unstinting and unselfish efforts of all operators from the Five-State area.

"The time has come when everyone associated in our business must aid and support each other. This meeting and show is one of the most vivid examples of co-operation now existing and this yearly meeting provides a common ground for the airing and clearing of our various difficulties."

After his introductory remarks, Crosby turned the meeting over to C. S. Pierce, president of the Wisconsin Phonograph Operators' Association (WPOA), who presided during the remainder of the meeting.

### Welcomes Ops

"I am very happy to extend my heartiest welcome and greetings to all five-State operators, their families and guests attending our great show at the Radisson," said Pierce.

"I can assure you it is a great pleasure for me and all the officers and members of our Wisconsin association to be able to meet with the operators of our neighboring States. We feel highly honored in having the Iowa operators join our four-State group."

Pierce then introduced Jack Cohen, who spoke on organization and the importance of working together.

"If it weren't for our organization," said Cohen, "I wouldn't be here today. We have had two serious competitors in Cleveland, television and baseball. You all know what the first means. In the second instance, while I am a Cleveland fan, our town was baseball crazy last year and it looks like it will be again this year. Even in a location where there is no television the patrons want to listen to the game on a radio. It has hurt us seriously in the past and will again be felt this summer."

Cohen went on to explain that the high costs of doing business today, coupled with the decreased incomes (some ops reported declines of more than 30 per cent) had hit every operator in the area, but that thru their organization they had all survived, and there had not been one repossession in Cleveland.

"We are not waiting for miracles in Cleveland," said Cohen. "We are

Mike Imig, president of the South Dakota Phonograph Association, told the luncheon: "Last year at this time South Dakota was after 100 per cent membership. We have gone a long way in getting this job done. I believe of the five States represented, we are closer than any to that goal. It should also be noted that we did this without the help of a paid field secretary, which we felt we could not afford.

"In the last year we fought, and won, some important legal matters of which we are very proud, and along that line I want to thank Dudley Ruttenberg, of CMI, who gave us a lot of help.

"Manufacturers, distributors and operators must work together. This has improved some in the past year, but the situation is far from right.

"Talking with Harry Williams, new CMI head, in Chicago, I feel he will do his best to help with our problems.

"Thanks again for making it possible to have our own 'Little Coin Show.'"

doing everything we can to promote our machines. We have the Hit Tune deal, and we advertise in streetcars and busses. We use colored title strips to promote the Hit Tunes and have placards for our locations."

Following a short talk by Norman Weiser, *The Billboard*, Pierce reported to the operators on the current activities of the Music Operators of America. Pierce revealed that Sidney H. Levine, national counsel for the MOA, was spending a great deal of time in Washington to keep tab on legislation. He also said the MOA planned to try to have the \$10 annual federal tax on all music machines dropped. Pierce said it wasn't so much the \$10 as it was the red tape involved that made it desirable to eliminate the tax.

Following Imig's remarks to the group, Tom Crosby returned to the rostrum to give a short report on the MAGA activities and also explain the new regional set-up of the association. Crosby stressed unity in his brief talk, then turned the microphone over to Leo C. Miller, president of the Iowa Automatic Music Operators' Association.

"At this time I wish to extend a cordial welcome to all who attend this Five-State convention of operators and associations.

"In Iowa it is our desire to so conduct the affairs of the association that all who are members will be satisfied and will be pleased with our methods; retain a feeling of friendship for us; will be proud to belong to the Iowa association, and will be pleased to express their satisfaction to all others.

"We are happy to be a part of this fine convention."

### North Dakota Reports

After reading a wire from George A. Miller, chairman of the MOA, who expressed his regrets at not being able to attend the convention, the chairman called on Bob Westrum, secretary of the North Dakota Music Operators' Association, who reported that operators in his State had undergone a rough year in regards to legislation.

Fred F. Fixel, president of the North Dakota group, who was late in arriving, then stepped to the platform.

"I wish to extend my heartiest greetings to all operators in the five States, and especially Iowa. They have seen fit to join us in making this a top-notch convention," he said.

"It is gratifying to note that operators realize the necessity of closer co-operation among themselves and their neighbors. This co-operation must go all the way; operators, jobbers, distributors and manufacturers, before it will really be effective."

Fixel then brought up the 7½-cent coin proposal and asked for an expression from the gathering regarding the new coinage. Pierce, taking over, called for a vote, and a split decision resulted, with the majority of those present refraining from voting (by raised hand).

A short talk by Ferguson and another by Harold Scott, of South Dakota, on legislation, completed the business session.

### Officers Meet

Officers and directors of the five-State associations sponsoring the convention convened at 1 p.m. Tuesday in a special meeting. At this session it was voted to again hold a convention in Minneapolis or St. Paul in 1950. Because of the heavy winters experienced in most of the territory, it was recommended that the convention be held about the same time as this year, the fourth week in April. This suggestion was adopted.

The next order of business was to name an executive director to officially run the convention. Ken Ferguson, who as publicity chairman of this year's show was charged with most of these duties, was the unanimous choice of those present for the

## Michigan Ops Discuss Video Competition at Detroit Meeting

(Continued from page 105)

"Work with your location owners—there must be a reason why perhaps 25 per cent of them do not have television today. Some owners say that they feel they cannot afford to put on a television show, which permits some customers to sit for an hour over a bottle of beer, and then go home.

"Perhaps the smart bar owner who turns his television set on for a fight, and then shuts it off as soon as the show is over, is helping your business as music machine operators, because he is helping to hold a certain percentage of his—and your—patrons."

Joseph Delaney, representative of the Decca and Coral record lines, from the New York office, warned

director's post.

At the conclusion of this meeting, all distributors in the Twin Cities, who had been asked to be at the hotel for a get-together with the association executives, joined the group in the meeting rooms. At this session a lively discussion was held relative to the sale of equipment to locations.

While no direct instances were cited, it was understood that during the past year several of those present had experienced difficulties along these lines. It was generally accepted that none of the Twin Cities distributors (most of whom cover a good portion of the five States represented) had been responsible, but the associations wanted to make their stand on this problem clear to all concerned. Distributors who spoke at this session, and assured the operators of their full co-operation, included San London, newly appointed Seeburg rep, and Bob Wenzel, Automatic Games, who handles the Evans Constellation.

The individual association meetings, which were held thruout the convention, are covered in a separate story in this section.

### Banquet

As the Exhibit Hall finally closed at 6 p.m. Tuesday, the operators began assembling in the Ballroom for the banquet. Some 600 persons were present when the banquet got under way. Seated on the dias were Ruby Levine and Jack Cohen, Cleveland; Leo Miller, president, and Don Hall, secretary, IAMOA; Mike Imig, president, and Norman Gefke, secretary, SDPA; Fred Fixel, president, and Bob Westrum, secretary, NDMOA; C. S. Pierce, president, and Doug Opitz, secretary, WPOA, and Tom Crosby, president, and Don Ehmann, secretary, MAGA. Ferguson completed the group.

Cutting all speeches, Crosby arose to announce that the 1950 convention had been voted, then introduced Imig, who announced that all five States had agreed to make *Don't Tell My Heart* the Hit Tune of the Month for May.

### Prizes

Following this announcement, Ken Ferguson introduced visitors, including John Haddock, president of AMI, Dave and Sol Gottlieb; Robert Baird, Wurlitzer, and many others. He also announced that following the floor show, door prizes would be awarded. Actually, more than 40 prizes were given to lucky stub holders, including a Rock-Ola bar, records, speakers, etc.

The fast moving show was emceed by Bob Utecht, who introduced Ken Griffin, organist; Six Fat Dutchmen orchestra; Hal Graven and His Radio Orchestra; Perry Martin, ork leader and composer; George Wohlers and Russell Wolfe, composers of *Land o' Lakes*, one of the official centennial numbers; Joe Jung, clown violinist; Earl Dunn, impersonator; John Shirley and his puppets; Russell Jierre, and a surprise package playlet by some operators.

Dancing followed the awarding of the door prizes.

operators that the "signs should point out the merits of the juke box, not tear down television. The proper approach is not to attack your competitor's product."

J. R. Caldron, AMI sales representative from Chicago, and Frank Alluyot, of the Angott Sales Company, Wurlitzer distributors, also spoke briefly.

Among other guests present were Gene Steffens and Douglas Hudson, Permo; Jack Cohen, president of the Phonograph Merchants Association of Cleveland, who was accompanied by several other Cleveland operators; Robert Levine, Atlas Music; Hyman Silverstein and Max Horowitz, Excel Music; Sid Amder, Amder Music; Hess Budin, Modern Music, and Sam Clark, Benton Harbor operator.

All arrangements for the big convention, including the social program which followed, were handled by a committee that included Morris A. Goldman, president; Jack Baynes and Roy W. Clason, co-chairmen; Clason and Irving Ackerman, advertising; Ben Okum, Everett Watson and Jim Jeffrey, finance; Ed Grodzicki, Jack Baynes and Glen Payne, reception, and Vincent Meli, entertainment.

### Banquet

The climax of the day was the annual banquet held at the Fantasia—formerly the Latin Quarter—which was the scene of last year's gathering. About 600 attended and enjoyed an evening that featured top entertainment.

There was a brief formal program with no speeches. One highlight was the presentation by President Goldman of a check for \$1,000 from the MAPOA, representing proceeds from the banquet, to Dr. William L. Simpson, scientific director of the Detroit Institute of Cancer Research, representing the American Cancer Society.

Among those present were three Michigan State senators—Henry Kozak, Charles Blondy and Harold Ryan. Lee Smits, veteran Detroit newspaperman and radio commentator, was also introduced from the floor.

A lengthy program of musical entertainment as well as a variety of floorshow acts was presented. Three juke boxes, of different makes, were mounted on the stage, one at either side, and a third placed atop an inner elevated stage, about 20 feet above the lower level. The latter was used by one of the acts for special playing of records in a pantomime number.

Acts and musical units on the bill included Gotham Trio, musical combo, from Club Stadium; Pete Viera and Rita Phelan, piano-organ duo; Gee Cee Trio, Burgundy Cafe; Johnny Brennan, pantomime, from Club Stadium; Bobbe Shelton and June Burnett, comedy vocal, from Ted Lipsitz Supper Club; Tommy Dorsey and Ilona Massey, screen star; Savannah Churchill and the King Odor Trio, from the Bowery; John Slagle, disk jockey on WXYZ, emcee; John Laurenz, Mercury recording vocalist; Don Raphael, organist, from Club 602; Shep Fields and His Rippling Rhythm, and Sad Rack and His Continental Recording Band.

## Bell Tax Enables Police Department To Buy Patrol Car

BAY ST. LOUIS, Miss., April 30.—Mayor Warren J. Carver reports that bell machines were directly responsible for furnishing the city's police department with its first patrol car. Since passage of a bell ordinance about three months ago, fixing a tax of \$5 a month per machine, receipts have totaled \$1,800, he announced. There are 120 bells operating in the city.

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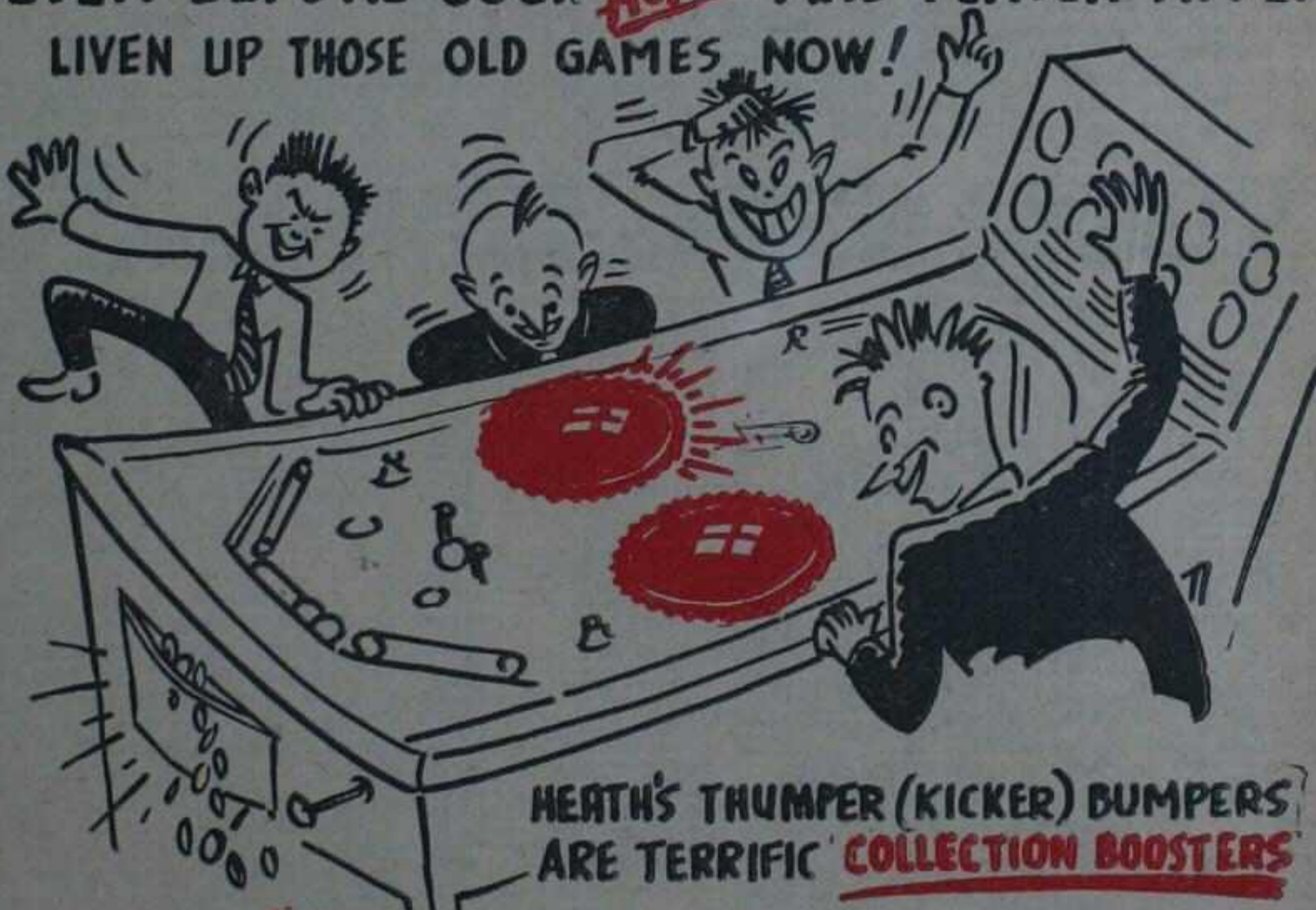
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# NCWA Preps Program for June Meeting

## Sked Informal Sessions

WASHINGTON, April 30.—Dr. Clark Kuebler, president of Ripon College, is slated to make the opening address at the annual convention of the National Candy Wholesalers' Association (NCWA), which will be held at Chicago's Stevens Hotel June 26-29. Chosen theme of the confab, NCWA reported, will be *The Wholesaler and the Billion-Dollar Baby*.

In line with the theme, the convention program has been designed to point up the relationship of the wholesaler to the billion-dollar volume in candy, according to NCWA.

### Agenda

Two informal meetings will precede the formal opening June 27. A get-together is slated for the night of June 26, with an "early birds' breakfast" to be held the following morning. Kuebler will make the keynote address at the luncheon meeting June 27, after which NCWA President John F. Poetker Jr., will deliver his annual message to the industry.

June 28 and 29, NCWA has scheduled a number of forums and round-table discussions on jobber problems. The final business meeting June 29 will be devoted to election of officers and reports of various committees.

# Plant Management Views Venders In Vend "Case History" Feature

CHICAGO, April 30.—A "case history" report on how venders were introduced in one industrial plant, were "sponsored" by management and boosted production and worker morale until they became accepted as necessary as part of plant equipment as the machine tools themselves is told in a feature news story in the April issue of *Vend*.

Based on the experience of a foundry near Kenosha, Wis., the article details how the first venders (cigarette, candy, bottle soft drink, nut) were installed in 1939 by an employee. Plant manager, John Resnick, approved the installations, telling the worker that it was his job to maintain the equipment. Successful operation of the venders continued until 1942, when with supplies becoming scarce and the draft beckoning to the worker-operator, the machines were removed. With the resumption of peacetime operation, a local operator found a pre-sold location in the foundry.

### Wanted Java Unit

Plant Manager Resnick, observing the new candy, nut, drink and cigarette venders installed by the operating firm, decided to ask for still another type of machine. A hot coffee unit would complete the automatic merchandising installation, he decided. But upon putting the idea up to his operator, Resnick was told that it "most likely would not work out because the workers, subjected to high temperatures, would by-pass hot drinks for cold."

Resnick's reply was to put this

proposition up to the operator: He would buy the hot coffee unit, turn it over to the operator who would then share proceeds 50-50 with the plant management. The operator would pay for the machine from his share of the gross. Plant management asked for no interest, desiring the unit as an added service for its employees. According to Resnick, "The hot coffee vender would cut down lost man-hours by eliminating those 'quick trips' to a near-by diner."

In Resnick's own words, the coffee vender purchase was arranged in this manner: "I said 'we were not going into the vending machine business, that I realized the machine was expensive and that the fractional profits he (the operator) was realizing from his other venders would make it almost impossible to finance another machine in a location such as ours. So if at the end of 90 days we decided to keep the coffee vender, we would then enter into a contract. Our operator would service the machine, paying for it out of his share of the gross.'"

### Gross Jumps

During the first two weeks after its installation in February this year, the coffee unit grossed more than double that of the two soft drink bottle venders combined, Resnick declared. However, after the second week, a sharp decline in sales was noted. Reason: Workers decided the dime price was too high. Experimenting, both Resnick and the operator agreed to put a nickel chute on the machine. Result: Sales soared upward, and at the end of a three-week period a check revealed that the unit had averaged 292 drinks per day, five days a week.

### Cookies Help

Another outcome of the hot coffee vender installation, the *Vend* article revealed, was the addition of a cookie machine. This unit, purchased and operated in the same manner as the coffee machine, was placed beside the latter. A check made at the same time as that on the coffee unit showed that the cookie vender averaged about \$11 a week over the same period.

One result of the coffee vender installation was the removal of one bottle soft drink unit. However, with the placement of the remaining soft drink unit in a runway between the office and the foundry, its income was increased about 50 per cent.

"The only way I can figure it," said Resnick, "is that the average person drinks coffee according to habit. He wants it in the morning, at noon and maybe in the afternoon. But some people don't drink that much coffee and others don't touch it at all. There are enough of those in these latter two categories to keep our soft drink machine in profitable operation."

# Internat'l Register Intros Coin Meter

CHICAGO, April 30.—Production on a new heavy duty coin meter for use in rental washing machines, dryers, radios and television sets was announced last week by International Register Company here. New unit, Model-21, is housed in a one-fourth-inch thick malleable steel case, with a solid steel door equipped with a special lock.

Designed to handle a wide variety of minute timings, the meter registers a dime for every five minutes, 10 minutes, etc., up to one hour. It operates on dimes only. Timing can be changed by exchanging gears. Coin capacity is 250 dimes.

Manufacturer states that the unit is especially adaptable for use in such locations as apartment building basements, housing projects and tourist courts.

# Arctic Vendor Ups Production With New Model

APPLETON, Wis., April 30.—Arctic Vendor Sales Company announced its 1949 model D-150 ice cream vender last week, featuring improved eye-appeal, optional bar storage unit and a no-jam, positive bar delivery mechanism. The new model is priced at \$595, a \$10 increase over the preceding model S-150.

Gordon Haas, president, also reported an increase in production, with 100 machines a month now scheduled. Current production is being effected in the 600-machine bracket, he said, with 500 units already in the field.

Two horizontal chrome trim bands, which divide the vender into three equal sections, have been added for eye-appeal. An optional "storage sleeve" holding 100 bars is offered. Unit will add approximately \$3 to the machine's price. Its installation in the vender does not affect the 151-bar vending capacity.

The new model also features a sealed compressor, discarding the open type unit used in the previous model. Positive bar delivery is assured "down to the last bar," Haas stressed.

The use of ice cream sandwiches in the Arctic Vendor has proven very popular, especially in school locations, according to Haas. The same capacity is possible with both the bar and sandwich item, he stated.

# Set Plans for 1950 Frozen Food Meet

WASHINGTON, April 30.—Chicago has been selected for the overall frozen food conventions for 1950, according to the All-Industry Frozen Food Convention Committee. Scheduled for January 31 thru February 4 in the Congress Hotel, the Chicago meet will be correlated with the 1950 Atlantic City conventions, which will be held by the joint food industry (January 22-27) and a production period and machinery show (January 28-31).

There will be no display exhibits by the industry in the 1950 convention, however, officials announced.

# Sperry Candy Intros Warm Weather Line

MILWAUKEE, April 30.—Sperry Candy Company here announced the re-introduction of its special line of summer bars this week. This year, officials stated, the hot-weather line would include three bars, an increase of two over the 1948 season.

Supplementing firm's Snow-Maid bar, other summer items are the Cool Breeze nougat peanut bar (new) and the Cold Turkey walnut nougat bar. Latter item was marketed by the company before the war, and this summer marks its first postwar sale.

All bars are available in 24-count packs only.

# Canada Dry Sponsors Sport Movie To Promote Product

NEW YORK, April 30.—Canada Dry, thru a co-operative agreement with the New York Yankees, is sponsoring a new baseball movie, *The Making of a Yankee*.

The special film, of 20 minutes duration, depicts a story of the ball club and its system of developing sandlot players into big league stars. The scenes include talent scouts at work, the farm system, slow motion shots of batting and pitching techniques. Commercial spots showing Canada Dry beverages in the ball parks have been worked into the film.

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MUSIC	ROLL DOWNS	CHICAGO COIN REBOUNDS
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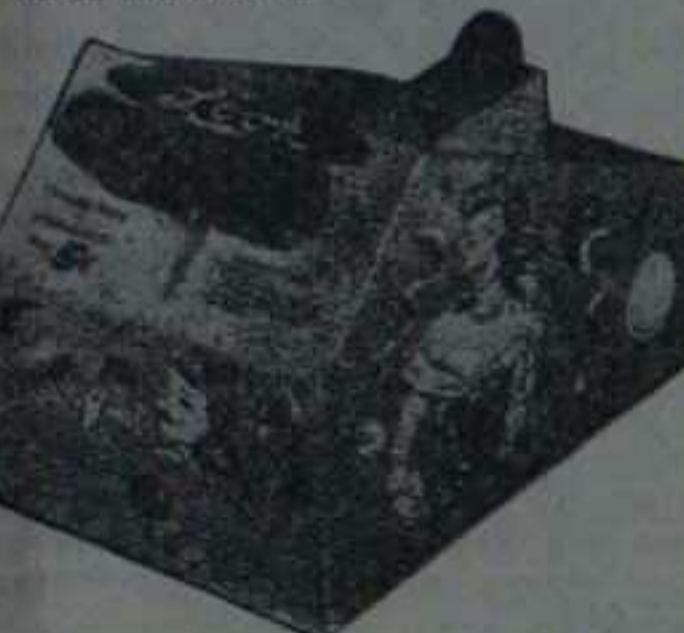


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25c BLUE FRONTS	89.50
5c BROWN FRONTS	79.50
10c BROWN FRONTS	84.50
25c BROWN FRONTS	89.50
5c BLACK CHERRYS	129.50
10c BLACK CHERRYS	134.50
25c BLACK CHERRYS	139.50
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50c JEWEL BELLS, REBUILT	249.50
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10c GOLDEN FALLS	140.00
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10c SILVER CHIEFS	74.50
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JEWEL BELLS  
BLACK BEAUTY  
BLUE BELL  
TOKEN BELL  
5c VEST POCKETS  
JENNINGS NEW BELLS  
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CHICAGO METAL  
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Slot Safes, Stand, Etc.  
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REVOLV-A-ROUND SAFES:

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**IMMEDIATE DELIVERY  
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Exhibit

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Maver-type pistol — animal targets.  
Presents illusion of 50-ft. range but  
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Reconditioned LIKE NEW, Guaranteed 100% Perfect!

Terms: 1/3 Deposit, Balance C. O. D.

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ON YOUR

**GOLDEN ANNIVERSARY**

**Bally Manufacturing Company**

*Operate  
UNIVERSAL'S  
"Arrow Bell"  
BEFORE YOU DECIDE ON  
ANY OTHER CONSOLE  
at any price!*

*The Better Buy.. for* **RICHER CASH BOX APPEAL!**



**WILD ARROWS**  
Make each adjacent symbol  
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TWIN MULTIPLE COIN HEAD (5c, 10c and 25c play).

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INSTANTLY CONVERTIBLE  
AUTOMATIC or FREE PLAY

- plus* POSITIVE ADVANCING ODDS that multiply with each coin inserted.
- plus* JACKPOT THAT MULTIPLIES with each coin played—a real come-on!
- plus* BIG EXTRA JACKPOT AWARD of 500 extra points with "WILD ARROW" lighted and 4 coins played.

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COMPLETELY  
**RECONDITIONED GAMES**  
READY FOR LOCATION  
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SPEEDWAY . . . \$129.50 | SALLY . . . \$129.50  
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**12 5-10-25c KEENEY 3 WAY BONUS BELLS, \$450.00 each**  
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**200 SLOT MACHINES**  
ALL LATE MODEL MILLS, ALL DENOMINATIONS  
Will furnish these machines to operator who can place at least 50 anywhere in U. S. on a partnership basis. Can furnish other capital. Must be good territory and stand rigid investigation.  
BOX 1703, BOISE, IDAHO

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Shooting Off Mouth gets operator nowhere.  
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**SPECIAL PRICE!**  
Brand New—Original Crates. Any Coin Chute Combination.  
**Keeney Twin Bonus Super Bell**  
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**CONSOLES**  
Evans Winter Book, 35¢ (New), Write  
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Original Crate . . . . . 435  
Bally Wild Lemon (New) . . . . . 325  
Bally Double Up . . . . . 195  
Bally Draw Bell . . . . . 395  
Bally Triple Bell, 5-5-5 . . . . . 250  
Jennings Challenger, 5-25, Chrome Trim . . . . . 250  
Jennings Challenger, 5-25, Wood Trim . . . . . 250  
Pace Saratoga, 10¢ . . . . . 50  
Pace Saratoga, 25¢ . . . . . 50  
Keeney 3-Way Bonus Super Bell, 5-10-25, New Machine Guar. . . . . 625  
Mills 3-Bells (Post-War) . . . . . 225  
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**ONE BALLS**  
**15 BALLY GOLD CUPS**  
Like New Throughout!  
**\$325 each**

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Seeburg Colonial, RC . . . . . 175  
Seeburg 9800 Lo-Tone, RC . . . . . 175  
Rock-Ola 1422 . . . . . 200  
Rock-Ola Standard . . . . . 90  
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Coin Operated—10¢ Play  
Length 3 feet . . . . . Ideal for small locations. Black playing field—beautiful cabinet. Now only . . . . . \$225

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BLACK CHERRY 10¢ . . . . .	105.00	PACES RACES . . . . .	185.00
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1 PITCH-EM & BATEM . . . . . 375.00  
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JOCKEY SPECIAL . . . . . \$325.00  
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SPECIAL ENTRY . . . . . 175.00  
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ROCK-OLA SHUFFLEBOARD . . . . . WRITE  
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**3 CARNIVALS**  
**\$389.50**

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LATE TYPE FLIPPER GAMES  
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Rock-Ola 1948, 1947, 1946, Master, Super, Standard . . . . . Write or Call  
In Stock—Brand-new Dale Gun, Chicoin Pistol, Aquacade, Majors '49, Black Gold, Buttons and Bows, St. Louis; used Flipper Games, Arcade Machines.  
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*We are happy to number them among our distributors; we are proud to call them—friends! The Bell-O-Matic Corporation, its entire working personnel and fellow distributors listed here wish Bill and Ben greater success and more years of continued friendship.*

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**GENCO**

THE  
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**5**

BALL GAME  
OPERATORS HAVE  
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FOR!



**PLAY**  
**1, 2 or 3**  
NICKELS  
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SAME PLAYING  
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ANY OTHER  
5-BALL  
GAME!

**"BLACK GOLD"**  
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YOU DON'T RENT FILM, you BUY it. Each Quizzer shipped complete with 6,000 question endless film assembly at no extra cost to operator. Buy different series film as you need them.

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KEENEY BONUS 3-WAY, 5-10-25	\$595.00
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BALLY TRIPLE BELLS, 5-5-25	\$295.00
JENNINGS CHALLENGERS, 5-25	\$295.00
KEENEY TWINS, 5-25, F.P., P.O.	\$9.50
KEENEY SINGLE SUPER, F.P., P.O.	\$9.50
BALLY DOUBLE UP	\$295.00
BALLY DELUXE DRAW BELLS	\$225.00
1948 EVANS BANGTAILS	\$195.00
1948 EVANS WINTER BOOK	\$295.00
NEW BALLY HI BOY	Write
NEW BALLY RESERVE BELL	Write
NEW BALLY MULTI-BELL	Write
NEW BALLY SPOT-BELL	Write
BALLY VICTORY SPECIAL	\$9.50
KEENEY BONUS 1-WAY, 5-1	\$225.00
KEENEY BONUS 2-WAY, 5-25	\$395.00
KEENEY BONUS 3-WAY, 5-5	\$375.00
KEENEY GOLD NUGGET	\$189.50
BALLY DRAW BELLS (R. B.)	\$179.50
BALLY DRAW BELLS (M. B.)	\$49.50
MILLS JUMBO, LATE F.P., P.O.	\$39.50
MILLS JUMBO, P.O.	\$45.00
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NEW EVANS BANGTAILS	Write
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NEW WURLITZER MODEL 1015	Write
NEW WURLITZER MODEL 1080	Write
WURLITZER MODEL 1015	\$359.50
A.M.I. MODEL B	Write
A.M.I. MODEL A	\$50.00
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ROCK-OLA MODEL 1423 (1946)	\$249.50
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2 Wisconsin	\$9.50
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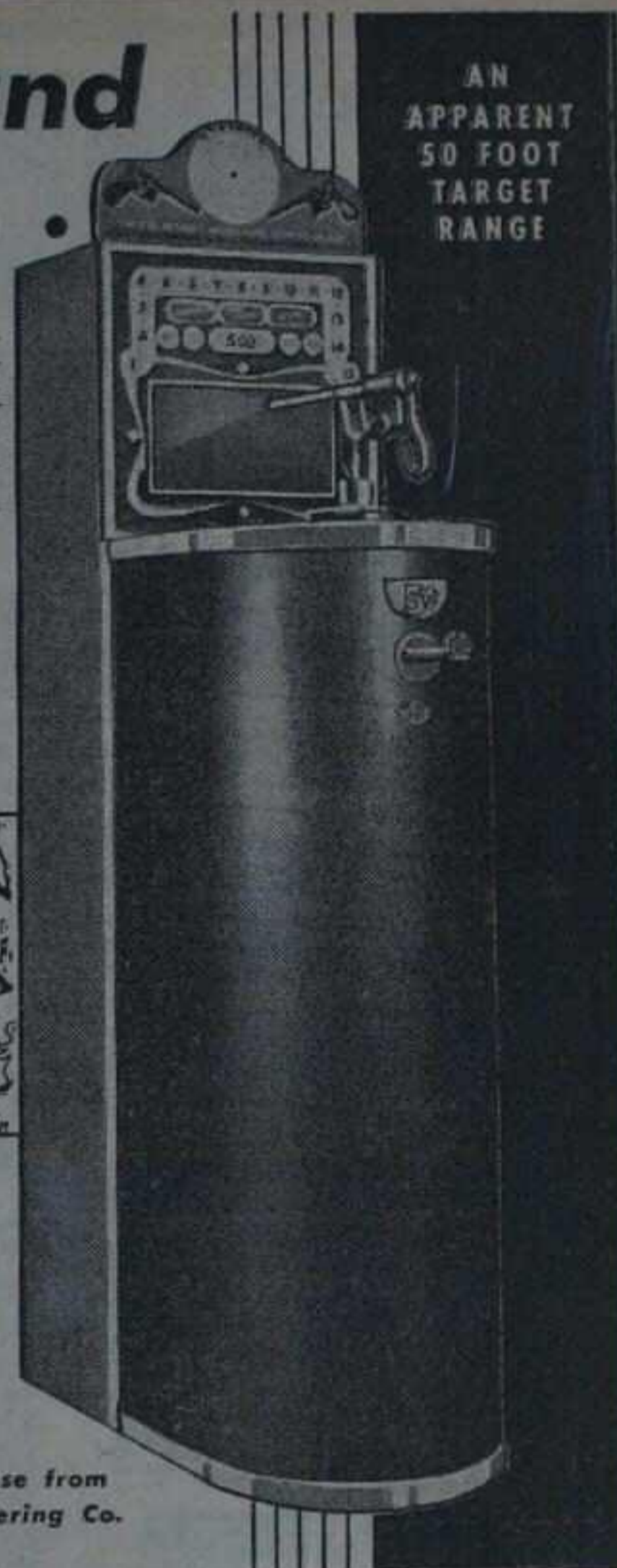
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3 AMI Automatic Hostess Units, complete (30 turntables, 1947 model), like new. MAKE AN OFFER!		

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- DE LUXE..... 27.00
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- MODEL 39..... 14.40
- MODEL 40..... 11.00
- 39 BALL GUM..... 11.35

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- Twin Multiple... \$800.00
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- EVANS RACES..... \$921.00
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- EVANS WINTERBOOK 826.00
- EVANS BANGTAILS 471.50
- EVANS CASINO BELL 637.50
- JENN. CHALLENGER 595.00

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- NUT & B. C. VEND. \$ 14.50
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- CORN VENDORS... 225.00
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- 21F VENDOR..... 29.50

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- JOCKEY CLUB, P.O., 47 MOD. 249.50
- JOCKEY SPECIAL, F.P. 235.00
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- SPECIAL ENTRY, F.P. 175.00
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- VICTORY DERBY, P.O. 79.50
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- LONGACRE, F.P. 69.50
- JOCKEY CLUB, P.O., 42 MOD. 62.50
- KENTUCKY, P.O. 59.50
- LONGSHOT, P.O. 59.50

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- KEENEY 3-WAY BONUS SUPER 525.00
- 5-25 2-WAY BONUS SUPER 399.50
- BALLY TRIPLE BELL 465.00
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- BALLY DE LUXE DRAW BELL 199.50
- BALLY DRAW BELLS, Reg. 99.50
- HI HAND, COMB. 99.50
- MILLS 4-BELLS, 5-5-5 69.50
- BALLY CLUB BELL 79.50
- KEENEY 5c SUPER BELL, COMB. 69.50
- WATLING BIG GAME, F.P. 69.50
- BALLY BIG TOP, P.O. or F.P. 69.50
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- 25c MILLS BLUE FRONT, H. L. 89.50
- 5c MILLS BONUS BELL 109.50
- 5c MILLS ORIG. CHROME, 2-5 99.50
- 50c MILLS BLUE FRONT, ORIO. 149.50
- 5c MILLS VEST POCKET 44.50
- MILLS GOLDEN FALLS, 5-10-25c 119.50
- 25c Q.T., BLUE CABINET 89.50
- WATL. ROL-A-TOP, 5, 10, 25c 79.50
- JENN. 4-STAR CHIEFS 160.00
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- JENN. 5 DX LITE-UP CHIEF, 5c 175.00
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- EXH. 3 WHEELS OF LOVE & STD. 139.50
- EXH. FOOTBASE, BRAND NEW 175.00
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- No. 2 With Flipper Kit Installed.\*
- No. 3 With (1) Contact Kicker Installed.\*

- |                                 |         |         |
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| SINGAPORE..... 59.50            | 64.50   | 69.50   |
| GOLD BALL..... 49.50            | 54.50   | 59.50   |
| CO-ED..... 49.50                | 54.50   | 59.50   |
| HAWAII..... 49.50               | 54.50   | 59.50   |
| CYCLONE..... 44.50              | 49.50   | 54.50   |
| CROSSFIRE..... 44.50            | 49.50   | 54.50   |
| BALLYHOO..... 44.50             | 49.50   | 54.50   |
| HAVANA..... 44.50               | 49.50   | 54.50   |
| KILROY..... 44.50               | 49.50   | 54.50   |
| SUPER SCORE..... 44.50          | 49.50   | 54.50   |
| SPELLBOUND..... 44.50           | 49.50   | 54.50   |
| MYSTERY..... 44.50              | 49.50   | 54.50   |
| MIDGET RACER..... 34.50         | 39.50   | 44.50   |
| BIG HIT..... 34.50              | 39.50   | 44.50   |
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| ANY PRE-WAR PIN GAME..... 20.00 | 25.00   | 30.00   |

\*Please give second choice for fast shipment.

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| Carnival..... 149.50      | Robin Hood..... 114.50   |
| All Baba..... 149.50      | Trinidad..... 114.50     |
| King Cole..... 144.50     | Bermuda..... 114.50      |
| Thrill..... 134.50        | Catalina..... 114.50     |
| Crazy Ball..... 124.50    | Humpty D'ity..... 114.50 |
| Ballerina..... 124.50     | Banjo..... 109.50        |
| Mardi Gras..... 124.50    | Mal. Leap. BB 104.50     |
| Triple Action..... 124.50 | Yanks..... 104.50        |
| Spin Ball..... 124.50     | Cover Girl..... 104.50   |
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- |                            |                           |                          |
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| BUCCANER..... 150.00       | HONEY..... 30.00          | SINGAPORE..... 60.00     |
| CANTEEN..... 20.00         | KILROY..... 30.00         | SMARTY..... 25.00        |
| CAROUSEL..... 30.00        | MANHATTAN..... 45.00      | SPELLBOUND..... 30.00    |
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- |                                      |  |
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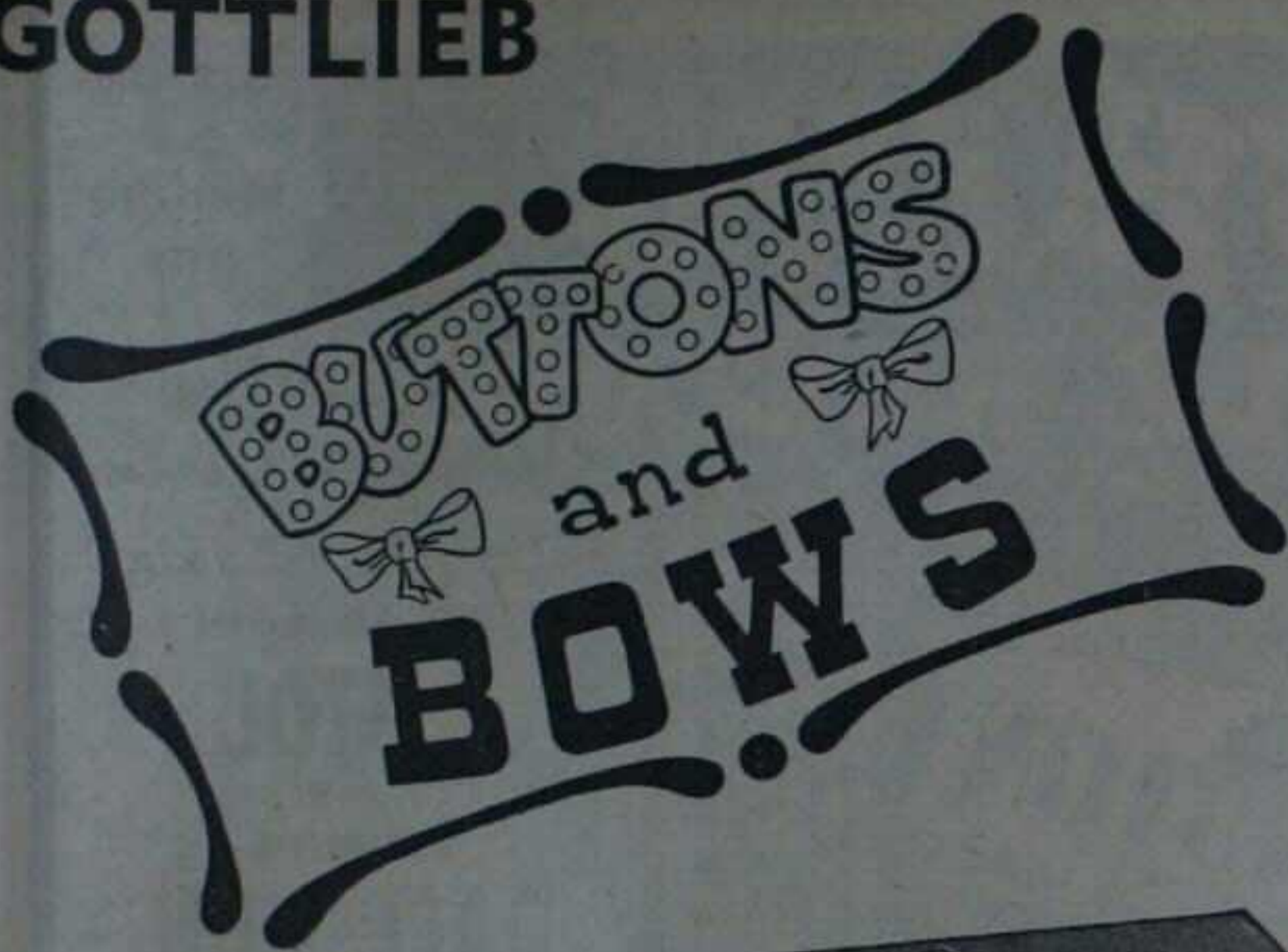
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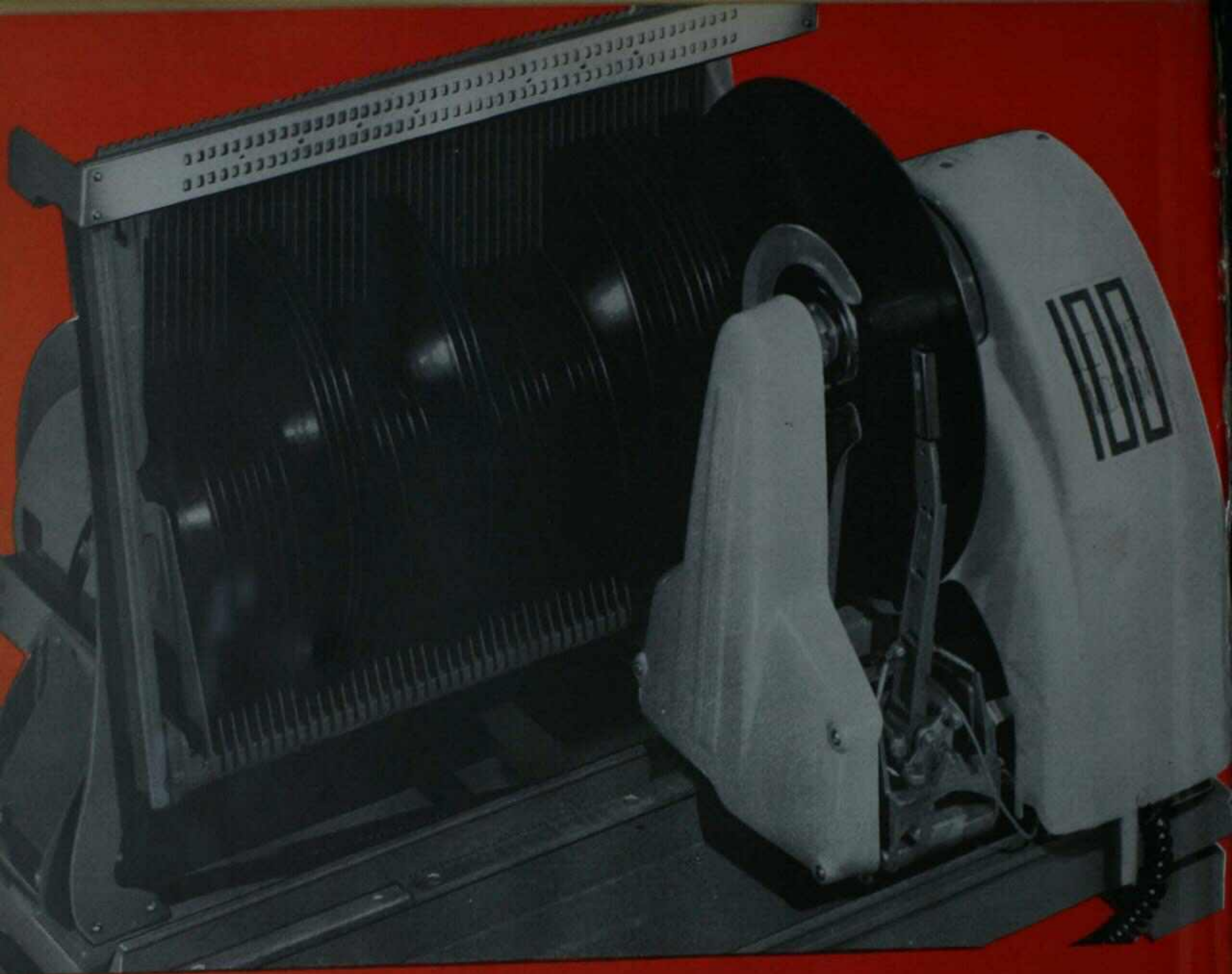
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