# Billboard



# THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS JANUARY 21, 1950



Frank Folsom, president of Radio Corporation of America, is shown here with Vaughn Monroe, popular band leader-vocalist, whose RCA Victor disks have consistently hit the heavy pay dirt. Folsom is wishing Monroe the best of luck on his latest release, "Bamboo," a lush, tropical item that bids to shape up as his first smash of the new year. The tune, published by Shapiro-Bernstein, was penned by Nat Simon and Buddy Bernier. With this disking Victor is launching the heaviest promotion it has yet accorded a single pop platter. Initial pressing order alone called for 250,000 copies. The beat, beat, beat of the Monroe tom-toms could well be the signal for a repeat of his "Riders in the Sky" bonanza, Victor execs feel.

www.americanradiohistory.com

# RECORDING ARTISTSOMUSIC PUBLISHERS

# RECORD MANUFACTURERS • RECORD DISTRIBUTORS

# •ACCESSORY MANUFACTURERS•

# are you selling the JUKE BOX OPERATOR?

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

Plan your advertising in the issue that

# is keyed DIRECTLY to this operator

Billboard

# JUKE BOX SUPPLEMENT

# deadline FEBRUARY 16 • dated MARCH 4

Reserve space now. Any Billboard office is as near as your phone for assistance in writing copy and laying out your ad for this key issue.

# THE BILLBOARD PUBLISHING CO.

Cincinnati 22 2160 Patterson St. DUnbar 6450

1 5 12

New York 19 1564 Broadway PLaza 7-2800 Chicago 1 188 W. Randolph St. CEntral 6-8761 St. Louis 1 390 Arcade Bidg. CHestnut 0443

Hollywood 28 6000 Sunset Blvd. HOllywood 9-5831 Detroit 1 1009 Fox Theater Bidg. WOodward 2-1100



Vol. 62. No. 3



January 21, 1950

**The World's Foremost Amusement Weekly** 

# Senate Vote **Promised** on **Excise Taxes**

#### **Showbiz Doubles Efforts**

WASHINGTON, Jan. 14. - The campaign for excise tax reduction, which has been in full swing since the subject, while a majority member Congress returned, scored a major advance this week when Senate majority leader Scott Lucas (D., Ill.) openly promised Senate proponents an opportunity for a vote on the issue this session. Showbiz and other groups affected adversely by excises, meanwhile, are redoubling efforts to wipe out the excise increases imposed during the war.

Lucas made his promise partly in an effort to head off attempts by dairy senators to tack general excise reductions onto the bill to eliminate taxes on oleomargarine. Lucas warned that if the rider was adopted the bill would be licked.

The majority leader, who is in complete control of what measures are brought to the Senate floor, said (See SENATE VOTE on page 49)

# Will Showbiz Unions Be Hurt **By Capitol Anti-Trust Moves?**

WASHINGTON, Jan. 14.—The move | such legislation, if enacted, could have begun last summer to place unions a serious affect on future operations under the anti-trust laws (The Billboard, July 16) is slowly gaining on sicians (AFM) in the event of a reboth sides of Capitol Hill. The Senate Banking Committee this week turned over to the Judiciary Committee a complete report of its exploratations a of the House Judiciary Committee, Rep. Frank Wilson (D., Tex.) introduced a bill to make all unions subject to the Sherman and Clayton acts. Admittedly aimed at John L. Lewis

and the United Mine Workers (UMW),

Wets, Drys Lock **Horns Over Beer** Plugs on Video

WASHINGTON, Jan. 14.—Beer commercials on TV were attacked heavily this week as drys and wets locked horns at a hearing before the Senate Interstate Commerce Committee on the Langer bill to prohibit liquor ads.

of the American Federation of Mucurrance of AFM-diskery strife. Other showbiz unions would also be subject to provisions of anti-trust laws.

Altho the report which the Senate Banking Committee turned over to the Judiciary Committee contains no recommendations, it includes complete transcripts of hearings held last year, during which a steady parade of coal operators and trade associations urged union curbs.

Wilson's bill, altho not sponsored by the House Judiciary Committee, will get at least an indirect hearing in the group's long-range examination of the anti-trust laws. For the past six months the committee has been going into every phase of monopoly legislation, with a view to revising them and possibly recodifying them into a single law.

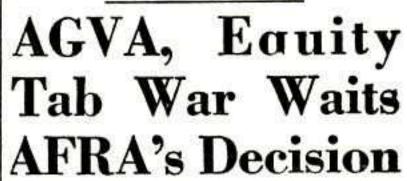
The chief effect of making unions responsible under monopoly legislation would be to hamper them in ordering industry-wide walkouts or in decision by the Associated Actors and settling artificial restrictions on pro- Artistes of America (Four A's) to ducton. In the view of sponsors of give jurisdiction of the tab version the legislation, Lewis and the UMW would be sitting ducks for prosecutions on both counts if a bill could be enacted. At the time of the last walkout in eventually erupt in open conflict. the disk industry, several congressmen told AFM chief James C. Petrillo Artists (AFRA) executive board met at an open hearing on the disk situation that only the absence of the legislation now contemplated kept them from putting the Department of Justice on his trail. With a diskery-AFM contract signed and peace in A minister, Rev. Ira Ernst, told the industry, enactment of a new law would have no immediate effect on the AFM, but could haunt the union at a later date.

Disk Biz Socko So Far in 1950 Sales Pace Is **Fast; Sheets On Upswing** 

**New Peaks Reached** 

NEW YORK, Jan. 14.—According to the music business's key executives, record sales since the first of the year have been on the terrific side, and sheet music sales, spoken of a shade more cautiously, are greatly improved.

A rundown of the major diskeries finds all top record men in accord, (See Disk Biz Socko on page 12)



NEW YORK, Jan. 14.-The recent of Respectful Prostitute to Equity rather than the American Guild of Variety Artists (AGVA) is expected to start off a series of moves that may The American Federation of Radio with AGVA and Equity reps late Thursday night (12) to discuss the subject further. AGVA argued that according to precedent all tab shows came under its jurisdiction. It cited examples where Equity never claimed control over strip ticket shows and (See AGVA, Equity Tab on page 45)

## **Coast RWG Threat Of Strike at CBS**

HOLLYWOOD, Jan. 14. - Strike clouds blackened over Columbia Broadcasting System (CBS) as the Radio Writers' Guild alerted its membership for a possible walkout at the net's Columbia Square. Scribblers have N. D.), declared that the principal reached a stalemate in their eight- support for his measure "is coming month negotiations with the web. from persons who are disgusted with Guild demands (1) salary readjust- beer advertising on television." ments bringing local pay scale on par with CBS in New York; (2) limitation the committee that he observed a (See Coast RWG Threat on page 43) (See Wets, Drys Lock on page 43)

With plugs for hard liquor virtually non-existent on the air today, the prohibitionists were forced to point to beer when testifying on the radio-TV phase of the measure, which would also ban ads in newspapers and magazines. The bill's sponsor, Sen. William Langer (R.,

of working hours, with the Guild six-year old member of his Sunday

**Terperies Winner Over T-Men** 

# **NBC Shedding Martin-Lewis**

NEW YORK, Jan. 14 .- In dropping Dean Martin and Jerry Lewis, as of the end of this month, the National Broadcasting Company (NBC) is writing off a loss of slightly more than \$500,000 invested in the program since the start of last year. Decision to wind up with the comics was made at NBC's Stations Planning Advisory Committee (SPAC) meeting this week, with the station going on record as opposing renewal.

NBC had been blowing hot and cold on the pair for some months and recently decided it would not renew unless they lowered their cost. The show's sustaining nut was around \$9,500 weekly and the network had (See NBC Dropping on page 9)

#### In This Issue

| arnival  | urlesque         | Music Machines 98     |
|--|------------------|-----------------------|
| Ircus  |                  | Music Pop Charts 20   |
| Iassified AdsAds80Ioin Machines90airs & Expositions.64airs & Expositions.64inal Curtain53eneral Outdoor54Ionor Roll of Hits.20esitimate50esitimate50esitimate50Agic88Saleshoards88Shuffleboards104Vaudeville45               |                  | Night Clubs45         |
| airs & Expositions.64Radio-Television5inal Curtain53Repertoire52eneral Outdoor54Rinks and Skaters. 79ionor Roll of Hits. 20Roadshow Films52egitimate50Routes59etter List87Salesboards88lagic49Shuffleboards104Vaudeville4559 | lassified Ads 80 | Parks and Pools62     |
| airs & Expositions.64Radio-Television5inal Curtain53Repertoire52eneral Outdoor54Rinks and Skaters. 79ionor Roll of Hits. 20Roadshow Films52egitimate50Routes59etter List87Saleshoards88lagie49Shuffleboards104Vaudeville4559 | oin Machines 90  | Pipes for Pitchmen 86 |
| Inal Curtain   |                  | Radio-Television 5    |
| eneral Outdoor54Rinks and Skaters79Ionor Roll of Hits20Roadshow Films52egitimate50Routes59etter List   |                  | Repertoire            |
| Ionor Roll of Hits20       Roadshow Films52         egitimate  |                  |                       |
| egitimate  |                  | Roadshow Films52      |
| efter List   |                  | Routes                |
| lagic  |                  |                       |
| ferchandise  |                  | Shuffleboards 104     |
|  |                  |                       |
|  | fusic            |                       |

The Billboard Main Office: 2160 Patterson St., Cincinnati 22, O. Subscription Rate: One year \$10. Entered as second-class matter June 4. 1897, at Post Office, Cincinnati, O., under act of March 3, 1879. Copyright 1950 by The Billboard Publishing Company.

Round Two of Webs Would Prove Dual Standard 20% Tax Case TV Doesn't Hurt College Game \$\$ **Goes to NBOA** 

**May Wind Up in High Court** 

CHICAGO, Jan. 14.-The National (NBOA) decisively won the second round of a court battle with the Treasury Department over the Tmen's year-old attempt to reclassify ballrooms under the 20 per cent cabaret tax. After dropping the first round early in 1948, NBOA's position is now that of the top dog in a legal fracas that may wind up in the Supreme Court.

In a decision received Thursday (12) by Tom Roberts, Des Moines legal counsel for NBOA, U. S. District Judge Henry Graven ruled in (See Terperies Winner on page 62)

NEW YORK, Jan. 14 .- Network broadcasters are willing to subsidize an investigation by colleges to determine the impact of television on the college sports gate, according to Joseph H. McConnell, president of the Ballroom Operators' Association National Broadcasting Company (NBC). McConnell addressed this statement yesterday (13) to the annual meeting of the National Collegiate Athletic Association (NCAA), as spokesman for the video webs, which are fighting moves to ban tele coverage of football next season.

> McConnell told the conclave that "any question based on a shortsighted equation of sports attendance to television broadcasting of intercollegiate athletics would be a great disservice to American colleges and the American people. Meanwhile, the (See Webs Would Prove on page 43)

For Screen-TV **Pix Is Urged** WASHINGTON, Jan. 14 .- A double

standard of Hollywood film production for theaters and TV in homes was strongly recommended in a report to the directors of the Theater Owners of America (TOA) here this week by the TOA's television committee. The report urged that Hollywood maintain such a dual system in the public interest, pointing out that movies produced for large screen, c if reduced to 16mm. size for trans-mission to homes, suffer in quality, c if reduced to 16mm. size for transmission to homes, suffer in quality, art and brightness.

The report envisioned use of largescreen film for theater television and indicated that the best interests of the film art and the democratic system would be served by Hollywood's producing separate classes of film for theater TV and for home TV.

The report to the TOA board came (See Exhibs Want Dual on page 6)



**Gotta Level On Contracts** --Or Give Up

**Fresh Start Due This Week** 

WASHINGTON, Jan. 14.—A fresh start toward an already deferred Freedom Fair will be sought by the National Capital Sesquicentennial Commission at a meeting scheduled for next week. With Congress and the Department of Justice looking into various phases of commission activity, the Sesqui Commission is expected to come forth with an avowed goldfish bowl policy on bids and contracts in shifting its sights to a 1951 target date for the Freedom Fair's opening instead of July 4, 1950 (The Billboard, January 14).

Even as the full commission prepares for its meeting, warnings are being raised that unless preparations for the Freedom Fair are stepped up fast, the fair is "in danger of dis-(See Huddle To Save on page 54)

# See SAG Rejection **Of TVA's Peace Bid**

HOLLYWOOD, Jan. 14. - While some of the points yielded by Television Authority (TVA) to Screen piled by Lieut. Howard Stewart, in Actors' Guild (SAG) are steps toward a solution of the tele jurisdic- showed 33 theater cuts required, tional dispute, the Guild is expected against 53 in 1948, 95 in 1947 and to turn a cold shoulder to the TVA mediation proposal when SAG's board studies the latest Eastern talent unions' peace bid at its meeting Monday (16). SAG refused to comment on the matter until after the meeting. However, on the basis of SAG's long and determined fight to keep other unions' hands off its jurisdiction over the film acting field, the Guild's acceptance of the mediation plan appears unlikely. Observers expect SAG to interpret joint meetings of live and film performers voting on strikes against video film producers as a nullification of the Guild's basic jurisdiction. SAG has doggedly insisted that its field is films, however exhibited, and has consistently refused to mediate regarding its basic jurisdiction. It is therefore doubtful that SAG will agree to mediate regarding such joint membership meetings.

# Mills Sets London Office, Asks Study of TV Rights Abroad

chief of Mills Music, who recently returned from a trip abroad during which time he set up a wholly-owned London branch, cautions American publishers against carelessly assigning foreign television rights. The problems connected with the use of American copyrights on TV programs shown abroad, Mills believes, requires careful study. One of the chief aspects of the whole matter, the music exec feels, is the possibility that American-produced kinescope programs may be widely used in foreign countries. It behooves American publishers to be wary, he states.

Current domestic regulations with

NEW YORK, Jan. 14.—Jack Mills, | regard to music rights on kinescopes provide that such usage is gratis, in lieu of a cable. That is, it is regarded as similar to a delayed broadcast.

#### ASCAP Philosophy

This philosophy is outlined in the American Society of Composers, Authors and Publishers' (ASCAP)-TV network contract. But it is noteworthy that, altho a limited gratis use is granted in the pact, the grant is made by the publishers direct to the TV operators. The inference, too, is that when the coaxial cable is ultimately stretched across the coun-(Mills Sets London Office, page 16)



WASHINGTON, Jan. 14 .- A hearing on the charges of news-slanting filed against G. A. Richards nearly two years ago and the subsequent proposal to turn his stations over to three trustees is to be held in Los Angeles March 13, the Federal Communications Commission (FCC) ordered, this week after turning down a plea by Richards's counsel to strike from the hearing all references to the charges.

In a four-one decision, with Commissioner Rosel Hyde dissenting and Frieda Hennock not participating, the FCC declared that on the basis of "related information and allegations available," it is unable to determine that the public interest will be served by license renewals or transfers of KMPC, Los Angeles; WGAR, Cleveland, and WJR, Detroit. The FCC added that by the hearing it is affording the applicants "an opportunity to be heard" and that "the burden is on an applicant to go forward with his application."

#### **Skeptical on Illness**

The FCC added that "we are not unaware" that during much of the time of Richards's chronic illness. "he has maintained a certain amount of physical activity." "We believe," the commissioners said, "that it may be possible to conduct a hearing in such a manner as to impose no unaccustomed physical strain upon him."

Flatly rejected was the argument by attorneys for Richards that the FCC's probe into whether Richards did or did not order newscasts to be slanted would amount to censorship ord dealers. These visits resulted in and to a violation of the free speech clause of the constitution. "It seems clear," the ruling stated, "that the question presented is not one of Richards's private views and his right to (See March 13 Hearing on page 49)

# **Detroit Censors Report Stage** Much Cleaner in '49 Than '48

DETROIT, Jan. 14.—Detroit the- for one night only.

aters generally underwent a moral regeneration during 1949, judging from the report of the police censor that some 40 per cent fewer cuts were required than in 1948. Cabarets just about held their own on censorship requirements. The report, comcharge of the censorship squad,

There were 48 cuts involving 63 performers made in night spot shows, compared with 66 the year before.

In other amusement business fields the censors made 237 inspections of arcades, 56 of carnivals-technically listed only as "riding devices" under local ordinance-45 of Edgewater, the only local amusement park, 886 of novelty stores, 20 of the Michigan

110 in 1946.

Legit shows received seven snips last year, while they had 11 in 1948. One was for the Spike Jones show at the Music Hall. Straight vaude houses escaped unscathed, but the popularprice, pocket-size stageshows tried out in a few bandbox theaters took six cuts-there were 10 in 1948. Nine

theater fronts received correction, against 18 in the year before, and no corrections were reported on newspaper advertising this time.

Burlesque, with two houses running year-round, required only 11 corrections, compared to 14 a year ago. Typical of these was the lone cut made in December, when an actor, new to the territory, was required to delete the phrase "son of a biscuit."

The censors made 1,174 inspection visits to catch shows at the theaters, and 2,523 to cabarets during the year. place eighth in the industry list, well The record was run up New Year's above the composite average of 128. night when many places put in shows for all stocks.

State Fair, and 69 of phonograph recconfiscation of an estimated \$12,000 of novelties and \$1,000 of film, both considered obscene.

# Showbiz Stock Index No. 3 in 30 Fields

WASHINGTON, Jan. 14 .--- In comparison with the 1939 base of 100 amusement common stocks were selling at an average index of 213.4 in early November, the Securities and Exchange Commission reported this week. The gain for amusement stocks over 1939 levels was the third larges of all the 30 largest industries.

Stocks of radio manufacturing com panies sold at an index of 145.4 to

| 5            | Billboard   |
|--------------|---|
| ),           | The World's Foremost Amusement<br>Weekly  |
| h            | Founded 1894 by W. H. Donaldson   |
| S            | Fublishers<br>Roger S. Littleford Jr.<br>William D. Littleford  |
| t -          | E. W. EvansPres. & Treas.<br>Lawrence W. GattoSecy.<br>Editors  |
| 0<br>11<br>9 | Roger S. Littleford )rEditor in Chief<br>G. R. SchreiberCoin Machine Editor<br>Herb DottenOutdoor Editor<br>William J. SachsExecutive News Editor<br>(Cincinnati) |
| 1            | Dick Armstrong Executive News Editor<br>(New York)  |
| ł            | Managers and Divisions  |
|              | E. W. Evans, Gen. Manager Cincinnati<br>Main Office & Printing Division<br>2160 Patterson St., Cincinnati 22, Ohio<br>Phone: DUnbar 6450                          |
|              | W. D. Littleford, Gen. Manager Eastern Division<br>1564 Broadway, New York 19, N. Y.  |

Phone: PLaza 7-2800 M. L. Reuter, Gen. Manager Western Division 188 W. Randolph St., Chicago 1, Ill. Phone: CEntral 6-8761

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

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

- C. J. Latscha ..... Advertising Director K. Kemper .... Advertising Mgr., New York M. L. Reuter ..... Advertising Mgr., Chicago B. A. Bruns ..... Circulation Manager
- Main Advertising, Circulation & Printing Offices 2160 Patterson St., Cincinnati 22, Ohio Phone: DUnbar 6450

Subscription rates payable in advance. One year, \$10. Two years, \$17.50. These rates apply in the United States, U. S. Possessions, Canada and countries in Pan-American Postal Union. Rates in other foreign countries sent upon request. Subscribers when requesting change of address should give old as well as new address. The Billboard also publishes

Vend, the monthly magazine of automatic merchandising.



## \$1<sup>1</sup>/<sub>2</sub>-Mil New Year **Biz for Atlantic City**

ATLANTIC CITY, Jan. 14.-That the resort enjoyed one of its most prosperous New Year week-ends is seen in estimates from the city's two banks, based on deposits, that visitors spent \$1,500,000 in greeting 1950, while the local citizenry added to that total.

Deposits for the first banking day after New Year's Day totalled \$2.-834,773, compared with \$1,847,186 in 1949 and \$2,108,726 in 1948. The deposits were \$987,587 greater than last year, \$726,047 over 1948.

The banks reported one of their busiest days, with lines of depositors especially from hotels, restaurants, amusement places and night spots.

Frank Amstutz, executive secretary of the Chamber of Commerce and the Hotel Association, declared the resort had one of the biggest New Year's crowds in its history. He said the unusual influx and prosperity was due largely to the three-day holiday.

# NUMBER ONE ACROSS THE MUSIC-DISK BOARD

- No. 1 On the Honor Roll of Hits I CAN DREAM, CAN'T I?
- No. 1 Sheet Music Seller
  - DEAR HEARTS AND GENTLE PEOPLE
- No. 1 Most Played on Disk Jockey Shows

I CAN DREAM, CAN'T I? Andrews Sisters-G. Jenkins Ork, Dec 24705 No. 1 Disk via Dealer Sales

I CAN DREAM, CAN'T I? Andrews Sisters-G. Jenkins Ork, Dec 24705 No. 1 Disk in the Nation's Juke Boxes

I CAN DREAM, CAN'T I? Andrews Sisters-G. Jenkins Ork. Dec 24705 No. 1 Most Played Juke Box Country and Western Record

- SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- No. 1 Best Selling Retail Country and Western Record SLIPPING AROUND, J. Wakely-M. Whiting, Cap 57-40224
- N- 1 Most Played Country and Western Record by Folk Disk Jockeys CHATTANOOGIE SHOE SHINE BOY, R. Foley, Dec 46205
- No. 1 Most Played Juke Box Blues and Rhythm Record FOR YOU MY LOVE, L. Darnell, Regal 3240
- No. 1 Best Selling Retail Blues and Rhythm Record FOR YOU MY LOVE, L. Darnell, Regal 3240
- No. 1 Sheet Music Seller in England HARRY LIME THEME

Leading albums, classical disks, English and Canadian sheet sellers and full score on all music-disk popularity in Music Popularity Charts, pages 20 to 42.



NBC'S

RADIO-TELEVISION

Communications to 1564 Broadway, New York 19, N. Y.

**NBC** Pushes **Auditions for** 4 Whodunits

HOLLYWOOD, Jan. 14 .- National Broadcasting Company's (NBC) 1950 programing drive will kick off here with the immediate audition of four new network packages with strong emphasis on whodunits. Coast program topper Homer Canfield will supervise cutting sessions and work out time slots for early sustaining debut.

Top priority show will be a new mystery stanza to be authored by Erle Stanley Gardner. Confabs between Gardner and the William Morris Agency have been resolved with likelihood that the show will inherit the 7 p.m., E.S.T. slot on Sundays opposite Jack Benny. Hollywood Calling currently chopped to a half-hour, is slated for demise within three weeks.

Another mystery stanza in the works is One Hour To Kill, top budget hour-long thriller using name talent. Scripts are being written by Larry Marcus, William Dunkel, Sylvia Richards, M. Dinelli, Walter Newman and Warren Lewis. Show will use different stars each week with Ida Lupino, Vincent Price and Gene Kelly among first in line. To be produced by Bill Rousseau and directed by Warren Lewis, stanza is being slotted for possible 10 to 11 p.m. Monday night airing.

Science Fiction series, dealing with

# **NBC's Backfield**

NEW YORK, Jan. 14 .- The National Broadcasting Company's (NBC) organizational line-up, in line with the company's "eight man T formation," shapes up as follows:

Niles Trammell, chairman

J. H. McConnell, president

Chas. R. Denny Jr., exec. vice-pres.

Pat Weaver C. R. Denny Victor Norton V.P. for TV. V.P. for Jr., V. P. for AM; Administration pro tem\*

V. P. for V. P. for stations; Pub. Relations Open\* Open\*

\*James M Gaines is now director of NBC owned and operated stations, both for radio and television, but is not a vice-president. Denny is serving both as exec vice-president and as head of the radio network operation but is slated to yield the latter function when NBC fills in this post in its top organizational line.

Reporting to Norton are the following execs and departments: John H. Mac-Donald, financial; O. B. Hanson, engineering; Ernest De La Ossa, personnel and labor relations; Hugh M. Beville Jr., research; William S. Hedges, integrated services.

Reporting to Denny, as head of the AM network, are: Harry Kopf, sales; Tom McCray, programs; William Brooks, news and special events; Sydney H. Eiges, press and information, for AM and TV.

Reporting to Kopf, for sales and associated operations are: Charles P. Hammond, sales promotion and advertising; Easton Woolley, station relations; George Wallace, radio sales planning and research.

#### Television

Reporting to Pat Weaver for television are: Carleton D. Smith, director of opera-tions; Fred Wile Jr., production; George H. Frey, sales; Norman Blackburn, Holly-wood NBC office.

Reporting to Frey are: Ed Hitz, Eastern sales manager; Eugene Hoge, Chicago TV sales.

Reporting to Smith are: J. R. Myers, budget, films; Ray Kelly; Sheidon Hickox, station relations; Robert Shelby technical operations.

Reporting to Wile are: Earnest Walling, program manager; Carl Stanton, talent; Frank McCall, news and special events

Reporting to Walling are: Skeets Miller, night program manager; Fred Coe, new program development; Leonard Hole, production manager.

#### O. & O. Stations

Reporting to James M. Gaines are: Tom McFadden, WNBC-WNBT, New York; Bill McAndrew, WRC, WNBW, Washington; John McCormick, WATM and WNBK, Cleveland; Hick Showerman, WMAQ and WNBQ, Chicago; Lloyd Yoder, KOA, Denver: John Elwood, KNBC, San Francisco; Jim McConnel, national spot sales. Hollywood NBC is under V.P. Sid Strotz, who reports to Exec Veepee Denny. Reporting to Bill Hedges, vice-president in charge of integrated services are those functions serving NBC as a unit, including traffic, guest relations, program services, which include music rights, sound effects and other studio functions.

**Net Shaping** 8 - Man Team; 2 Posts Open

The Billboard

FORMATION

5

#### **Simplifies Operations**

NEW YORK, Jan. 14 .- The National Broadcasting Company's (NBC) reorganization, which took a further step forward this week with the appointment of Victor Norton as vicepresident for administration, is shaping up into something akin to a football line-up; a "T" formation, with a backfield of three and a line of five. This eight-man team, which still has at least two posts open, will, eventually, be the group primarily responsible (See NBC HAS OWN "T" on page 44)

# **McClinton** Quits Ayer V.-P. Post

NEW YORK, Jan. 14 .- Hay Mc-Clinton, radio and television vicepresident of N. W. Ayer & Son, resigned this week. He'll leave the agency with which he has been associated for about 20 years, in about two weeks. His present assistant, James E. Hanna, also a veepee of the agency, will succeed him as AM-TV head. McClinton, in addition to the shows Ayer now has on the air, originated the now-defunct Ford Sunday Evening Hour and the Telephone Hour. During the war, he handled This Is the Army, the four-network government propaganda series. Altho he has made no announcement as to plans, it's believed McClinton will set up his own agency.

subjects in the realm of the supernatural and scientific, is another set for cutting, as is Night Beat, thriller based on newspaper life with Frank Lovejoy in title role and scripts by Larry Marcus.

# **Tough Luck**

WASHINGTON, Jan. 14.-Jim Gibbons, sports director of WMAL and WMAL-TV, Washington, has been named honorary captain of a girl's basketball team. Gibbons says he will be strictly a non-playing captain.

# **Colgate Radio Names May Alternate on Video Film**

but big-scale tele entry of top radio artists may soon be a reality if plans by Tom Harrington, Ted Bates's radiotele topper, are put into action. Harrington, currently in Hollywood on agency biz proposes tele airing of properties in the Colgate stable on an alternating basis via film. Thus, sponsor would use same weekly time

# More Than Meets the Eye

NEW YORK, Jan. 14 .- General interpretation of the resolution praising Niles Trammell, passed by the National Broadcasting Company (NBC) Stations Planning and Advisory Council (SPAC) at its 1949-1950 meeting here this week, is that there's much more to the resolution than meets the eye. SPAC went on record by hailing the NBC sales job in 1950; lauding its leadership; expressing "heartfelt appreciation to Niles Trammell, 'Mr Radio Himself,'" and congratulating Trammell on his recent promotion to chairmanship of the NBC board.

Behind SPAC's action is seen an acknowledgement to Trammell and the web that they had fulfilled the promises made to NBC affiliates last February in Chicago. This was a reference to the meeting called by the NBC affiliates which, at the time, were up in arms at NBC's loss of programs and business to Columbia Broadcasting System (CBS). NBC, at that time, promised to deliver both billings and programs, with Trammell facing a highly indignant group of station execs at the Chicago meeting. This was when the air was filled with palaver about "is NBC finished?" In this light the resolution becomes a major vote in support of not alone Trammell, but the Trammell-NBC (and Frank Folsom-Joe McConnell) policies.

#### Indispensable Trammell

In addition the SPAC resolution, between the lines, is held to mean that in the eyes of the affiliates, Trammell is now indispensable to the network's AM and TV operations. It's also reported that the affiliates, during the SPAC sessions, breathed audible sighs of relief when assured that Trammell has a long-term contract. And finally. the resolution is regarded as a thumb-to-the-nose gesture in the direction of at least one other network.

SPAC elected Clair McCullough, of the Mason-Dixon group, as new chairman, and Howard Pill, of WSFA, Montgomery, Ala., secretary. McCullough soon will appoint a promotion committee and a committee to seek a site for the annual network convention.

HOLLYWOOD, Jan. 14. - Painless | slot but alternate three or more shows for maximum effect.

The idea, which emerged from discussions with Colgate stars Dennis Day, Judy Canova and Eve Arden, is far from consummated, Harrington stressed. However, artists welcomed the plan with great enthusiasm. especially since it would mean less work, no worries of live tele stints, and assurance of top film production. Rather than burden an already busy artist such as Day with the headaches of a weekly live tele show, Harrington proposes to use Day every third week over National Broadcasting Company (NBC). Alternating would be Canova and Mr. and Mrs. North. Eve Arden's Our Miss Brooks is out, since the show is owned by Columbia Broadcasting System (CBS).

A tele audition of Day's airer has been made by Jerry Fairbanks's film firm and is currently being mulled by the Bates agency and Colgate execs. Harrington is sold on films vs. live if costs can be pegged within reason. In case of the Day opus, bankroller might temporarily be forced to air the show live and release via kine since the music situation is still to be resolved by tele networks and American Federation of Musicians (AFM). This hurdle overcome, film version would definitely get the nod.

Among the many advantages of the three-star video set-up, Harrington contends that (1) three shows are better than one, less likely to wear on audiences, and more apt to appeal to wider variety of lookers; (2) talent will shun weekly tele hassles but welcome a one-a-month or similar stints, especially if done on film; (3) set-up provides more time for writing and production of video offerings, hence quality should be higher.



NEW YORK, Jan. 14.-Fred Allen, now in Hollywood, is reported planning to shoot a number of films for television upon his return to New York. The comedian is said to have a number of ideas for television shows and wants to put them on film in order to study and test them. Allen, who guested on the Jack Benny show this week-end, is under contract to the National Broadcasting Company (NBC), with part of the deal placing the web's TV production facilities at his disposal for just such TV tests.

## Cedric Q., Rob't Q., To Pinch for A. Q.

NEW YORK, Jan. 14.-Cedric Q. Adams, Minneapolis columnist and radio commentator, and Robert Q. Lewis will probably fill in for Arthur Q. Godfrey when the latter takes his vacation starting January 30. Lewis already has definitely been set, and Adams probably will be within a few days.

Lewis will handle Godfrey's hourlong Chesterfield tele show Wednesday nights on the Columbia Broadcasting System (CBS) and the morning show across the board on the same network. Adams will handle Talent Scouts for Lipton's tea, a simulcast aired on CBS Monday nights. Adams and Arthur Q. have been cronies for some years.



**RADIO-TELEVISION** 

# **Don Lee Into TV Filmaking;** Sets Dieterle, Wilkie Pacts

Television this week-end closed a long-pending deal to go into production of major motion pictures for television. Network inked Academy Award winner William Dieterle to a long-term tele film direction contract. Deal marks first film step consumated by Charles Glett, Don Lee tele veepee and former David O. Selznick motion pic exec.

Glett also finalized a pact for story properties controlled by Capt. Don Wilkie, author of Secrets of Secret Servce and son of John Wilkie, first U. S. Secret Service chief. Glett said Wilkie's files contained enough story material for 10 years at the rate of one episode weekly, embodying some 150,000 cases in government files.

Dieterle will produce and direct Lee tele series.

HOLLYWOOD, Jan. 14 .- Don Lee | films to be financed by Don Lee and sold nationally. Geared to start in April, Dieterle's films will be made here for an undisclosed budget, distributed thru Blair TV, Inc., and offered in all tele markets. Assisting Dieterle will be cinematographer Lee Garmes, production designer Mc-Millan Johnson, and producer-writer William Gordon. Project will be under supervision of Glett and Willet Brown, president of Don Lee Broadcasting System, aided by Cecil Barker, Don Lee TV executive producer. Dieterle is the first top, currently active motion pic megger signed by an independent tele network. Glett leaves Hollywood this week for a nation-wide trip during which he will negotiate with other outlets to acquire releasing rights to the Don

## **Brief and Important**

#### **Last-Minute Digest of AM-TV News**

#### CBS Gets "Parole" From Gould, Appell

The Columbia Broadcasting System (CBS) has secured the rights to "Up for Parole," from Wally Gould and Jimmy Appell, its former owners. The half-hour program is scheduled for a sustaining radio ride this summer. It dramatizes case histories of convicts up for parole.

#### **Packard Buys TV Series**

Packard Motors, thru Young & Rubicam, last week bought "Manhattan Towers," a variety program localled in a New York hotel. Program's device is that various guests and functions within the hotel will be the acts on the program. Edward Everett Horton may be one of the few permanent acts on the show, in the role of hotel manageremsee. No time or network set yet.

#### **Gimbels Drops TV Show**

Gimbel Department Store in New York has dropped sponsorship of "The Truex Family" on WPIX, but is said to be considering an across-the-board splurge with a shopping program on the same station. The store had been dissatisfied with the commercial appeal of the show, and immediately after its inception began experimenting with various type of sales plugs, integrated and otherwise. WPIX is continuing the show, sponsored for 13 weeks, as a sustainer.

# **Exhibs Want Dual Standard Movies for Screen and Video**

(Continued from page 3) shortly after the Federal Communications Commission (FCC) announced that it had acquiesced to demands of the theater industry for a hearing on theater TV. The commission agreed to stage a "preliminary fact-finding hearing," which is expected to take place in late summer or early fall.

The TOA report on TV was read to the board by Mitchell Wolfson, owner of a theater chain in Miami and head of TV Station WTVJ. On the subject of TV competition, Wolfson saw both good and evil, with TV's effects largely on the credit side. | theaters.

He granted that TV could be a threat to keeping people home in the novelty of the early months of a TV station's operation, but argued that in the long run the best test was programing, improvement of theater comforts and natural gregarious inclinations. He voiced belief the two media could complement each other.

The report deplored a lack of advertising trailers for use on TV, and advocated that TV stations be supplied by producers with at least 10 20-second trailers for each movie, making it possible for local TV stations to sell them as spots to local

## Ford Is 3d Sponsor for "Kukla, Fran, Ollie"

The Ford Dealers' Association last week became the third sponsor to "Kukla, Fran and Ollie." The program, now on the National Broadcasting Company (NBC)-TV 7-7:30 p.m. across the board, will be aired on Wednesdays for Ford beginning February 1. RCA Victor, which originally was sole sponsor, now has it on Monday, Wednesday and Friday but will drop Wednesdays. Sealtest will continue paying the bills on Tuesday and Thursday. J. Walter Thompson is the agency for Ford and RCA; N. W. Ayer for Sealtest.

#### 'Date With Judy" Loses Bankroller; Will Go On

Revere Camera last week decided to drop "Date With Judy," at the conclusion of the initial cycle of its sponsorship. The American Broadcasting Company (ABC), already conducting negotiations with another potential sponsor, is considering adapting the weekly halfhour into a strip of 15-minute shows. Meanwhile, if unsold, the stanza will continue sustaining on its present basis.

## Speidell Eyes New Shows, May Take "Blondie"

Negotiations by Speidell Jewelry for a new radio show still were unsettled at the week's end. The outfit, which recently dropped the Ed Wynn video show, is looking at two shows at the American Broadcasting Company (ABC) and two at the Mutual Broadcasting System (MBS). Likeliest possibility is regarded as "Blondie" at ABC. The bankroller's agency, Cecil & Presbrey, had made no decision at close of business Friday, but ABC maintained an optimistic outlook. Speidell now has 15 minutes of "Stop the Music."

# **CBS** Scores Success With **Public Color TV Showings**

WASHINGTON, Jan. 14 .- No seizing the opportunity to poll the matter what the Federal Communications Commission (FCC) does about color TV, the Columbia Broadcasting System (CBS) is scoring a public relations success in its daily color video showings here before capacity crowds at a downtown improvised auditorium where several 16-inch TV sets have been installed. Trade insiders here are viewing the CBS demonstrations as a timely bit of strategy in the web's current struggle with the National Broadcasting Company (NBC). CBS is

# Off Low - Cost its poll which indicated general public satisfaction with the CBS

NEW YORK, Jan. 14 .- The National Broadcasting Company's (NBC) long-term deal to make a series of 52 Hopalong Cassidy tele FCC preparatory to the resumption Westerns broke down this week because Bill Boyd, the star of the series, decided that he might be jeopardizing production talent for the Washington his property by making low-budget oaters. NBC had a national advertiser primed to buy the Westerns if the deal were concluded.

Boyd believes that it is impossible to make a half-hour Western for 20G, the amount NBC was willing to spend for each production. However, he is now conducting talks with the Columbia Broadcasting System (CBS) to see if the web can come up with a better offer.

In the meantime NBC is distributing a series of 35 old Cassidy hoss operas.

public on its opinion of the CBS color system. Out of 300 persons who filled out questionnaires during the first week of public showings in the downtown Walker Building, 98 per cent registered support for color over black-white. Over 98 per cent found the quality anywhere from good to excellent, while 1.8 per cent found it fair. Not a single viewer considered it poor.

With nearly 600 attending showings the first week, CBS is estimating an attendance well over 10,000 before the demonstrations wind up in 'Hopalong' Hops February. Space in the auditorium is limited to less than 200. CBS is particularly elated by results of color's "brightness," "clearness of de-NBC TV Oater tail" and "trueness to life." On the latter point, 95 per cent voted either good, very good or excellent, and equally high scores were chalked up on the other points. CBS is expected to submit final results to the of color hearings next month.

CBS has mustered some of its top demonstrations, and one of the big features will be an hour and a quarter telecast Thursday night (19) from the National Gallery of Art. Henry Casirer, who is handling the show, succeeded in borrowing several of the prized paintings for the demonstration which will be accompanied by ballet dancing and music. CBS is getting spot plugs from WTOP and ran full-page ads, with The Washington Post using color for one of them. Faye Emerson topped the list of performers this week and will be back again.

## Arnold Bread Picks Up Faye Emerson From Ansonia

Ansonia Shoes, which has backed out of sponsorship of the Faye Emerson show on WCBS-TV, is in the market for another stanza. The bankroller, while satisfied with the potentialities of TV as a sales medium, had to bow out when the show's cost was hiked at the end of the cycle. Meanwhile, the Faye Emerson show has been picked up by Arnold Bread, thru Benton & Bowles, effective with the January 23 show. The stanza, which airs from 11 to 11:15 p.m., Mondays, may expand to a regional web covering the sponsor's distribution territory. Oliver Barbour will direct for the agency.

#### Morgan To Air 15-Minute Strip on WNBC

Comic Henry Morgan is about to revert to the original format which made him a radio name: A 15-minute strip show done locally. This time the station will be WNBC, New York, beginning January 30. Time period is 6:30 to 6:45 p.m. The program, as in his earlier efforts along this line, will be open for participations. Morgan's latest network effort bows into the 6:30 p.m. Sunday period on the National Broadcasting Company (NBC). His brief fling at video last season ended disastrously. .

## ABC Signs 2d Bootblack Sponsor, Pitches for 3d .

The American Broadcasting Company (ABC) apparently is seeking to corner the bootblack market, sponsor-wise. The web has signed its second shoeshine sponsor within a week, and now is dickering with a third. On the heels of selling "Blind Date" to Knomark Boot Polish for its Esquire brand, ABC has inked the Griffin Manufacturing Company as bankroller of the second half of "Paul Whiteman TV Teen Club," airing from 8 to 9 p.m. Saturdays. The stanza will air on 11 stations, starting either February 25 or March 4, with business placed thru Bermingham, Castleman & Pierce. The third company now in the picture is Shinola, with which ABC is now doing heavy pitching on several properties,

## Stronach Up for Nat'l Director on ABC-TV Shows

Alexander (Sandy) Stronach next week will be named national director of television program operations by the American Broadcasting Company (ABC). Stronach will assume complete responsibility for operations of the TV web on all points, including scheduling, studios and cost controls. The move frees Veepee Charles (Bud) Barry of detail work, enabling him to concentrate on the buying and selling of programs.

## "Salesman" Scene on Video Cost \$6,300

The scene from "Death of a Salesman" which was presented on the first Ken Murray video revue Saturday (7) cost approximately \$6,300 for the property and talent. Rights cost \$4,500, with the rest going to the talent, agent, etc. The show is on the Columbia Broadcasting System (CBS)-TV network alternate Saturdays for Budweiser beer.



#### **Berle To Stick** To Weekly TV; Flouts AM Bids

NEW YORK, Jan. 14. - Milton Berle this week put an end to rumors that he would do his TV show on alternate weeks starting in the fall of 1950. He said he intended to continue the same weekly schedule.

Berle also said that eight firms be-sides Texaco had offered to sponsor a radio show which would star him. "But I don't think I'll take it. The pressure of television is too much," he said.

said. The comedian evidently feels that alternate week presentations would not have the same impact. Don Stew-art, the advertising manager for Tex-aco, does not agree with Berle and has publicity come out in favor of an alternate week sked. However, the comic's contract, which has until June, 1951, to run, expressly states that he is to be presented once a week.

#### 200G Summer Splurge in TV **For Popsicle**

NEW YORK, Jan. 14.—Using top entertainment personalities such as Miton Berle and Arthur Godfrey, the Popsicle Company this week agreed to sponsor a series of 10 15-minute weekly video programs over the Columbia Broadcasting System (CBS)-TV beginning after May 15. Titled the Popsicle Parade of Stars, the program wil: cost between \$180,000 and \$200,000 for time and talent. The show will be a hot-weather. seasonal offering. In addition to Berle and Godfrey.

Weather, seasonal offering. In addition to Berle and Godfrey, Tony Martin, Fanny Brice and Han-ley Stafford, Dick Haymes, Margaret Whiting. Groucho Marx, Martha Raye, Paul Winchell and Borrah Minevitch and his gang are booked for the 10 shows. Many of the pro-grams with Coast personalities will be presented on kine. Either God-frey or Berle will lead off the series.

#### **FCC To Ban Sales Of CP's Sans Tests?**

WASHINGTON, Jan. 14. — In its first official recognition of possible trafficking in construction permits, the Federal Communications Com-mission (FCC) is proposing to ban the sale of permits unless the permit-tee has actually begun station tests. The FCC said this week that it pro-poses to amend the rules to cover sales of AM, FM or TV permits. The proposal is an outgrowth of the FCC's concern over the growing number of permits and stations being quickly sold, as first revealed in The Bill-board a vear ago. With commissioners Rosel Hyde and

With commissioners Rosel Hyde and Robert Jones dissenting, the FCC ma-jority said it also proposes to scrut-inize carefully contracts and options entered into shortly after the com-mencement of program tests in order "to determine whether the permittee actually intended to construct the sta-tion for purposes of sale rather than operation."

The proposed rules would not apply in the case of package sales. Where an AM station, for example, is a going concern and the FM station is still on paper, the transfer of the FM permit could still be granted.

### Lack of Uniform TV Policy Survey Shows Tough on Filming Commercials

NEW YORK, Jan. 14.—Video bankrollers are having a problem trying to set a commercial pattern applicable to all webs, with a sur-vey made this week indicating that each of the networks and local outlets allots a different amount of time for plugs. Sponsors using film pitches thus may find themselves being shortchanged on some outlets, while running over on others. The diversity is particularly glaring for daytime hours, with indie WPIX here proving tighter than any of the four webs on amount of commercial time permitted. A breakdown of the plug pattern, by length of show and by network or station follows:

| Minutes | of | Com | mer | eial | Time | Per | Show |  |
|---------|----|-----|-----|------|------|-----|------|--|
| ADO     |    |     |     |      |      |     |      |  |

| ABC            | CBS  | DuMont | NBC  | WOR-TY | WPIX   |
|----------------|------|--------|------|--------|--------|
| 1-Hour Show    |      |        |      | "OIL-1 | , with |
| Day            | 9:00 | 7:00   | 7:00 |        | 6:00   |
| Night6:00      | 6:00 | 6:00   | 6:00 | 6:00   | 6:00   |
| 30-Minute Show |      |        |      |        | 0.00   |
| Day4:30        | 4:30 | 4:15   | 4:15 |        | 3:00   |
| Night3:00      | 3:00 | 3:00   | 3:00 | 3:00   | 3:00   |
| 15-Minute Show | -    |        |      | 0100   | 0.00   |
| Day3:15        | 3:15 | 3:00   | 3:00 |        | 2:30   |
| Night2:30      | 2:30 | 2:30   | 2:30 | 2:30   | 2:30   |
| 10-Minute Show |      |        |      | 2.00   | 2.00   |
| Day2:30        | 2:20 | 2:10   | 2:10 | -      | 2:00   |
| Night2:00      | 1:50 | 2:00   | 2:00 | 2:00   | 2:00   |
| 5-Minute Show  |      |        |      |        | 2.00   |
| Day1:30        | 1:25 | 1:15   | 1:15 |        | 1:30   |
| Night1:15      | 1:10 | 1:00   | 1:10 | 1:10   | 1:30   |
|                |      | -      |      | 6      |        |

#### **Brief and Important**

#### **Last-Minute Digest of AM-TV News**

Newsweek May Expand Use of Campus Radio Outlets Highly successful results in use of college stations for plugging Newsweek magazine has execs of that firm considering major expan-sion in the field. The mag currently is using 10 college outlets in the East and is likely to expand to as many as 50 by spring. Time costs are \$8.50 per station for 15 minutes weekly, with the collegians han-dling all writing and production chores. Shows are based on news in advance copies of the mag sent two days before newsstand release. The publisher's fears that the youthful broadcasters might get smart-alecky with the material proved entirely wrong, as they have been almost too conservative in efforts to do a competent job. Colleges now used include Yale, Harvard, Dartmouth, Princeton, Amherst, Wesleyan, Williams, Trinity, St. Lawrence and Columbia.

"John Reid King Show" Going to WCBS-TV The "John Reid King Show" for Flagstaff Foods switches from WOR-TV, New York, to WCBS-TV beginning February 11. The audience participation program will air from 7:30-8 Saturdays.

Stone Signs To Handle Robinson Merchandise Martin Stone Associates, the "Howdy Doody" agency, has signed to act as licensing agent for all Jackie Robinson merchandise in the toy and apparel field The Stone outfit, which has set up a similar merchandise plan for "Howdy Doody," has already lined up Jackie Robinson sweat shurts and T shirts, baseball jackets and caps, dolls, a Fawcett comic book, rubber baseballs and bats.

Rothafel Resigns CBS Post for WLNH Arthur Rothafel, executive program sales co-ordinator of the Co-lumbia Broadcasting System (CBS)-TV, has resigned to become veepee and general manager of WLNH, Laconia, N. H., effective January 28. Previous to his video connection, the exec had been prominent in New England radio, his last position having been with WFEA, Man-chester, N. H.

Vanda Heads WCAU-TV; Larson Goes to WPIX Charles Vanda. who joined WCAU-TV, Philadelphia, in September as consultant on commercial television programs, was promoted to director of the station, starting January 16. He succeeds G. Bennett Larson, who held the post of general manager and vice-president of the operation. Larson resigned to become general manager of WPIX, New York. Vanda, former executive producer for the Western divi-sion of the Columbia Broadcasting System, originated "Suspense," "Intrigue" and "Stars Over Hollywood" for radio.

#### Randall Opens TV Dept. To Serve Conn. Clients

The Randall Company, Hartford advertising agency, has opened a television department to service clients in Connecticut. Carl Beier, head of the television training program for the American Theater Wing, New York, is technical consultant on television for the agency.

#### British Studios Aim Pix at U. S. Video Stations

Several British movie outfits are making TV films with the hope of getting them on U. S. stations, the Commerce Department an-nounced in Washington last week. Devon Motion Film Studios has completed its first TV short and flown it to this country for its first trial. Another firm is trying to place short animated subjects on U. S. movie and TV films to advertise British products,

Over ½ Film **Plugs Faulty** 

#### Selling Still Strong

NEW YORK, Jan. 14 .- Better than half of all video spot commercials aired via film have something go wrong in their transmission. This was revealed this week to The Billboard via a survey report done for its board via a survey report done for its clients by Spot Check, Inc. which for the past 14 months has been monitor-ing film commercials and kinescopes thruout the country for advertiser and agency clients. A statistical breakdown and analysis of 1.000 con-secutive checks by the research out-fit showed a discrepancy of some sort in transmission amounting to 51.1 per cent.

51.1 per cent. It is important to note. however, that many of the errors tab-ilated may be attributed to the growing pains of video, with so many stations still in their diaper period. The feeling in the industry is that these will di-minish with experience. Despite the startling margin of error. the medium, nevertheless. has consistently proved itself to be the lustiest sales force yet, with film spots playing an im-portant role.

#### **Biggest Offender**

The biggest offender, amounting to 17.3 per cent of the 1,000 plugs, came from double spotting prior to show-ing a film plug. In these cases, sta-tions which had signed contracts for exclusive use of a time period or sta-tion brief for a plug used one apexclusive use of a time period of sta-tion break for a plug used one or more spots in addition ant just prior to the one being checked in that period. This is regarded as one of the more serious offenses of stations seemingly considering themselves be-word obvious more yond checking range.

yond checking range. Next in importance, in 17.2 per cent of the cases, no interval occurred after the commercial faded and the following program appeared. This caused blurring of the commercial and loss of the final sales message. In 16.5 per cent of the cases a variation of script occurred, in which a sched-uled film did not appear, proper ro-tation of film was not followed or some similar mix-up took place.

#### Some of Flaws

Some of Flaws Lack of interval before the pre-ceding program faded and the plugs in question appeared caused blurring of 13.5 per cent of the commercials checked. Double spotting after the showing of a plug was committed in 10.3 per cent of cases. In 10.2 per cent of cases a scheduled spot did not appear at all.

appear at all. The audio portion of 5.4 per cent of spots was indistinct. scratchy or not synchronized. The video portion, in 4.3 per cent, was too light blurred or not synchronized. The plug. in 3.3 per cent of cases, appeared out of allotted time by four minutes or more. Finally. in 1.5 per cent of cases. the commercial was not projected as well as the previous or following program. The Spot Check firm, operated by

as the previous or following program. The Spot Check firm, operated by Hardie Frieberg, utilizes as checking agents a national network of disabled homebound vets who have TV sets, secured thru the Veterans Adminis-tration. These vets after a full briefing on how to do the job. have been equipped with forms on which they make their reports for the clients having their plugs or kinescope shows checked. checked.

#### **RADIO-TELEVISION**

#### Hannibal Cobb

Reviewed Wednesday 3:30-4 p.m. EST. Sustaining via the American Broad-casting Company (ABC). Producer, Mar-tin Andrews. Director, Charles Powers. Script, Ira Marion. Cast: Susan Douglas, Wendell Holmes, John Sylvestre, Hester Sondergaard and Jason Johnson.

8

Hannibal Cobb makes use of a formula which may uncover another vein of sponsor's gold for daytime radio. This low cost com-bination of soap opera and de-tective story interestingly de-parts from the conventional daytime tear jerker to make for a half hour of programing which women may find to their liking. liking.

The episode caught dealt with a father who ficrcely opposed his daughter's marriage, 'to the point where it became an obsession and he committed criminal acts to throw suspicion on the boy friend. The suitor's mother then accidentally shot the old guy while trying to throw a scare into him. Hannibal Cobb entered the case and the mystery was cleared up. was cleared up.

The acting was first rate, with the major credit going to Susan Douglas, who portrayed the confused girl. Santos Ortega was a reassuring and masterful Hannibal Cobb.

Leon Morse.

#### Around the Town

Reviewed Saturday (7), 9:30 to 10 p.m. Sustaining over the National Broad-casting Company. Producer, Bill Garden; director, Don Hillman; emsee-announcer, Bob Stanton,

This is a show which could easily be cut down to half its time and only gain therefrom. For 30 minutes

ain therefrom for so minutes on its premiere Bob Statton interviewed people skating on the Rockefeller Center ice rink and had the cameras cover same. This was a lot of IN coverage, with little pace or

contrast. Stanton's mikework was passable

but the interviews were pretty soggy affairs, and the skating began to pall after the first couple of shots. Only few moments of life came when cameras caught a couple of lads, be-ing initiated into a fraternity, cutting up in weird costume. This happened to be the one comment of the chery to be the one segment of the show not planned in advance.

In all, NBC had better get some more interesting ideas and present them more compactly. The skating experience showed that otherwise the airer will be on rather thin ice Sam Chase.



**GIVE TO THE RUNYON CANCER FUND** 



#### Ed Wynn Show

Reviewed Saturday (7), 9 to 9:30 p.m. Sponsored by R. J. Reynolds Tobacco Company over the Columbia Broadcast-ing System thru the William Esty Agency. Producer, Harlan Thompson; director, Ralph Levy; music, Lud Gluskin; an-nouncer, Robert LeMond; cast, Ed Wynn with guests, Lucille Ball and Desi Arnez.

The true clown in the great tra-tion, but with modern trappings, a title still held by Ed Wynn against all comers. This was dition, is a against all comers. This was proved again in his first show under the banner of a new bankroller, Camels, which has taken over from Speidell. Wynn ran riot in 30 minutes of foolery that sped right by, with his rendition of the middle commer-cial again proving that a pitch can be momentous as well as muscular. High spot of the show was a melo-dramatic little tidbit done a la silent films, with Wynn assisted by film dramatic little tidbit done a la silent films, with Wynn assisted by film star Lucille Ball, who proved her-self quite adept at this type of bur-lequing. The skit followed a similar job done recently by Wynn and Buster Keaton and was one of the most hilarious items yet shown on video. With la Ball playing the treacherous vampire, black Egyptian-type merkin, long-stemmed cigarette type merkin, long-stemmed cigarette holder, slinking gait and all, Wynn was the prey, the simple character carrying the "secret plans" in his pocket. It was all miming, with no spoken dialog but with use of printed cards which were held up in Jon

spoken major but with use of printed cards which were held up in lieu of subtitles. The skit showed again that Wynn is one of the most gifted sight comics of the time. Quality of the kine was better than some, but still in keeping with the ante-diluvian period of "flickers" being kidded kidded.

The aforementioned middle com-The aforementioned middle com-mercial had the comic going thru a rigmarole with cigarettes "Y" and "Z" as well as those of his sponsor. The first two brands were chopped up, hammered and dropped into glasses of water. The Camel was handed to a lush gal to puff, and she showed the proper degree of satis-faction Whereupon Wynn turned in-nocently to the camera and remarked, "I defy you to get the same results "I defy you to get the same results with either of these other two." Two other plugs were offered via film, with far from the same effectiveness. Desi Arnez, Miss Ball's husband, also appeared on the show. Sam Chase.

#### Abe Burrows' Almanae

Reviewed Wednesday 9 p.m. over CBS-TV network. Producer's Abe Bur-rows and Alan Dinehart, Director, Dine-hart. Cast: Burrows, the Lunds and Mil-ton DeLugg orchestra. Guesters: Adolph Crean and Bethy Comdon Green and Betty Comden.

The device of an almanac should be an appropriate setting for Abe Burrows almaniacal style of humor,

Burrows almaniacal style of humor, but the sad report to make on the basis of his premiere pro-gram is that it didn't stack up to commercial-type humor. Just why, is something of a puzzle. There were a lot of laughs—or more correctly, chuckles— on the show; there was a moderate assortment of variety crammed into the half hour, but still the program just didn't coalesce. One thing seems obvious after this

puzzle. There were a lot of laughs—or more correctly, chuckles— on the show; there was a moderate assortment of variety crammed into the half hour, but still the program just didn't coalesce. One thing seems obvious after this first show, and that is that Burrows needs someone to play-off, preferably some deft and snootily superior stoogc who is Abe's antithesis. Much of the comic's humor was delivered mono-log fashion, reading from his "al-mmanac," a king-sized book set-up on a desk. Radio has yet to develop a comedian who can monolog for any



#### Escape

Reviewed Thursday, 9 to 9:30 p.m. Sustaining over the Columbia Broad-casting System (CBS) video network. casting system (CBS) video netWork. Producer-director, Wyllis Cooper; adap-tation by Howard Rodman from a short story by Franklin Gregory. Cast, Charita Bauer, Richard MacMurray, Charles Egleston, Lawrence Fletcher.

Wyllis Cooper has made his return to video with this CBS package, fol-lowing his impressive debut in the medium with Volume One last season. The Cooper touch was apparent thruout on this TV counterpart of the CBS radio package, with one important qualification. This one, altho it was filled with clever ideas, never quite hung together because it was overwritten and overproduced, and the individual scenes were too drawn out. Thus, despite the originality and out. Thus, despite the originality and definess, it didn't get off the ground.

The characters in the yarn, however, did—on a carpet. The story was a fantasy-comedy dealing with a brash reporter who caught a trans-portation mogul disposing of his inportation mogul disposing of his in-terests because he was going into pro-duction with a genuine flying carpet. To prove it worked, the tycoon let the reporter pick a place, and both landed on an ice floe in the Artic, where the reporter had been stationed during the war, and had met an Eskimo lass. The wrap-up had the rich old codger pulling a double-cross and carpet-bagging home with the gal, leaving the reporter to chew cari-bou and bring his near father-in-law breakfast in the igloo.

#### Cooper Touch Obvious

One Cooper touch was so obvious as to seem startling in its effectiveness. In shifting from scene to scene, he did not black out one camera and bring in another, but had the same camera simply shift along the blank studio wall until it hit the next set. His usual little bright ideas lit up rather ordi-nary sequences. But there was a superfluity of these and each scene was overlong and overdone.

overlong and overdone. The story itself was original enough and unusual enough to be called typi-cal Cooper, and the cast did nobly by it. However, it was somewhat off the path of the material used on the AM version of the show, which has stressed swashbuckling adventure with a cynical twist. It will be inter-esting to see whether Cooper is able to tighten up future productions while maintaining the same pace in the thinking department, and whether he is able to integrate his touches with a more boisterous type of drama. a more boisterous type of drama. Sam Chase.

length of time, and television's chances of so doing are infinitely less. A capable foil will give point to Bur-rows' as well as lending variety and minimizing the show's one-note flaws. Limited Score

Another reason for Almanac's weakness is the fact that Burrows' humor, even to his more ardent ad-mirers (include me in), is somewhat confined in its present scope. Actually, the guy has a penetrating and acutely acid power of observation on

#### Ken Murray Show

Reviewed Saturday, 8 to 9 p.m. EST. Sponsored by Anheuser-Busch, Inc., over the Columbia Broadcasting System (CBS) the Columbia Broadcasting System (CBS) thru D'Arcy Agency. Producer, Ken Mur-ray; CBS production supervisor, Frank Satenstein; director, Herbert Sussan; writers, Ken Murray, Hal Block, Royal Foster; music, David Broekman; cast, Ken Murray, Darla Hood, Tony Labriola, Joe Wong, Jack Mulhall, Al Mardo, the En-chanters, Nick Lucas, Danny Alexander, Milton Charleston, D'Vaughan Pershing, Elizabeth Walters, Franklin Pangborn, Van Heflin, Also, scene from "Death of a Salesman" by Arthur Miller, featuring Heflin, Also, scene from "Death of a Salesman" by Arthur Miller, featuring Gene Lockhart and Alan Hewitt.

The star of the premicre Ken Murray video show wasn't even seen on the screen. It was Arthur Miller, who penned Dcath of a Salesman,

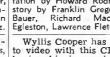
penned Dcath of a Satesman, a scenc from which was pre-sented on Murray's show, and thoroly dominated the entire but's proceedings. Tho the bitter, haunting segment of Dcath registered a terrific wallop via video, having material of such qual-ity couldn't help but make the rest of the Murray show seem worn and generally pedestrian.

of the Milray show seem worn and generally pedestrian. Not that there weren't some in-dividually good moments. Al Mardo's dog routine was good for some loud yocks. The card game sketch, lifted bodily from Murray's legit Blackouts bodily from Murray's legit Blackouts show, also was a rib-tickler. Beyond these, however, the show was entirely ordinary. Murray's emseeing also fell into this category. The future of this show would seem to rest upon his ability to surround himself with 60 minutes of class material to live up to the chew's intertione of being to the show's intentions of being a class variety show. Production and direction on the preem were on the ragged side, but

this should be cleared up in future editions. One camera switch, at the conclusion of the show, hit Darla Hood and the Enchanters when they were not supposed to be megged, and they were seen urging someone clse to get on stage. Murray flashed one good and one mediocre idea: The good, to present an outstanding bit from a legit show, the other to offer a bit of "youth talent," something laudable in intent but usually nega-

tive in result. Gene Lockhart and Alan Hewitt Gene Lockhart and Alan Hewitt were outstanding in presentation of the scene from *Death*, with Lockhart showing clearly that the role of Willy Loman is not a one-actor char-acterization. Final close-up of the beaten, tottering Willy was a moment of real intensity, with video probably aiding the impact with its intimacy. Jack Mulhal's rendering of the commercials was on the plus side. He lont the spiels some rolling prose and an ingratiating manner which and an ingratiating manner which should make the bankroller's brew some new friends. The elaborate opening set also featured a moving electrical sign which plugged the beer. Everything else in a show of this type must be dependent upon the talent involved, however, and here lies the crux of Murray's prob-lem, Sam Chase,

x 10 GLOSSY FINISH 100 EACI 8x10s \$6.50 000 LOTS BA CHARGES OF ANY KIND! 50% DEPOSIT. BALANCE C.O.D. QUALITY GUARANTEED. SEND NOW FOR FREE SAMPLES & COMPLETE PRICE LIST. QUANTITY FOTO CO. P.O. BOX 816 · BRIDGEPORT, CONN HOWARD PHOTO REPRODUCTIONS No Order Too Small or Too Large. Enlargements mounted. 20x30, \$2.00; 30x40, \$3.00. Photo post cards, 24. 24-hour service. 8 x 10 post cards, 2¢. 24-hour service. Mail orders coast to coast. Write, Call. Free Sample Kit. 50 QUANTITIES Howard Photo Service, Dept. B 168 W. 46 St., New York 19, N. Y. LU 2-1460



The Billboard

#### **Brief and Important**

Last-Minute Digest of AM-TV News

WMCA, AFRA Pact Grants 10% Pay Hikes The American Federation of Radio Artists (AFRA) last week signed a new contract with WMCA, New York, which gives the sta-tion's announcers a 10 per cent hike to \$121 per week. Other pro-visions include four weeks' vacation to announcers with five years' service and two weeks' severance pay for each year of employment up to a maximum of 15 weeks.

WNEW Drops Willis's Show After Five Years WNEW, New York, this week (12) dropped beauty expert Richard Willis's daily half-hour airer, "Here's Looking At You," ending a five-year association between Willis and the station. Willis is readying a TV version of the program.

#### World Video Packages "New Faces" Series

A tele version of "New Faces," based on the old legit revues and last year's radio series, has been packaged by World Video, Inc., in association with Leonard Sillman, who handled the originals. The series will use a semi-permanent cast of about 12, plus a staff of five writers who will turn out new material for each show. The show will feature young pros not yet become names.

WOR-TV, Pubber Set "Apt. 3C" Comic Book Deal WOR-TV, New York, set up a cross-plug promotion deal last week for a local publishing house to put out a series of comic books based on the characters in Harvey Marlowe's video package, "Apt. 3C." The 15-minute show, which was expanded from three to five days recently, has undergone considerable revision plot-wise, with two-cast line-up augmented by new players and its situation comedy format sparked with soap opera dramatics, all of which should tie in with the current vogue for love story comic strips in the pulp mag field.

Borroff Leaves Taylor-Borroff To Head KPHO-TV Ed Borroff will resign the president-director post of the Taylor-Boroff station rep org, Chicago, February 1 to head KPHO-TV, Phoenix, Ariz, station, in which he has an interest. Borroff has been with the rep firm about 18 months, following a long tenure as vice-president in charge of the American Broadcasting Company's central division. Borroff's interest will be taken over by Ted Taylor, who originally brought him into the firm. The rep firm now handles about 50 stations, many of them in the Southwest. Coincidental with Borroffs move to KPHO-TV, sister station of KPHO, AM outlet, in which he also has a part interest, Carl Wester, Hollywood packager, bought a large share of the tele station. Station is now owned principally by Wester, Rex Shep and John Mills, owner of the Westward Ho Hotel in Phoenix.

#### WLW-T Sponsors Show 264% Increase in 1949

VLW-T Sponsors Show 264% Increase in 1949 An increase of 264 per cent in the number of sponsors on WLW-T, Cincinnati, during the past year has been reported by William Mc-Cluskey, tele sales manager. One hundred and two advertisers used programs, participations or spot announcements to reach potential customers in December, 1949, as compared to 28 in the same month of 1948, and 87 in June, 1949, McCluskey says. A breakdown of figures released by McCluskey for December, 1949, shows a decline in spot announcements, with more advertisers buying programs, both local originations and network, and participations, perhaps reflecting an in-creased acceptance of television as an advertising medium.

#### Chi May Originate Another Net AM Sustainer

Chicago might be the origination point of another network sus-taining AM show if present nebulous plans of the National Broadcast-ing Company (NBC) are put into effect. Net's New York program headquarters has queried Chi about possibility of starting another Dave Garroway show, this one to replace "Pro and Con" if and when the Friday night (9:45 to 10 p.m.) Eastern program goes off the air.

#### Format Change for "Breakfast in Hollywood"

"Nine-year-old format of American Broadcasting Company's (ABC) "Breakfast in Hollywood" will be changed to somewhat resemble the "Welcome Traveler" show. New tag will be "Welcome to Holly-wood," with show serving as "unofficial radio welcoming committee" for visiting firemen. Change was necessitated, by the fact that the show is no longer heard during morning hours in most of the cities and, furthermore, serving of breakfast during the show has been discontinued. Show has gradually moved away from its original format since the death of Tom Breneman. Jack McElroy, its emsee, plans to continue saluting the eldest guests, a basic part of show's format.

Gunzendorfer Quits as KROW Gen. Mgr. Wilton Gunzendorfer, general manager of KROW, Oakland, Calif., indie, resigned as of December 31, it became known last week. Gun-zendorfer, well known in radio circles, is vacationing before making his next connection known.

## NBC Dropping Martin, Lewis; Too Much \$\$; CBS May Step In

(Continued from page 3) 1949, some months after the team been on the verge of working out a went on the network pay roll. The short-term renewal when the SPAC short-term renewal when the SPAC

and production changes and recently ported that the Columbia Broadcast-ing System (CBS) now is interested NBC has had difficulty with the program since its inception early in

## New AFRA Council in N. Y. To Select Local Exec. Secy.

NEW YORK, Jan. 14.—The present tug of war over the selection of a new executive secretary for the New York local of the American Federation of Radio Artists (AFRA) is expected to be decided next week at the first meeting of the recently elected local executive council. The post was va-cated by George Heller, who took a come head of Television Authority (TVA). (TVA).

A majority of the old executive council voted the appointment of Ken Groot, Heller's assistant, at the coun-cil's last meeting, but the matter was tabled to give the new body a chance to exercise its opinion. A faction within the union favors the selection of A. Frank Reel, assistant national executive secretary, for the New York iok York job.

be better haidled by one man's giving all his effort. Complicating the problem is the fact that the New York position pays about 13G and is much more lucrative than the national executive secretary-ship which pays about 9G. There is also the possibility that Heller may be back on the AFRA scene. While he is head of the TVA, after two years the video performers' union has the right to select another executive, which makes Heller's tenure insecure.

#### Feb. 15 Bow for WOI-TV, First Non - Commercial College Outlet

educational groups are looking for pioneering guidance, will start reg-ular programing around February 15, Dick Hull, director of radio and TV for Iowa State College, Ames, Ia., said this week. Hull stressed that

Separate WCBS-TV

Show Staff Planned

NEW YORK, Jan. 14.—The Co-lumbia Broadcasting System (CBS) this week was planning an independ-ent programing staff for WCBS-TV. Execs at the web feel that it is time to turn their attention to the de-velopment of local programing now that network video programing op-erations are operating smoothly. The new sate up would include a

The new set-up would include a

**CBS Revamps Stall** 

CHICAGO, Jan. 14.--WOI-TV, the the station will be watched by the country's first non-commercial, col-lege-owned TV station to which other and about 30 school boards planning United States Office of Education and about 30 school boards planning eventual TV operation. The record of the Ames station will have a last-ing effect upon the structure of ed-ucational TV, he said. Initially the station will not pro-gram live studio shows but will air films and commercial network shows. An educational station aring com-mercial network shows also is unique

mercial network shows also is unique and stems from a situation which will find TV allocations frozen in Des Moines and other important near-by cities for about two years. In the cities for about two years. In the (See WOI-TV Makes Bow on page 44)

IT LOOKS GOOD ON PAPER! That is, there's nothing more beautiful on paper than a gorgeous MOSS black and white phote reproduction. A knock-out of a salesman at the lowest imaginable cost per sale N'X10". See a. in quan postcart size, Ic ea. in quan.; blow-ups, 20"X10", \$2.00 ea.; 30"X40", \$3.00 ea., blow-ups, 10"X10", \$2.00 ea.; 30"X40", \$3.00 ea.; blow-ups, 20"X10", \$2.00 ea.;



# **DISTRIBS TAKE MFRS. COM**

## Wider Lines Nix Clamor For Stocks

#### Small Firms Track Prospects

By Joe Martin CHICAGO, Jan. 14. — Television distributors are slowly but surely taking the commanding position away from the manufacturers. This is the considered opinion of many of the industry's well-informed executives. As recently as several months ago d'stributors and would-be distribu-tors of video lines were clamoring for any merchandise they could find to fill public demand. Now, it is being pointed out, there are more lines available than distributors willing to handle them.

While the top television producers are considered to be secure in their distribution set-ups, the smaller manufacturers at the Furniture Marmanufacturers at the Furniture Mar-ket here were spending as much time and effort tracking down distributor prospects as they were in trying to pick up new dealerships. One large independent record distributor here said that he had received seven dif-ferent invitations to "come up and lock at our line". look at our line."

#### **Big Video Activities**

Big Video Activities Even among the big video manu-facturers there was said to be much behind-the-scenes activity in attempt-ing to find new and better distribu-tors. A Midwest Philco distributor, who covers a territory in which tele-casting is almost non-existent, said that two of the "big names" had ap-proached him with a proposition to drop Philco in favor of their lines. He also said that he wasn't interested in making any change. in making any change.

in making any change. Tele-King is seriously thinking of getting into the refrigerator and stove fields in order to cntice a group of good distributors in areas in which the line is not now represented. The thinking behind the Tele-King plan is said to be based on giving a dis-tributor "more than TV for his sales force to handle." When the company will make its move into appliances will depend on getting TV receiver production up to demand and running smoothly enough to permit concen-trated efforts on line.

Majestic Radio & Television is ex-pected to enter the phonograph record field. In Majestic's case, the move into phonograph records would give the company's distributors an additional source of revenue and also help to promote the brand name.

promote the brand name. Among other moves which tend to prove that distributors are "calling the plays," are the various changes from direct-to-dealer distribution and back to the usual middleman arrange-ment. Pilot switched from using dis-tributors to dcaling directly with re-tailers, while Ansley made the re-verse move. In addition, several of the manufacturers are not handing out distributorships in major markets like New York, Chicago and Los An-geles Factory operated branches, they feel, can do a better selling job than independent distributors. Where it will end is dependent upon

Where it will end is dependent upon Where it will end is dependent upon the small manufacturer's ability to stay in business under the heavy pres-sure being placed on him by the top brand names. More important than kceping either the retailer or con-sumer happy, is the problem of main-taining good business relationships with distributors. That's the way the industry picture shapes up to many an important executive in the video **industry**. an impoi industry.

#### Personnel, Products and Prices

Franklin Electric Company, headed by William T. Walker and Sam-uel Bordman, has been appointed exclusive distributor for Tele-Tone Tele-vision & Radio in the Philadelphia territory. . . A. Irving Witz, president of the Emerson Radio Company of Pennsylvania, has accepted the post of associate chairman of the Metropolitan Hospital Building Fund cam-paign in Philadelphia. . . The Philadelphia Radio Servicemen's Associa-tion will hold its second annual radio and TV service convention and ex-hibit in mid-September, 1950, with plans already in the works for a much larger and more elaborate show than last year.

Motorola will show its new TV line to distributors in the New York area Thursday (19) and Friday (20) when Motorola-New York, Inc., stages a showing at the St. Moritz Hotel. . . Michael Freeman has resigned his post as sales promotion manager of Starrett. . . New DuMont distributor in the Huntington and Charleston, W. Va., territory is Alleghany Home Appliance Company, Huntington. . . There was much talk at the Chicago Furniture Market that the top Philco executives held a secret sales meeting at which the company's color television was shown. . . Westinghouse at which the company's color television was shown. . . . Westinghouse announced that it would increase video receiver production by 75 per cent.

announced that it would increase video receiver production by 75 per cent. Albert M. Haas has been elected president of the newly organized Television Contractors' Association of Philadelphia. George Weber has been elected treasurer; Sam Whittingham. vice-president; Jack Phillips, secretary, and Dave Krantz, chairman of the board of governors. . . Air King announced it is now in full production in its line of 16-inch rectangu-lar tube TV models. . . Maurice Levy has been appointed director of the special engineering division of Tele-Tonc. . . . Ray-Dyne announced the opening of a new plant in White Rock, S. C. . . Motorola-New York has promoted Franklin Millman to the post of general sales manager of the New Jersey division. . . . Andrea is co-sponsoring the transcribed Guy Lombardo show with its Cincinnati dealers over WCPO. . . . The Kansas City Electrical Association estimates that the number of video sets in Kansas City, Mo., reached 25,124 January 1. . . . Sylvania has developed a new selling aid for video dealers based on using a map to give prospective customers exact information on the relationship of their home locations to local TV transmitting facilities. . DuMont General Manager Ernest A. Marx predicts a 100 per cent increase in video receiver production in 1950. . . . Starrett started delivery to dealers of the company's "warranty phono record album," a recorded two-minute, personal sales message from the company to its prospective and present set owners. Starrett is also sup-plying premiums for dealers to give away to prospective purchasers who visit their stores and listen to the record. Lou Baumgartner, general merchandise manager of RCA Victor

Lou Baumgartner, general merchandise manager of RCA Victor Distributing Company, Chicago, is being called "Mr. 45" by his cohorts. He received a check from Camden, N. J., last week for \$1,000 for win-ning top prize in a sales drive on 45 attachments from September 20 to December 16. Chi sales were 149 per cent of quota.

A 52-week contract for the sponsorship of the stock car derby tele-casts over WNBT, New York, has been signed by Teldisco, Inc., New Jersey distributing for International Harvester products. Teldisco is also the New Jersey distributor for DuMont video sets. . . Herb Wexler, radio-TV buyer for R. H. Macy & Company, New York, is the father of a girl. . . P. A. Shannon has resigned as radio-TV buyer for the Chi-cago office of the Associated Merchandise Corporation. . . Writing orders at the Brunswick video display room during the Chicago Furniture Market were Herbert L. Weissburgh, president of the company, Bernard Spiel-burg and "Chick" Maranas. . . Top DuMont executives at the firm's Chicago distributor meeting were General Manager Ernest A. Marx, Sales Manager Walt Stickel and Ad Managor Henry R. Geyelin Jr. . . . Harold E. Karlsruher, of Emerson, has been named chairman of the radio-TV manufacturers and distributors' division of the March of Dimes campaign.

## Video Makers Seem Fed Up **On Dealers' Discount Quests**

CHICAGO, Jan. 14.—All the dis-tributor and dealer talks about de-mands for longer discounts on tele-vision sets has irked a number of the vision sets has irked a number of the video manufacturing executives, who made known their feelings during the Furniture Market here, but only un-der the cloak of "industry spokes-men." Assured of anonymity, more than a few of the top manufacturing brass were outspoken in their belief that "you can't have both low retail prices and high discounts." The sales manager for one of the

The sales manager for one of the oldest names in the radio-phono-TV industry summed up the attitude of the "industry spokesmen" by say-ing: "What difference does it make whether a dealer sclls a 12½-inch set at \$180 and gets a 25 per cent dis-count or gets a 30 per cent discount on a \$200 set? He'd have to reduce the \$200 set to \$180 anyhow before his customer would buy it."

#### "No Short Cuts"

In comulete agreement was another company sales manager who com-mented that "there are no tricks or

short cuts in television manufactur-ing." He explained that the cost of turning out a 12½-inch set is the same for all manufacturers, "almost to the single dollar." Dealers selling over-priced sets, he stated, would have to give away some of their profit margin in order to compete with dealers selling sets that were promotionally priced.

Several of the anonymous spokes-men explained that the most im-portant thing to television industry was keeping the prices of sets low in order to open as wide a market as possible. There was, however, gen-ral agreement that discount structures rai agreement that discount structures, would be raised in the dealers' and distributors' favor at a time when the video industry settled down to the normalcy enjoyed by the radio-phonograph industry in the pre-TV era

Dealers, however, are not expected to give up their battle for a larger share of the consumer's video dollar. If anything, the clamor for longer discounts will gain support.

## **TV Discounts**, **Prices** Called Unprofitable

#### **Blees Pleads Dealer's Case**

CHICAGO, Jan. 14.—A strong at-tack against price structure and dealer discounts now prevalent in the TV set industry was delivered by W. A. Blees, sales manager of Crosley, at a press conference held in conjunction with the Winter Market here-this week. Blees said dealers could not op-erate profitably on discounts allowed by most manufacturers and that in-stead of cutting prices, set makers should have given larger discounts. He contended that most dealers op-

He contended that most dealers op-erate radio-TV departments with a cost of about 30 per cent of set prices. cost of about 30 per cent of set prices. With most manufacturers giving an average 28 per cent, only the largest dealers could make any money on TV. Suggesting that some models should have large discounts in order to make up for smaller spread on others, Blees said that Crosley was selling for about \$42 a table model radio that others were selling for about \$29. The dealers, he said, pushed this model because of higher profits and Crosley had thousands of back orders for the receiver. for the receiver.

for the receiver. Blees stated that distributors' dis-counts should be greater, too. Aver-age profit for distributor is about 14 per cent, he claimed, while average cost is between 14 and 16 per cent. Here, too, he said, it was only the biggest that can operate at a profit, because of large volume and rela-tively lower overhead. At the same conference Dr. W. B.

At the same conference, Dr. W. R. G. Baker, vice-president of GE, claimed that color TV problems would not be solved by engineers for at least another two years and that it would be five years before the public could buy color receivers.

He said that introduction of color He said that introduction of color at this time could ruin the black and white industry, because of the public's reluctance to buy monochrome re-ceivers if it was thought color would become available.

#### **Rosen** Takes Dealers **On Florida Vacation**

PHILADELPHIA, Jan. 14.—Nearly 150 radio, television, record and home appliance dealers in the territory left this week for a free week's vacation in Florida as guests of the Raymond Rosen Company, RCA Victor dis-tributors. It is a combination vacation and business conference to plan the year's campaign for the dealers and company officials, who will spend the week at the Hollywood Beach Hotel in Hollywood Fla. A special 12-car section took the

A special 12-car section took the dealer delegation south. Dealers making the gift trip were those who won in a five-month sales contest spon-sored by the Rosen Company.

#### **Emerson's 3 Million Tops Years' Earnings**

NEW YORK, Jan. 14.—The Emer-son Radio & Phonograph Corpora-tion came thru this year with the highest net earnings after taxes in the history of the organization. The company's annual report shows an income of \$3,035,652 on its consoli-dated net sales of \$40,543,925. On the basis of its earnings, the com-pany announced a payment of \$3.79 a share of stock.

#### RADIO-PHONO-TV MERCHANDISING

PRICE CUTTING IN SPOTLIGHT

The Billboard 11

Fair Trading, Prices Up for NARDAProbe

#### **Directors To Back Program**

CHICAGO, Jan. 14.-Fair trading and price cutting are expected to be the most important radio-TV set subjects discussed at the annual meeting of the National Appliance & Radio Dealers' Association (NARDA) at the Congress Hotel here next week (15-17).

Association's long fight for fair trading has been gaining national recognition, both pro and con, and it is expected that the directors will issue a statement backing the program and outlining specific strategy for the coming year. It is also expected that a couple of well-known TV manufacturers will announce fair trade policies at the meeting.

A session Tuesday is expected to go into ramifications of how dealers can operate profitably without price-cutting. Sets are expected to become plentiful by March or April in view of the fact that manufacturers have announced new, greater production quotas, and it is feared that as happened last summer, a wave of pricecutting will sweep the industry. Evils of this practice and pointers on how selling quality and good service can meet price-cutting competition are expected to be discussed at this meeting.

# TV to the Blind

NEW YORK, Jan. 14 .-- Commenting on the gift of a television set to the New York Association for the Blind clubhouse, Tom Gilmartin, a blind home teacher for the Lighthouse, said, "Television is a socializing force which helps the blind to adjust to a sighted world rather than expecting the sighted world to adjust to the blind."

The gift was made to the Lighthouse by Louis I. Pokrass, chairman of the board of Tele King. Pokrass was watching a group of blind hobbyists make an appearance on the WPIX Hobby Club video show when the sightless guests on the program expressed a desire to own a TV set.

# **Delco** Ponders **TV Set Entry?**

NEW YORK, Jan. 14.—Officials of the Delco Radio division of the General Motors Corporation have been visiting New York this week investigating the market potential for Delco's entry into the television receiver business. However, K. T. Milne,<sup>\*</sup> Delco sales manager, denied that the company has any "immediate plans" for producing video sets.

Commenting on the report, Milne said: "Of course, like everyone else we are interested in television, but there are no immediate plans in the

# **Practice Dominating Theme At Winter Market Showings Of Video Sets in Chi Marts**

## **Slashes Expected To Eliminate Marginal Manufacturers**

#### By Cy Wagner

price slashing in new TV models was the dominant theme and principal topic of conversation in radio-TV showrooms of the annual Winter Market at the Furniture Mart and Merchandise Mart here this week. In essence the cutting of prices showed increase of competition among manufacturers and reflected the attitude of a price-conscious buying public. In addition, price cutting by the majors, it was claimed in reliably informed quarters, augured for the elimination of many small, secondary or independent manufacturers in the coming year.

First shock of price cutting was felt when Admiral introduced its new line with reductions on leaders ranging from \$50 to \$100. Admiral's move, it was reliably reported, compelled Motorola to reduce its prices below figures set by company execs before the market opened, and Hallicrafters followed suit by reducing their prices an average of \$10 per model below structures set the previous week. Smaller manufacturers, such as Arvin, went thru the first few days of the market without announcing

CHICAGO, Jan. 14. - Universal | type tube and execs of the companies said that they would be used more on other models as supply increased.

> Crosley, Zenith, DuMont, Pilot and several other manufacturers did not introduce any new sets during the market period. Emerson, which did announce five new sets, did not show in Chicago.

Philco added to its previously an-nounced 1950 line by introducing three 16-inch receivers and two TVradio-phono combinations. Heading the 16-inch group was a "table ensemble" model, actually a table set with matching table, at \$299.95. Also introduced were a Sheraton-styled console at \$379.95 and a modernstyled version at \$349.95. Philco's console combinations will retail at \$399.95 and \$429.95.

The Starrett line of lower priced sets in the company's "Metropolitan Series" ranged from \$199.95 for a 12½-inch table model to a 16-inch console combination and a 19-inch, TV only console, both priced at \$479.95.

Air King introduced a 121/2-inch table set at \$179.95. The highest priced item in the line was a 10inch rectangular tube console, with doors, at \$369.95. Air King's price leaders, however, were expected to be two 16-inch rectangular tube table sets at \$279.95 and \$299.95. Garod moved out of the low-priced field when it introduced only 16 and 19-inch sets. The move was not unexpected, since Leonard Ashbach's newly organized Majestic firm, a Garod counterpart, had already introduced a complete line of the smaller sized and lower priced video receivers. The Garod group included both table models and consoles, ranging in price from \$279.95 to \$520. The 16-inch sets utilized rectangular tubes. Tele King, which showed its line of receivers in Chicago and New York simultaneously, introduced a 121/2inch table model at \$179.95, another at \$199.95, a consolette with the same sized tube at \$249.95 and various other receivers including a 16-inch table model with rectangular tube at \$269.95. One company representative said, however, that the price of the latter set might be "reduced slightly before the furniture market ends. Sparton's line of "Golden Jubilee" receivers was headed by a 121/2-inch table model at' \$189.95. The company also showed a group of table model and portable radios, but no console combination video sets. Westinghouse introduced a 10-inch table model set at \$179.95. a 16-inch table model at \$299.95 a 121/2-inch table model at \$229.95 and radio sets ranging from \$24.95 to \$199.95.

# 100,000 Set Buyers For TV Trade Show?

NEW YORK, Jan. 14 .- Officials of the fifth annual Television Institute and Industry Trade Show are predicting that over 100,000 prospective video set buyers will attend the TV receiver exhibit space at the Hotel New Yorker February 6-8. Only the receiver exhibits, however, will be open to the public.

In addition to the displays of the new sets, filters, enlargers, antennas and TV furniture, a group of industry meetings will be held during the three-day session. Taking part in the technical discussions will be Dr. Vladimir Zworykin, Dr. Lee De Forrest, Dr. Allen B. DuMont, Dr. Alfred N. Goldsmith, Sen. Edwin C. Johnson and J. R. Poppele.

## **TV** Price Slashes Not 100% Welcome

CHICAGO, Jan. 14.-The sharply reduced television receiver prices evident during the opening week of the winter furniture market here had completely divergent effects on radio-TV buyers, according to sales representatives who were writing orders at the various exhibits. One school of buyers was anxious for immediate deliveries on large orders being placed, while another group was wary of buying merchandise until it could better gauge consumer reaction to the price slashes.

The buyers who were being cautious are, in many cases, fearful of the reaction from consumers who least 10 customers who'll be in to see only a few short weeks ago purchased me as soon as I get back. They'll 19-inch consolette for \$439.50. video sets at prices as much as \$50 demand credit for the difference in or \$100 higher than the new 1950 prices or they'll tell me to take the trend toward the increased use of models. Explaining that his dealers set back. In most cases I got only were selling about three-quarters of small down payment. I'm ordering miral, Hallicrafters and others introtheir sets on a time-payment plan light until I see the reaction at home." duced a few sets each with this new-

offing and no definite decision has been made one way or the other."

At present, Delco manufactures auto, battery and electric radios and radio-phonograph consoles as well as component parts for radio receivers.

# **Capital Offers Dealer** 2d-Yr. Service Pacts

NEW YORK, Jan. 14 .- In a move to strengthen its position with video retailers, the Capital Television Corporation, one of the largest TV service companies in this area, is offering dealers a complete plan for selling second-year service contracts under which the retailer collects a selling commission.

Dealers who do not have service departments are reported to be particularly interested in the plan. In addition, according to Capital President Hyman Goldberg, dealers who have found that they are losing many second-year renewals to service companies are now being offered the opportunity of servicing their customers while collecting a commission for each contract sale. Capital supplies all contracts and forms for the dealers' use.

with no or small initial payments, a Los Angeles distributor disclosed that several of his "top accounts" had refused to make any buying commitments because of expected repossessions.

"Sales during November and December were tremendous," said a New Jersey dealer, "and I told many of my customers that prices of the new models wouldn't go down very much. Now I'm on a spot. I know of at

prices, obviously waiting until competitive prices were announced.

Motorola's prices were cut an average of \$10 to \$50, with some leading models priced below comparable Admiral sets. This attempt to outprice Admiral was viewed as another indication that Motorola sees Admiral as its greatest competitor.

Heading the Motorola line were a 16-inch rectangular combination console selling for \$399.95 and a 121/2inch table model priced at \$189.95. Motorola, unlike other manufacturers that dropped sets with screens smaller than 121/2 inches, also showed an 8½-inch plastic table model for \$149.95 and a 10-inch table model for \$169.95. Also in the new line were three new 19-inch sets. A console for \$525, a mahogany combination console for \$825 and a blond combination console for \$850 were featured in this category.

Hallicrafters, which expects to do a \$25,000,000 gross this year as compared with an \$18,000,000 volume last year, featured a 12-inch table model for \$179.95, a 16-inch mahegany console for \$329.95 and a 16-inch console combination for \$399.95.

Heading the Arvin line was a new metal cabinet 8¼-inch table model for \$129.50, while other sets shown were previously introduced models reduced between \$30 and \$50.

Among the independents, Brunswick caused a stir with a 12<sup>1</sup>/<sub>2</sub>-inch console at \$219.95, a 16-inch table set at \$229.95 and a 16-inch console for \$289.95.

Sylvania had a 121/2-inch table model for \$299.95, a 10-inch table set for \$189.95 and a 16-inch console for \$399.95.

Video Corporation of America showed a new leader in a 16-inch table model for \$249.50, a 16-inch console combination for \$439.50 and a

Noticeable in all new lines was the rectangular tubes. Motorola, Ad-

## ABE BURROWS' ALMANAC

#### (Continued from page 8)

and girl dance team doubling from the Hotel Pierre and since dancing still isn't one of TV's fortes, they fared no better nor worse than usual. Adolph Green and Betty Comden, who did one of their own legit numbers and then worked in a Ruritania take-off routine, gave a singularly unimpressive account of themselves.

Jerry Franken.





MUSIC Communications to 1564 Broadway, New York 19, N. Y.

Disk Biz Socko So Far in 1950)

Sales Pace Is **Fast; Sheets On Upswing** 

**New Peaks Reached** 

(Continued from page 3) and the majority highly enthusiastic about the rosy sales picture of 1950's opening weeks. At RCA Victor, a. and r. and sales reps stated that the second week of 1950 was one of the biggest in industry history, with the entire catalog soaring in an acrossthe-board upswing. Sample sales figures obtained at RCA are, from all reports, indicative of the industry situation:

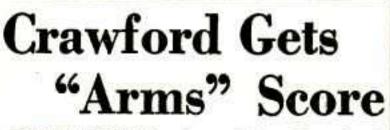
The top 13 Victor pops, 78 r.p.m.'s only, hit 270,000 for the week. The No. 1 disk, Tony Martin's There's No Tomorrow, went 43,000 during the week, and Perry Como's A Dreamer's Holiday, in second place, did 34,000. Both disks have been on best seller lists for 11 and 14 weeks respectively. The 45 r.p.m. editions of the pops sold in ratios ranging from 20 to 50 per cent of their shellac equivalents, and so to the 270,000 sales of the top 13 pops, roughly 90,000 45's may be added. This would appear to contradict the whisper that the upturn in 45 sales has been achieved at the expense of 78 platters.

**Decca** Hits Peak

# **Doubly Good**

HOLLYWOOD, Jan. 14. -Frank Sinatra this week boasted two conductors for his Columbia Records date, using both Jeff Alexander and Axel Stordahl as baton wielders. Long associated with Stordahl but currently working radio-wise with Alexander, The Voice found an out for using both fronters.

On a disk session held Thursday (12) Stordahl conducted the ork while Alexander handled the augmented vocal group. Results, bystanders said, were not only good production-wise, but made for new all-time harmony between crooner and his two favorite musical aides. Gesture also wiped up recurring rumors that the Sinatra-Stordahl combination was washed up.



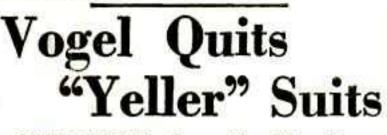
NEW YORK, Jan. 14 .- Crawford Music, a Chappell subsidiary, was reactivated this week to work on the score of the legit musical Arms and the Girl, with a score by Morton Gould. Jerry Keit was moved over from Chappell to serve as professional manager for Crawford. Fred Bienstock, Chappell contact man, has

also been assigned to Crawford, and Vogel Music Company discontinued Jerry Lewin, former partner in the defunct Cavalier Music firm, has been hired. Tunes skedded for work are A Cow and a Plow and a Frau. You Kisses Me and That's My Fella.

For L. A. Show HOLLYWOOD, Jan. 14. - Spike Jones will get a \$25,000 guarantee plus a 60 per cent slice of the take over \$25,000 for playing the Los Angeles Home Show June 10-18. Currently on tour, Jones is getting a \$3,000 guarantee per date, with a 65 per cent cut of everything over \$5,000. Itinerary available at present lists 26 dates until February 1, giving Jones a guaranteed take of \$178,-000 with percentages expected to bring his take above the \$200,000 mark.

**Jones Gets 25G** 

Jones troupe is in Oklahoma City today, having played Amarillo, 2). Tex.; Albuquerque, N. M.; El Paso, Tex.; Tucson, Ariz.; Phoenix, Ariz.; Long Beach and Pasadena, Calif. during the past week. He will hit the following towns during the remainder of January: Enid, Okla.; Bartlesville, Okla.; Shawnee, Okla. Wichita Falls, Tex.; Bryan, Tex.; Waco, Tex.; Tyler, Tex.; San An-tonio and Victoria, Tex.; Lake Charles, La.; Alexandria, La.; Beaumont, Tex., Galveston, Tex.; Hous-ton, New Orleans, Montgomery, Ala., and Nashville.



NEW YORK, Jan. 14 .- The Jerry its action against RKO Radio Pictures over the tune, Around Her Neck She Wears a Yeller Ribbon, (The Billboard, December 17), according to papers filed in the New York Federal Court Thursday (12).

# **Chi Suit Reveals Elliott Shapiro's** Hot Left Hand

CHICAGO, Jan. 14.-A court case, the outcome of which may have a direct bearing on copyrights in the boogie woogie field, was heard here Monday and Tuesday (9-10) before Federal Judge Michael Igoe. Plaintiff in the suit is Shapiro-Bernstein, who claim an infringement on their eight-to-the-bar ditty, Yancey Special. in Miracle Records' hit tune of early 1949, Long Gone (Parts 1 and

In a stormy two-day court session a dozen collectors' items, boogie records and a recorded piano interpretation of boogie themes, rendered by Elliott Shapiro himself, were played as documentary evidence. Mort Shaeffer, local attorney, represented the plaintiff firm. Shaeffer argued that the Miracle Record, cut by Sonny Thompson, copied note for note the bass theme of Yancey. Shaeffer is seeking treble damages under the compulsory copyright licensing statute. He maintains that Miracle sold around 200,000 copies of Long Gone, which would mean that if the court renders a decision in favor of Shapiro-Bernstein, Miracle would be liable for damages of \$24,000.

Miracle's attorneys, Edward Norton and Seymour Tabin, maintained that

Decca was equally enthusiastic. The contention there is that they have 20 hits riding currently. The firm's Bridgeport, Conn., and Los Angeles plants were put on a 24-hour basis last week, and Chicago added a night shift. "These two weeks have been our biggest since the all-time industry high of 1947," a Decca topper stated.

At Columbia the word was that the first week was one of the biggest in industry history, but that the second was "even bigger."

sales in all categories have soared in the year's first two weeks. A Capitol exec echoed the other diskeries' comments with the statement that it was difficult to keep factory output up to dealer demands. "We're making all speeds," he pointed out, "and we're selling all speeds, but heavy."

A scattering of indies reported felicitously, and a leading kidisk manufacturer said that the bottom dropped out of his business after Christmas, as usual, but at variance with past history, boomed during the third week of the new year.

#### **Speed Contusion Abated**

The reason? Victor and Capitol each offered the same explanation: That people had bought and been given as gifts a large number of three-speed players during the holidays, and the confusion of the public on the speed question had largely abated. Decca's idea was that a quantity of quality tunes and records are on the market, and that good merchandise sells naturally. Others pointed out that pop business traditionally rises after Christmas, but readily admitted that this year's rise was excepional.

Sheet music people were more temperate in their evaluations of business conditions, but nevertheless optimistic. The consensus is that sales have improved about 25 per cent. Publishers, who had been crying the blues, have been delighted with a bump in orders since the first of the year. Tunes which had been hanging on, many of them marginal propositions, have suddenly been

(See Disk Biz Socko on page 18)

Mac Cooper, who recently left Knickerbocker Music, has been added to the staff of T. B. Harms, another Chappell firm. He and Gus Gabriel will work under professional manager Stan Stanley. Leo Disten was switched from T. B. Harms to Chap-The report from Capitol was that pell, where he and Joe Linehart will work under professional manager Charley Goldberg.

At the same time, Vogel discontinued the suit against Regent Records for allegedly recording the tune without permission.

The action against RKO Radio Pictures had charged that the film company had infringed upon the title of the song in naming its recent movie, She Wore a Yellow Ribbon.

**Chappell Preps Diskery Suit** For Jump on "Third Man"

#### By Jerry Wexler

NEW YORK, Jan. 14.—This week's have an advantage over another. installment of the Third Man episode takes a litigious turn.

The legal fireworks are being prepared by Chappell Music, according to a spokesman for the pubbery, "against a record company whom we naturally can't name until the suit is filed." The filing is expected to be made next week, he said.

The projected suit is probably without precedent, since publishers have been traditionally loath to sue sizable waxeries, tho violation of release dates, which is the issue here, has been a long-standing bane to music men.

Unless an unforeseen settlement is reached, Chappell will prosecute the suit, the spokesman said, joined by the Selznick Releasing Organization as co-plaintiff. Chappell has accumulated evidence that a certain recording of the Third Man music has been sold across retail counters after the diskery had promised that it would be stopped. Chappell and Selznick, the spokesman says, are determined to enforce the release date send out a restriction (The Billboard, be signed, according to an a -- and -r. and don't want, any one waxery to January 14).

Since by law no one may record a song until the first license has been granted by the publisher, after which anyone may record, Chappell's case will be based on the fact that no one has been granted a license to record the themes.

#### **Other Diskers Burn**

The fact that a record of the Third Man music has been selling is common knowledge in the industry. The decision to take legal action, which will probably ask for injunctive relief, is probably based at least in part on the mounting protests by record people, who have been buying the disk in stores and then presenting the sales slips as evidence. Virtually all diskeries have Third Man diskings in the vault, ready for release, and functioning as a "farm label," wherea. and r. execs have been burning over the sale of the one record while their own versions are being held back.

Meanwhile Art Mooney's Zither Serenade continues to get air play despite pressure on the publishers to

(1) copyright does not apply to the rhythm in the bass figure; (2) the law of abandonment applies to Yancey Special, for the tune was recorded by Decca and allegedly released in 1936, and that Shapiro-Bernstein did not get their copyright on Yancey until 1938.

Both sides presented a formidable review of old-time jazz names as witnesses, with Miracle offering Jimmy Yancey, boogie pianist, after whom the ditty is titled; Clarence (Cripple) Lofton, Douglas Suggs and Bill Russell, author of the jazz tome, Jazzmen. Witnesses for the pubbery included Meade Lux Lewis, writer of Yancey Special; Dave Peyton, oldtime jazzman, and Shapiro.

Attorneys now have 30 days in which to file findings in the law and briefs, after which Igoe will take the case into consideration and render a decision.

# Flanagan Ork, **Cantor to Victor**

NEW YORK, Jan. 14 .- The Ralph Flanagan orchestra, organized by RCA Victor for its recently revived 45-cent Bluebird label, switches this week to the higher priced Victor label. The first release to hit the counters Wednesday couples Rag Mop and You're Always There. The sudden move follows closely on the heels of Eddie Cantor's promotion to the parent label. Cantor will cut January 27 in New York.

According to Victor artists-repertoire execs, Bluebird is to continue on new talent can be tried out and developed. Response of the public and the jocks to Flanagan and Cantor disks on Biuebird has indicated that these artist are "ready." When and if another comparable band can be found for the low-priced label, it will spokesman.



#### The Billboard

#### MUSIC 13

Disk Censorship Storm Brews Is Foreseen Records' prexy, Glenn E. Wallichs, personally notified the six winners of

#### Subcommittee Reports

By Ben Atlas

WASHINGTON, Jan. 14 .- The way is being greased for rapid congressional action on the bill of Rep. Emanuel Celler (D., N. Y.) to ban interstate shipment of obscene disks (The Billboard, January 14), with a House judiciary subcommittee having given a quick approval of the measure this week and the full committee slated to follow suit in a few days.

The subcommittee acted with unusual speed in favorably reporting the new bill at its first meeting following the measure's introduction and a bare week after receiving a letter from the Department of Justice urging that the dirty literature section of the U. S. Criminal Code be amended to include recordings.

#### Would Bar Imports

As okayed by the subcommittee the bill bans the importation into the United States of "obscene, lewd, lascivious or filthy" disks, transcriptions or other sound-producing devices, as well as their movement in interstate commerce by common carrier or express. A fine of \$5,000 and a jail sentence up to five years is provided for both the shipper and the recipient of banned disks. Dealing in party records could still be carried on without federal prosecution provided deliveries were made by private automobile, which is not termed a common carrier under law. There was no need for sponsors of the bill to ban mail shipments of dirty disks, since the post-office department has adequate power to deal with that situation. After the anticipated approval of the Celler bill by the full judiciary committee, the measure will head for the House Rules Committee for clearance to the House floor. House approval would send the bill to the Senate Judiciary Committee and finally to the Senate floor.

# Rapid Action "Songs Without Words" Gimmick IndiesDemand On Record Bill Pays Off for Capitol Records Hearings on

HOLLYWOOD, Jan. 14. - Capitol | Love Is a Masquerade, Jimmy Mcthe diskery's Songs Without Words contest via telephone. Contest drew over 50,000 entries and is considered by Cap execs to have been highly successful in (1) reinforcing customer-dealer ties, (2) unearthing good salable song material and (3) paying off well thru sales of the album and promotion-wise. Each of the winners will receive \$1,000 as advance on royalties, a songwriter contract with one of Cap's music pub subsids and will have his or her tune recorded by a Capitol artist.

Contestants were asked to supply lyrics for tunes contained in Capitol's Songs Without Words album. Diskery commissioned six name cleffers to write the music. These were Johnny Mercer, Paul Weston, Ray Noble, Isham Jones, Livingston and Evans and Jimmy McHugh. Group, in addition to Margaret Whiting and Mack Gordon, comprised the final judges' panel.

Winners: John Rufus Sharpe III Mill Valley, Calif., who chose Mercer's tune to lyricize Dram Peddler's Serenade. Margaret Whiting has recorded it and it will soon be released. Others include housewife Minette Allton, Paso Robles, Calif., for Melinda Miller joined GAC as part-time music by Isham Jones; Georgia Tech cocktail booker in July, 1942, when he math instructor Robert Swenson, Atlanta, Laughing at Love, music by Livingston and Evans; housewile months later he was on full time at Aileen Lenhart, San Lorenzo, Calif., the agency. He was appointed veepee

Hugh; United Airlines, accountant John Goldsberry, Rockford, Ill., Who Sends You Orchids, Ray Noble; department store employee Doris Marie Schaefer, Baltimore, When April Comes Again, Paul Weston.

None of the latter five has yet been recorded. Each of the winners specify his or her favorite record dealer and disk jockey who, in turn, receive \$100 cash awards.

# **Miller Heading GAC on Coast**

HOLLYWOOD, Jan. 14.--Henry Miller, veepee in charge of the General Artists Corporation (GAC) band and act department here, was appointed head of the agency's Coast office. He replaces Milt Krasne, who returns to New York where he will headquarter his operations as general manager and veepee of the commission house. Krasne moved into the local office's top slot in 1947 to replace Ralph Wonders when the latter resigned to manage Spike Jones.

was employed full time as purchasing agent for Douglas Aircraft. Six in charge of the band-act department five months ago. New promotion came during GAC Prexy Tommy Rockwell's current visit here.

# **Proposed Law**

#### **PRMA** Committee Likely

By Bill Simon

NEW YORK, Jan. 14.—The threat of censorship in the disk field has raised widespread consternation among indie companies, with numerous execs becoming articulate in their opposition to censorship in any form. Indies vociferously demand a hearing before any legislation affecting their business is railroaded thru legislative channels. At least one major is reported to have instructed its attorney to study the proposed amendment.

Jack Pearl, acting president of the Phonograph Record Manufacturers' Association (PRMA), stated that the body would immediately organize a committee to demand and participate in public hearings on the measure. According to Pearl. "the industry, based on past performances, does not warrant the intercession of federal regulation. We want to know the 'why' and 'wherefore' of this bill."

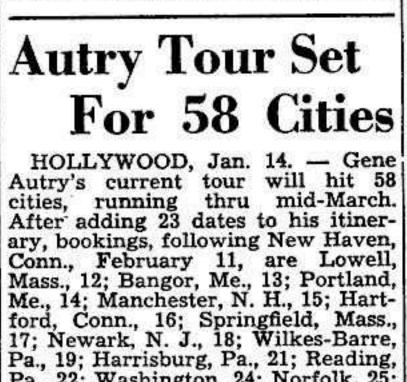
#### Fear Ax-Grinding

Execs of several companies have stated that while they are opposed to "obscene" disks, censorship in any field is dangerous. They point out that interpretation of the word "obscene" might be left to the discretion of regional magistrates with private axes to grind. One indie exec was concerned with the possibility that some bigots might rule against "genuine Negro folk expressions simply because they feel that all jazz or Negro music is 'dirty.' " Altho the legislation, at a cursory glance, appears to be aimed at pornographic material, another disker felt that blues and rhythm, musical comedy and political material could also be subject to the censor's whim and ax. Greatest concern was evident in the blues-rhythm field, where the vernacular can be broad, yet escape the designation of "smutty." Spokesmen for Capitol and Mercury felt that the good taste of dealers and consumers should decide what kind of disks are sold. One stated that government censorship at best would be "a hit or miss" thing. London's executive veepee, Dan Berne, stated, "There's no telling what could happen if some blue-nose pressure group should get some official's ear."

## **Criminal Code?**

NEW YORK, Jan. 14.—Whether or not phonograph records may be grouped with printed matter under the present criminal code against interstate carrying of indecent printed matter may now rest in the hands of the U.S. Supreme Court. It was learned that a decision on a muchbruited action between the Department of Justice and one Alexander L. Alpers may be handed down when the court convenes this week.

Last May 31 the Ninth Federal Circuit Court of Appeals, San Francisco held, in a case involving Alpers, that records are not covered by the code. On July 29 the Department of Justice filed a petition to argue an appeal against that ruling before the U.S. Supreme Court. On December 13 a Department of Justice attorney argued the case before the high court, and Alpers was permitted to present a brief. The decision was reserved at that time.



Pa., 22; Washington, 24; Norfolk, 25; Richmond, Va., 26; Lynchburg, Va., 27; Danville, Va., 28; Greensboro, N. C., March 3; Asheville, N. C., 7; Chattanooga, 8; Birmingham, 9 Montgomery, Ala., 10.

Nine more dates are to be added to complete the circuit before Autry returns for his next Columbia picture, Blazing Sun, March 27.

# **Grean**, Sholes **On Coast Biz**

NEW YORK, Jan. 14 .- Victor artists and repertoire staffers Charlie Grean and Steve Sholes flew to the Coast this week for special recording sessions. Grean, of the pop department, went out for a week to work with West Coast recording chief Walt Heebner, on the cutting of some special material, and will stop in Chicago on the way back to cut with Claude Thornhill and other units there. Sholes, head of the hillbilly and rhythm-blues department, will return the first week in February. He'll stop en route to cut sides in Dallas, Chicago and other centers.

chief, will also fly to the Coast January 22.

**Kiddies** Continue To Ride 'Rudolph'

NEW YORK, Jan. 14.-Controversy over whether Rudolph, the Red-Nosed Reindeer is or is not a Christmas item continued this week. A survey of returns on record sales for the January 21 issue of The Billboard indicates that Rudolph is definitely a Christmas item, having fallen sharply on both the best selling pop list and the best selling country and Western list. However, Rudolph continues to hold top position in the children's list, and should have been so listed on that chart in the January 14 issue of The Billboard. In the current issue it has been reinstated. Meanwhile shellac disk and sheet music sales have fallen sharply, to a level which tradsters expect it to hold.

Record sales figures, up to press time, show that the Columbia pop pressing has passed the 1,300,000 mark. Columbia's plastic kidisk pressing of the same recording has gone over 400,000. Up to December 25 an additional 60,000 disks were sold in Canada. The terrific strength shown simultaneously in pop, folk and kidisk markets is considered unique in the business.

In sheet sales the tune never got the rack order, but sold in the vicinity in Canada. In the U. S., however, only 4,000 copies have gone out since Christmas.

were penned by Johnny Marks, who set up his own pubbery, St. Nicholas Music, to handle the opus, George Joe Csida, Victor's pop a. and r. Schottler, St. Nicholas's New York professional manager, was let out this week.

#### Local Level So Far

Disk censorship in the past has been pretty much on a local level. Many tunes that have been banned by key stations of the major webs have been beamed heavily on various out-oftown web affiliates and on indie stations. In many cases tradesters have felt the bannings were not justified. Local police departments have under varying conditions staged clean-up drives against "under-the-counter" disks in retail shops, but here, too, there have been beefs that some of the disks cited were "harmless." An RCA Victor exec stated, "We'd hate of 200,000 copies, plus another 32,000 to see anybody who didn't know the special nature of business passing judgment on records."

Both words and music of Rudolph | Marthaler to King Records

CINCINNATI, Jan. 14. - W. W. (Mooney) Marthaler, former manager of Decca Distributing Company here and well known among local operators and dealers, has joined King Records, Inc., local plattery.



January 21, 1950

LaMair's Tips to the Trade

# **Music Dealers** Get List of **10 Sales Aids**

MUSIC

14

## **Promotion the Keynote**

NEW YORK, Jan. 14 .-- A measwrable increase in the public's awareness of music has created an increasingly attractive opportunity for the music merchant, according to Louis G. LaMair, president of the American Music Conference, organization which is sponsored by the National Association of Music Merchants (NAMM) for the purpose of promoting musical activity. Position of music in education is on the upbeat, according to LaMair, who points out that the general increase in music activity is developing a more favorable climate for the music business.

While many more people will be buying musical merchandise because of heightened interest, it is up to the music merchant to capitalize on the more promising situation. Music, adds LaMair, requires selling, and lists 10 points whereby music merchants will be enabled to take advantage of the more receptive market.

#### 10 Sales Aids Listed

These sales aids are (1) interest your community in music; (2) cooperate with music teachers; (3) sponsor a school instruction class; (4) sell the product-music; (5) employ the Moving Ahead With Music film; (6) use available printed material; (7) make music lessons fun; (8) use national publicity; (9) assist in local field work, and (10) make it easy and interesting for people to learn. With respect to interesting the community, LaMair urges that merchants encourage leaders of Parent-Teachers groups, music educators, women's clubs and other groups to form a community music council. Such an organization should be aided in getting underway a program for more music in the schools and community.

# Who're Pressing What Speeds

NEW YORK, Jan. 14 .- Appended is a list of those record companies who are pressing, or have announced their intention of pressing, the new speed records. In the event the listing is not complete, The Billboard will be glad to make note of additional companies in the 33 and/or 45-r.p.m. field. The listing is presented purely as a service, in order to apprise readers as to who is pressing what. It is also an indication of increasing standardization. The listing is not to be construed in any way as reflecting on the relative merits of the new disks-33 having become established quite some time ago, whereas 45 is now making its big push. It is also noteworthy that some companies are pressing 33's and 45's on a relatively large scale, whereas others are as yet small operators.

It is to be noted that a number of firms pressing 33's do not press 78's. These are marked with one asterisk. Two asterisks indicate those companies who are now, or soon will be, pressing three speeds. 33%-R.P.M.

National

\*Period

|                           | 33 ½-R.P.M.                      |
|---------------------------|----------------------------------|
| Allegro<br>American-Elite | Discophile Francals<br>*Esoteric |
| Artist                    | Folkways                         |
| Atlantie                  | Gallery                          |
| *Bartok                   | •Griffin                         |
| Bibletone                 | *Haydn Society                   |
| **Capitol                 | **Horace Heidt                   |
| Cetra-Soria               | Imperial                         |
| Coda -                    | *Key                             |
| Columbia                  | **London                         |
| Concert Hall              | Lone Star                        |
| **Dana                    | Mercury                          |
| Decca .                   | MGM                              |
| Dial                      | Modern                           |
| **Discovery               | Murray Rivers                    |
|                           |                                  |
| Do not pre                |                                  |

Do not press 78's. \*\*All three speeds.

Polydor \*\*Rainbow \*\*RCA Victor \*\*Ronde SAVOY Beeco SMC Stinson Summit \*\*Tempe Varsity Voz

Bluebird \*\*Capitol Crystalette \*\*Dana \*\*Discovery \*\*Horace Heidt \*\*London \*\*RCA Victor \*\*Rainbow \*\*Rondo \*\*Tempo

45-R.P.M.



# **Fisher Loses Royalty Case**

CHICAGO, Jan. 14 .- A decision in a suit based on the contention that a featured sideman on a recording date should be cut in on the disk's royalty swag, was rendered here last week by Superior Court Judge Wilbert Crowley.

Crowley ruled that Sid Fisher, leader of a cocktail combo currently, had no one-fourth claim on the earnings of the Harmonicats, with whom he cut the epochal Peg o' My Heart. Fisher contended that he made a verbal agreement with Jerry Murad and the Cats before the disking was cut in early 1947. Fisher's guitar was featured in the echo chamber effect, which helped put over the disking.

In addition to the one-fourth bite of their earnings, Fisher also asked \$50,000 for alleged breach of contract and an additional \$25,000 from Mutual Entertainment Agency, Chicago, and J. J. (Bookie) Levin, prexy of Mutual, whom he accused of splitting the partnership. Crowley ruled that Fisher had no cause for action and the suit was dismissed.

#### **Clinics for Teachers**

Merchants are advised to help set up teaching clinics for music teachers. The latter should be made acquainted with new methods of instruction as outlined in the manual offered by the NAMM. Class instruction, according to the NAMM, is the answer to the bottleneck of mass music in-(See Music Dealers on page 18)



NEW YORK, Jan. 14.—Broadcast Music, Inc. (BMI), made 83 new publisher, affiliations in 1949. Most of these are strictly licensing arrangements and involve no "guaranteed" deals, but some involve important record and transcription catalogs, some of which are being offered to stations on an outright sale basis.

The guarantee arrangement, whereby pubbers receive substantial "advances against performances," is becoming a rarity with BMI. One spokesman said that probably no such deals will be made in the near future. When asked what was meant by the "near future," he said that six months would be a fair guess. This is not to be construed that no deals at all will be made-if a music business heavyweight applied with a solid proposition, arrangements might be made.

When asked whether some of the "guarantee" firms which have been conspicuously songless during the past year were going to be dropped, as the grapevine has it, the spokesman said that it was "possible," but declined to say when the ax might fall.

#### **Big Happy Family**

The tightening at BMI, he said, owed to the fact that they now were "a big happy family," productive of a good share of songs, ranging from fairly active to click status. "We of liabilities has not been completed, actually don't need more firms now. Leventhal said. I wouldn't turn down anyone who could show me how he'd make money for us, but there are few such around any more," he said.

With BMI tightening its belt, the opportunity for veteran music men to go into business for themselves shrinks considerably. Under current conditions, Tin Pan Alley pretty Music Publishers Contact Employees much agrees that without a catalog and/or heavy cash resources, a new pubber can hardly stand the gaif as an American Society of Composers, Authors and Publishers (ASCAP) affiliate. In ASCAP, hits are de rigeur for a fledgling pubber if he is to have the operating capital to remain ruling. Davis, who had been a holdin business. In the beginning, when the broadcasters created BMI, many a contract with MPCE.

music men started firms with material encouragement from BMI and were able to carry on without immediate hits. By getting records and building catalogs of quantity, if not quality, these pubbers justified their keep and were able to take their time getting hits. Now, however, BMI is all but closing this door.

## Exclusive's Masters Put on Sales Block; **Creditors in Huddle**

HOLLYWOOD, Jan. 14 .--- Negotiations are currently under way with major labels for the sale of Exclusive Records' masters. In the meantime, the diskery's creditors met at the office of Francis F. Quittner, the assignee, with Cyrus Leventhal of the Fink, Rolston, Leventhal & Kent law firm representing the assignee. Creditors committee was appointed to advise and approve on sales of assets.

Question of whether a dividend will be paid to creditors depends on what may be realized from the sale of Exclusive masters. Office equipment was sold last week for \$3,500. According to Leventhal, liabilities will exceed the \$50,000 mark. Audit

# **Campbell**, **Davis** OK **MPCE Lopez Ruling**

NEW YORK, Jan. 14. - Pubbers Nick Campbell and Joe Davis appeared at a council meeting of the (MPCE) this week, where they were asked where they allegedly had contacted Vincent Lopez at the Taft after the orkster had been put on the union's unfair list. Discussion, on an amicable basis, ended with the pubbers agreeing to honor the union. out, also took the opportunity to sign

NEW YORK, Jan. 14 .- Decca Records this week signed vocalist Bill Monroe and jazz pianist Billy Taylor. In addition, Bill Harrington, who was on the Hit Parade over the air last year, and who formerly recorded for Vocalion, has been signed to cut for Coral, Decca subsidiary.

Monroe, a folk artist who was formerly with Columbia and prior to that with Victor, was inked by Paul Cohen, head of Decca's folk operations. He'll cut with his group, the Bluegrass Boys. In addition, the Bluegrass Boys will do a series of sacred recordings. Taylor, who has been pacted for one year, is getting together a quartet. He'll do his first Decca date Wednesday (18).

## **BMI-NBOA** Licensing **Meets Are Extended**

CHICAGO, Jan. 14 .- Negotiations between Broadcast Music, Inc., (BMI) and the National Ballroom Operators' Association (NBOA), to work out a licensing agreement for the terpery industry, resulted in another meeting between reps of the two orgs here last week. During a meeting Wednesday (11), it was decided to refrain from definite action by either side until another meeting could be held within 60 days.

Representing the NBOA was Tom Roberts, legal counsel; Tom Archer, chairman of the NBOA music committee: Ken Moore, of Aragon-Trianon Enterprises, and Herb Martinka of the Kato, Mankato, Minn. Harry Somerville, of BMI's Gotham office, and Stan Myers, Midwest licensing director, repped BMI. The Aragon and Trianon ballrooms, represented by Moore, are already BMI-licensed.

## **Cadillac New Indie Label**

DETROIT, Jan. 14 .- Still another new independent label is making its debut here-Cadillac Records, owned by Park Avenue Music Publishers, headed by song writer Jerry Harris as president. Cadillac will specialize in bop, Latin-American and jazz releases as well as a general pop line.





# London Disks Going All Out Mills Sets London Office, Asks On Longhair Artists for LP's Study of TV Rights Abroad

NEW YORK, Jan. 14 .- London Rec- both Peer Gynt Suites, and Bloch's ords, convinced that it has hit upon a highly satisfactory new style of recording for long-playing (LP) records, is embarking on a large-scale longhair waxing program, including remakes of many staples. A large chunk of the program, according to Remy Farkas, American director of classical artists and repertoire, will be produced on the European continent, where full frequency is now available.

In May and June, the diskery's operatic program gets under way in Vienna, Berlin and Zurich. The Vienna State Opera Company, directed by Josef Krips, is cutting the complete Fledermaus and the Mozart opera, Entfuhrung as den Serail. The Berlin State Opera Company, also conducted by Krips, will do the Strauss Gypsy Baron. The same outfit, under Erich Kleiber, will record Richard Strauss's Der Rosenkavalier complete. In Zurich, the Vienna State Company, under Victor Reinshagen, will cut Kalman's operettas, Countess Maritza and The Czardas Princess, as well as Casanova. A selection of opera and operetta duets by Helge Roswaenge and Margherita Perras is also set.

#### **Ballets** for Paris

A large group of popular ballet works has been scheduled for the Paris studios. Between February 20 and March 3 the following works will be cut by the Paris Conservatory Orchestra, conducted by Roger Desormier: Coppelia, Sylvia, Les Sylphides, Gaite Parisienne, Le Beau Danube, Faust Ballet Music, Dance of the Hours, and the Overture to Mignon. The same ork, conducted by Enrique Jorda, will do Dukas' Sorcerer's Apprentice and Chabrier's Danse Slav.

Schelomo.

Most of the new cuttings are directed at the LP market, Farkas stated, but some of the lighter works will be put out on 45 r.p.m. disks as well.

**Tower Records Ink Vocalist Ken Carson** HOLLYWOOD, Jan. 14 .--- Vocalist Ken Carson was inked to a term pact by Tower Records this week-end, with initial disk date set for Monday (16). Tower Prexy Dick Bradley said the plattery would expand Coast activities both production and distribution-wise. Carson's date will mark first time Tower has recorded in Hollywood since firm's inception.

Bradley also set a tie-up with Mercury distributors here for Southern California distribution. He will follow up by setting new distribs in San Francisco and the Pacific Northwest. All Tower pressings will henceforth be made of flex material but the price remains 79 cents. After lining up new distributors, Tower topper will return to Chicago and tour Eastern States.

# Savoy Inks Walker, Hollis, Holderness

HOLLYWOOD, Jan. 14. - Savoy Records Prexy Herman Lubinsky inked three artists for his label during his current Coast hop: Blues-ballad singer Mel Walker, blues singer Floyd (Redlight) Hollis and Saxman

(Continued from page 4) try, pubs will be able to get a better financial break on use of their tunes on film-TV.

#### U. S. Kine Lare

With respect to the use of American kines abroad, Mills believes that inasmuch as European populations like American talent generally, they will go for American-produced kines. Much U. S. talent they already know and get via records, personal appearances, etc. They'll also go for a Crosby, a Como, a Gene Autry on kinescope. It would be cheaper, Mills feels, for foreign TV interests to use a large amount of American kinescope programs inasmuch as Europe generally has no sponsored programs, and producers there have not been able to develop musical programs equal in caliber to the American shows.

"Is it worthwhile," says Mills, "for a publisher to consider giving kine rights to a foreign publisher when such material is developed, created and plugged from this end . . . we have to think ahead."

Mills' London office may start operations in March. The exec formed the British company two years ago, but unsettled conditions precluded its operations. Now, however, personnel is available. Broader representation for Mills in France and other countries is also pending, depending upon whether personnel is available. The music exec pointed out that whereas most, if not all, American pub ventures abroad are operations in which foreign interests share, he is primarily concerned with wholly-owned enterprises. Foreign publishers are not receptive on the matter of sharing expenses and do not wish to

gamble on the entire catalog. "Why

Disk business and sheet music sales

in England are just fair, according

to Mills. In France and Italy not

much music is sold, but music in-

with the bad," he says.

terests in those countries derive most of their incomes from the performing rights societies who license performances.

# **RCA Adds Latin** 45-R.P.M. Disks

NEW YORK, Jan. 14.-RCA Victor has added Latin-American disks to its 45 r.p.m. catalog. The disks, according to RCA international sales chief Frank McCall.

Altho the new-speed platters were introduced in the Spanish-speaking countries by McCall last year, only classical and some popular selections pressed in the U.S. were made available there. Now there is enough acceptance of the 45 system here and abroad to warrant pressing the Latin repertoire as well.

The 45 disks are now being pressed in the Mexican plant also. The south-of-the-border country showing the biggest percentage acceptance of 45 is Venezuela, McCall said. New releases are coming out on the small disks as fast as production is available.

The Canadian Victor plant is also turning out 45s.

## Ventura Rehearses Full Ork for Victor

PHILADELPHIA, Jan. 14.-Charlie Ventura, who has been touring the country for the past two years with a small combo dedicated to bebop, revealed while one-nighting here that he is now rehearsing a full-sized band for a series of recording dates for RCA Victor. It will be a showcase give good copyrights and be stuck feature for the band, but trombone ace Bennie Green will be retained. Bassist Curley Russell, will also be included for the recording sessions, and George Russell will be among the arrangers that include Johnny Mandel and Manny Alban. Following the record dates Green will stake out on his own. He plans to develop a small unit and go ent under the managerial wing " D n Palmer, Ventura's road man: or.

During March and April, the following works will be cut in Switzerland: The Schubert Quartet in A Minor, Mozart Quartet in F Major. Schubert "Trout" Quintet, and the Mozart D Major Divertimento.

The first works cut directly for LP disks in German studios will be ready for release this week, according to Farkas. They will be the Fourth and Sixth Brandenburg Concerti of Bach, by the Chamber Orchestra of Stuttgart, under Karl Munchinger.

#### **English** Picture

While recording in England will continue at a brisk pace, the highlights from there, as far as the American market is concerned, will be the complete LP cuttings of The Mikado and H. M. S. Pinafore, with the D'Oyle Carte Company. The American violinist, Ruggiero Ricci, will record the Tschaikovsky Violin Concerto with the London Philharmonic.

Some other large-scale orchestral works will be re-cut. In May and June, the Amsterdam Concertgebouw Ork, under Erich Kleiber, will cut the Beethoven Third and Seventh Symphonies. The same conductor will lead the Vienna Philharmonic in the Dvorak New World, Schubert Unfinished, Strauss Waltzes, and the uncut version of Tales From the Vienna Woods. The last named will feature the original zither solo, to be cut by Anton Karas of Third Man fame. The Vienna unit, under Klemens Krauss, will do Richard Strauss's Til Eulenspiegel and Don Juan.

#### **Items Already Cut**

Already cut and due for release here on both shellac and LP within the next couple months are: Schumann Fantasia in C Major, the 10 Beethoven Violin Sonatas, two Bach Cantatas (#11 and #67) with the Bach Cantata Singers and Kathleen Ferrier, the complete Bach Art of the Fugue, the Nutcracker Suite, with the LPO; Two Bach Motets for double choir; a Debussy-Scarlatti piano program, Schumann's Kreisleriana, Peter and the Wolf, with the LPO and plus programs of Kalman, Waldteufel Stolz and Benatzky. Among the popular classics completed stores and was broken or defective. our customers, but we still want to are several Beethoven piano sonatas, "Besides, this business of exchanges operate at a standard pace."

Lorenzo Holderness.

Lubinsky is presently enjoying good fortune with the Coast's Little Esther. He picked her up a year ago at a Los Angeles amateur show. Her Double Crossing Blues is now one of Savoy's briskest sellers.



a continual headache in daily opera- returns and exchanges." tions. That was the problem of exchanges and returns of phonograph records by customers with little more than scanty excuses for such exchanges or returns.

"Of course," Colucci observed, "you have to consider the idea of public or consumer relations in handling recbut we finally realized that in the long run, instead of building up what you could call a feasible public or consumer relations plan, we are running into large loss figures."

#### **Phony Excuses No Go**

About a year ago Ralph Colucci decided to put an end to prevailing policy of exchanging a record after foolproof; that is, occasionally during a customer, for example, had kept the past year we've had returns and the record at home for several weeks exchanges, but only under special and then returned to the store with circumstances and these have been the feeble excuse that "the surface is rare indeed. nicked" or "the music doesn't sound right."

was purchased in one of our two the shops' services. We like to please

HARTFORD, Conn., Jan. 14 .- In al and returns was amounting to a lot period of a little over a year the Rec- of time-consuming effort on the part ord Shops, downtown Hartford record, of the store staffs. Personnel during stores owned by Mr. and Mrs. Ralph an average day about a year ago Colucci, have practically eliminated spent several honrs a day handling

#### **All Exchanges Halted**

A year ago a large sign was erected near the cashier's stand in the stores reading: "Please inspect all records carefully. No exchanges made."

The Coluccis instructed all sales personnel in both downtown stories to emphasize this when making sales. ord returns or exchanges after sales, All newspaper and radio advertising plugging record sales at the shops since then have carried the same warning. The Coluccis even pointed up this policy in window displays. The result has been effective, according to Colucci.

"Of course," he admits, "the policy we are now operating under isn't

"The best part of the whole deal," he concluded, "is the fact that nowa-"And if it wasn't the customer at- days instead of having to putter tempting to exchange a record on such around with unjustified exchanges excuses as this," Colucci commented, and returns, cur staff can function at "then it was another customer bring- normal speed and pay more attention ing in a record and claiming that it than ever before to the idea of selling

# **Kolodin Music Critic** For "Sat. Review"

NEW YORK, Jan. 14 .- Irving Kolodin, chief music critic for the old New York Sun until its sale to The World-Telegram January 4, has been named music editor of The Saturday Review of Literature. The position is a newly created one. Kolodin, since 1946, has headed the mag's monthly recordings supplement. He is now enlarging coverage to include the New York music scene in general, including musical performances, reviews of concerts, etc.

Roland Gelatt. Kolodin's assistant on The Sun, will serve in a similar capacity on The Saturday Review.

## Score to Store

PHILADELPHIA, Jan. 14.--A quarter of a century ago Charlie Kerr's band started a new trend for dance bands in having his music broadcast from the then famous Cafe L'Aiglon in town. It was the first dance remote in the history of radio via WIP. and the industry was then in its crystal set stage. The first number to go out over the airwaves was the then popular Does the Spearmint Lose Its Flavor on the Bedpost Overnight? Today, 25 years later, maestro Kerr has discarded his baton and is selling bedposts and other furniture in his own store in Miami.







#### MUSIC 18

# **Music Dealers** Get List of **10** Sales Aids

(Continued from page 14) struction, and should be done for all instruments.

LaMair advises that merchants work out an arrangement with a local public, private or parochial school and provide assistance toward inception of music classes. This, he points out, has already been successfully done in Chicago, where piano merchants have provided instruments on which hundreds of pupils are taught.

Basic theme on all advertising, direct-mail, displays and other promotional material should sell the benefits of music first. Secondarily, the advertising should plug the virtues of the particular instrument.

#### **Film Available**

Merchants are also urged to purchase a print of the AMC color sound slide film, Moving Ahead With Music. to be shown to as many civic organizations as possible .

Tieing in with the film and other phases of the promotional plan is the AMC leaflet, The Complete Education Includes Music. It is suggested that merchants distribute this to parents, use as counter giveaways, envelope stuffers, as giveaways at club meetings, etc. AMC has, in addition to this leaflet, a flock of other promotional material available which merchants can use for similar purposes.

In order to dissipate students' fears that music lessons are drudgery, La-Mair advises that merchants push modern teaching systems, class instruction, keyboard devices and recorders which enable the student to take the lessons home.

# 802 Overrules Board, Reinstates Gay and AFM Kimmel, Childs; Unity Drive On

NEW YORK, Jan. 14 .- The membership of Local 802 of the American Federation of Musicians (AFM) reversed an executive board ruling Monday (9) and ordered the reinstatement of Sully Childs and Allen Kimmel, who had been expelled from the local for circulating a leaflet accusing 802 Prexy Dick McCann of supporting British Foreign Minister Ernest Bevin's anti-semitism (The Billboard, December 17). The Unity Party, local opposition group, which steered the reinstatement of Kimmel and Childs, sees the move as a political gain for Unity and a blow against the administration blue ticket.

Al Manuti, Unity leader, who lost the election for presidency to Mc-Cann by 85 votes in the local's last election in 1948, argued that while Kimmel and Childs may have been out of bounds in their blast at Mc-Cann, expulsion was too severe a penalty. A majority of the 1,000 members present concurred and voted for reinstatement.

#### McCann's Stand

McCann, who told The Billboard that he had informed the two musicians that he would urge their reinstatement by the exec board if a

is also urged upon the local merchant. Such material, which is aimed at children, parents, schools and community leaders, and appearing in national publications, can be a "star salesman" for the local merchant if he follows them up with a local sales pitch, LaMair believes.

Finally, merchants are advised to make available space with several pianos for teachers to use in giving lessons.

According to the AMC chief, 1950 will present the greatest opportunity

proper apology for the slur was made, said that they had refused to apologize, instead preferring to make political capital of the issue. "The opposition can construe this as a victory if they wish, but the 1,000 members at Monday's meetings are a minority," he said. "Opposition minorities are vociferous, sure, but the hillbilly union after the D. C. Local final word is always a quiet one-at the ballot box every second December." When asked for his reaction to the reinstatement of Kimmel and Childs, McCann said that it was the legal prerogative of the membership. However, he pointed out, he has been assured that he has a strong libel case and can either appeal to the AFM or go to law. He is now mulling the possibilities, weighing possible detriment to 802's public standing against rectification of the slur to himself.

#### **Campaign Starts**

Meanwhile Manuti and Max Arons. who guide Unity affairs, have already launched their campaign for next December's elections. They have engaged the services of a labor counsel, Ashe & Rifkin, and of a public relations office, Guild Associates. "We lost by a whisker in 1948," Arons said, "and we've gained a lot of support since then. This membership reaction to the administration's highhandedness is very revealing. So is the licking the administration took that those unintentional violations from the membership last fall on its attempt to force a tax and dues raise down the musicians' throats." Aron's latter reference was to the almost unanimous membership veto of administration proposals to hike membership dues and engagement taxes.

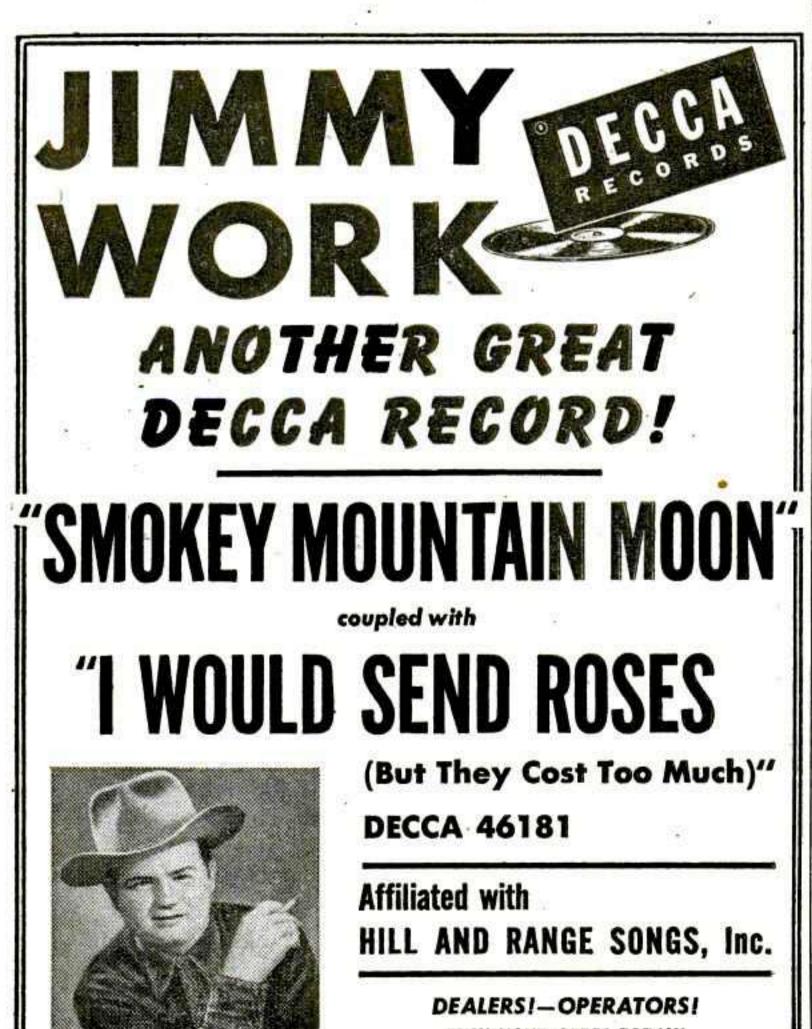


# **Kiss**, Make Up

WASHINGTON, Jan. 14.-Connie B. Gay, hillbilly show operator, announced this week that he has settled his differences with the American Federation of Musicians (AFM) District of Columbia local. Gay, who recently threatened to launch an indie 161 had put Gay on its "unfair" list (The Billboard, November 26), in a letter to AFM chief James C. Petrillo declared that his differences with the AFM local had been settled amicably. He added, "It is my understanding that Local 161 is recommending that my name be deleted from the national unfair list."

Gay's quarrel with the local union for a time threatened to flare into a national battle along lines of hillbillies versus longhairs. Gay had complained that the local union barred Gay from interviewing hillbilly performers on Gay's radio show. Gay, himself an AFM member, informed Petrillo this week that he will resume "the cordial relationships which had always existed with the local board prior to recent weeks" and that "this means that henceforth I shall employ AFM musicians exclusively. . . I herewith pledge to operate completely within the framework of AFM regulations and I shall do everything in my power to see which may have occurred in the past shall not recur." Gay continued in his letter to Petrillo, "I am aware of certain errors of judgment, and I have been fully apprised of the local rules and regulations to such an extent that I feel that any further violations will be out of the question. "Under . . . proposed arrangements with the local board, "Gay stated,

"radio interviews are to be granted insofar as such interviews are kept



RUSH YOUR ORDER TODAY! to your nearest DECCA Branch or Distributor

NEW YORK, Jan. 14.—The League of Composers inaugurates the first of a series of composer-publisher-artist gatherings Monday (23) at the Carl Fischer Hall here. The idea of the plan is to bring new music to the attention of interpretative artists who may use same in their repertoires.

At the first session. Carl Fischer. Inc., will introduce works which they have published or will publish. Composers include William Bergsma, Norman Dello and Roy Harris. Artists assisting will include pianists Beveridge Webster, Norman Dello, Joio and Louise Talma; Gladys Kuchta, soprano, and John Druary, tenor. Publishers co-operating include the As-sociated Music Publishers, the Mercury Music Corporation and Boosey & Hawkes.

Long Song Title **Poses Disk Problem** 

NEW YORK, Jan. 14 .- The Billboard is in receipt of a communique anent long song titles from Norman Temple, of General Records, a new Coast diskery. Back in '43 Temple composed a ditty titled: I Searched All Over the Whole Wide World for the One and Only and All the Time She Lived Next Door to Me." This has 23 words, he points out, whereas Harold Barlow's much-bruited composition has only 19 and is, in effect, a gem of brevity. Barlow's epic is tabbed: I've Got Tears in My Eyes From Lying on My Back in Bed While I Cry Over You.

But Temple has a problem. He wants to record I Searched All Over, etc., but cannot get the entire title on the label. He's looking for a type which is condensed and bold enough. If he cannot get what he wants he'll start his disk company with another tune, real brief, tabbed Who Invented Women? Here's luck!

within the stipulations set forth by the local board."

# Levy Exits Roberts; **To Open Distribbery**

CHICAGO, Jan. 14 .- Paul Levy, v.-p. of Roberts Record Sales Company, St. Louis, announced plans for opening his own record distributing company in the St. Louis area last week, following a split between himself and Robert L. Hausfater Monday (9). Levy, who had been with Roberts since the firm was formed two years ago, made a cash settlement with Hausfater, who is the org's prexy, for his share of the firm. Hausfater will continue to operate the firm.

Along with Levy went Norton Esrock, comptroller of Roberts, and Selwyn Polsky, territory salesman. The trio formed Midwest Distributing Company, and will open up offices in St. Louis within the next two weeks. Levy was in Chicago last week where he was making distribution deals with several manufacturers and will be in New York this week to attempt to snare other labels.

In another distribution set-up, Conrad V. Hitchcock, prexy of Volunteer Music Sales, Nashville indie label distrib point, bought out the interest of Jordan Stokes III. Orville Ziegler is still associated financially with Volunteer. The Nashville distribber also operates Bullet label.

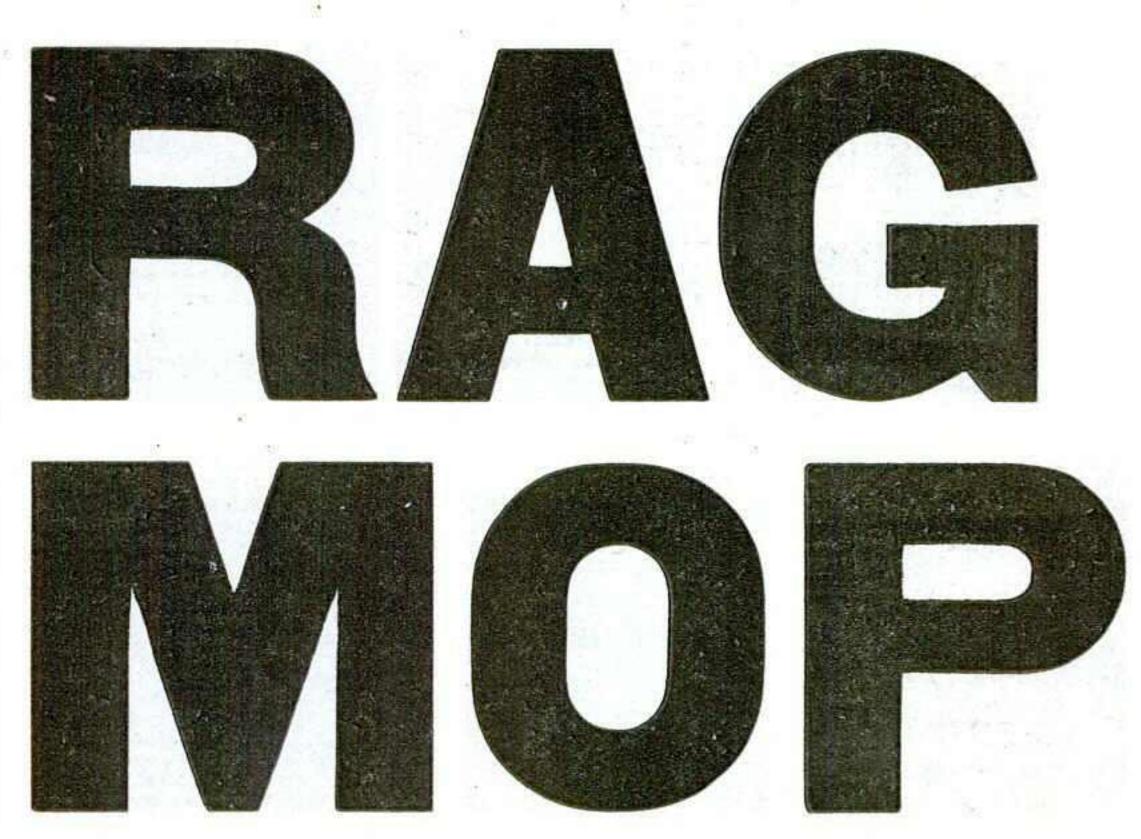
#### **DISK BIZ SOCKO**

(Continued from page 12)

crashing thru. A spokesman for the Music Dealers' Service (MDS) pointed out that the sales improvement has taken place in tunes which have been in the mill some weeks, even months. The next few weeks will tell the story, he indicated. "If new plugs show the same sales increase as the old ones, then we'll know for sure that we're out of the woods."







ON 45: 47-3212 ON 78: 20-3688

# SHIPPED TUESDAY, JAN. 17, ON THE PARENT LABEL! RCAVICTOR RECORDS



January 21, 1950

TRADE SERVICE

FATURE

Last Week

4

2



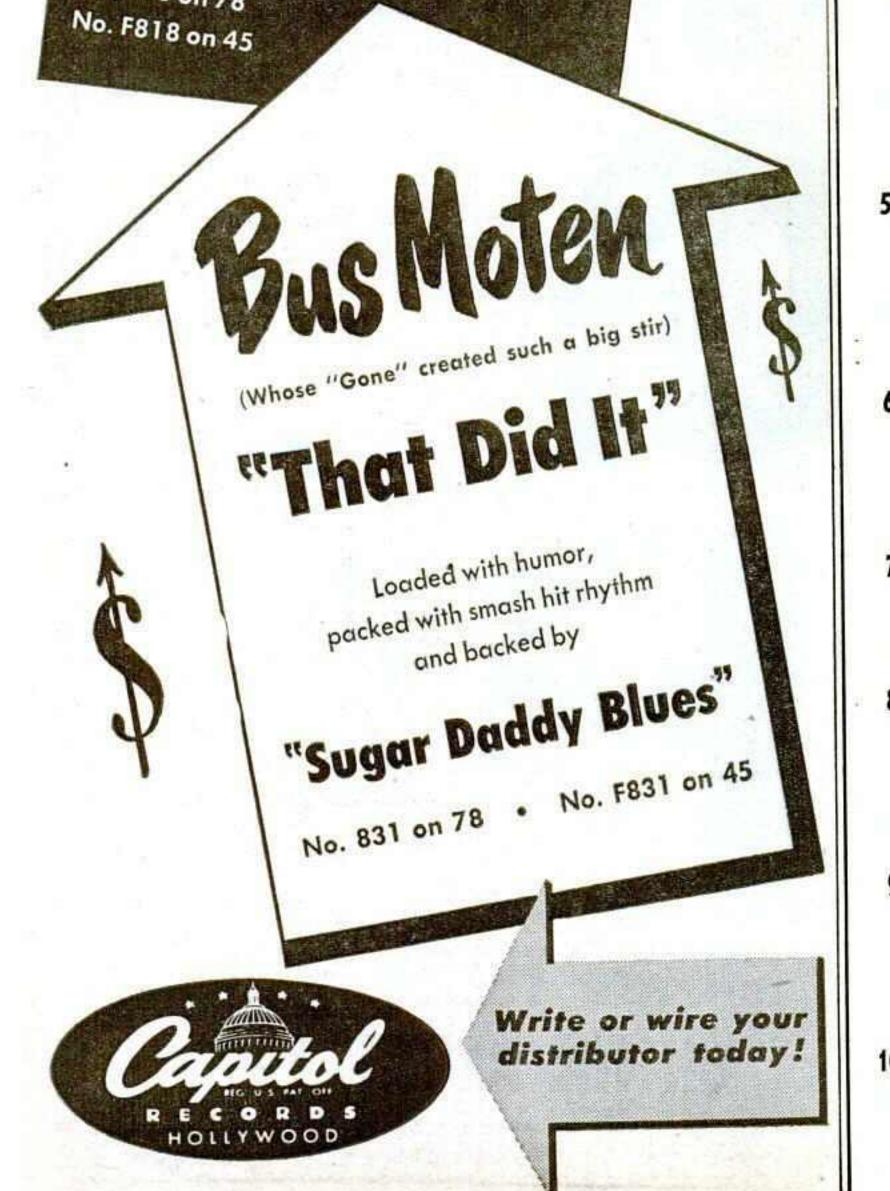
King Cole and the Trio **"BANG BANG** BOOGIE"

backed by "It Was So Good While It Lasted"

No. 818 on 78

MUSIC

20



|     | M. McGuire Harmony Rangers, Rich-R-Tone<br>Ork, V 20-3600: The Syncopators, National<br>Vocation 55074; A. Smith, MGM 10577; | <ul> <li>B. Ives, Col 38644; F. Laine, Mer 5346;</li> <li>456; G. MacRae, Cap 57-777; V. Monroe</li> <li>9093; Bing Crosby, Dec 24798; J. Culpeper,</li> <li>G. Autry, Col 20651; W. Herman-N. Cole,</li> <li>Star 1399; Val Tino, Dana 2059; R. Turner,</li> <li>t 7001; B. Pandis, Process 523.</li> </ul> |
|-----|--|--|
| 5.  | DREAMER'S HOLIDAY, A   | By Kim Gannon and Mabel Wayne 5<br>Published by Shapiro-Bernstein (ASCAP)  |
|     | Harmony 1080; A. Kassel, Vocai on 550<br>Varsity 231.  | 4738: J. Fina Ork, MGM 10566: A Dale,<br>70; G. Olsen, Varsity 226; J. Livingston,   |
|     | Electrical transcription libraries: Michael Doug<br>Associated; The Sweetwood Serenaders, These                              | urus; Eddy Howard Ork, World   |
|     |  | By Floyd Tillman 6   |
| 0.  | J. Wakely, Cap 57-40224; Q. D. Holly   | Published by Peer, Intl. (BMI)<br>J. Dale, Vocalion 55022; F. Illiman, Col<br>3: T. Wallace, ABC Eagle 148; M. Whiting-<br>& His Southern Troubadors, Folk-Star 505;   |
|     | R. Turner, Varsity 216.<br>Electrica: transcription libraries: Texas Jim L   | ewis, Standard.  |
| 7.  | THERE'S NO TOMORROW  | By Hoffman, Corday and Carr 9<br>Published by Paxton (ASCAP)   |
|     | Ravazza, Dec 24782; C. Spivak Ork, London  | T. Martin, V(78)20-3582, (45)47-3078; C.<br>554; H. Winterhalter, Col 38636.<br>The Billboard goes to press.)  |
| 8.  | BIBBIDI-BOBBIDI-BOO  | Mack David, AI Hoffman and Jerry Livingston<br>Published by Walt Disney (ASCAP)<br>From the Walt Disney film, "Cinderella"   |
|     | Robbins, Cap 57-778; J. Stafford, Cap 57-7   | P. Como, V(78)20-3607, (45)47-3113; R.<br>82; D. Shore, Col 38659; L. Welk, Mer 5347;<br>-J. Conton's Rhythmaires-V. Schoen Ork, Dec<br>elk, Standard.   |
| 228 |  | By Hall, Kleinhauf and Lawrence  |
| 9.  | Dorsey Ork, Col 38649; Hoyiman Quarte<br>Morgan Ork, Dec 25442 and Dec 24819<br>London 501; J. Teter Trio, Sharp 5 2: 0      | Published by Miller (ASCAP)<br>T3, (33)1-455; P. Balley, Harmony 1088; J.<br>t, Rondo 207; G. Moore, MGM 10589; R.<br>; A. Rey Ork, Cap 57-735; J. Teter Trio,<br>. Thornhill Ork, V(78)20-3604, (45)47-3110.<br>aries available as The Billboard goes to press.)  |
| •   | DAN'T COV LOT  | By Joe Marsala 7   |
| U.  | Jenkins Urk, Dec 24720; F. Sinatra, Col<br>Ork, Bluebird 30-007; B. Harrington, V<br>J. Livingston, Varsity 204.             | Published by Harms, Inc. (ASCAP)<br>B; J Hall, V(78)20 3557; (45)47-3050; G.<br>38555; C. Spivak, London 513; R. Flansgan<br>ocalion 55080; R. Clooney, Harmony 1071;<br>y, Standard; Vic Damone, Associated; Charlie  |

Jordan-the Sweetwood Serenaders, Thesaurus.



#### The Billboard

#### MUSIC 21



#### BLUEBIRD

#### RALPH FLANAGAN AND HIS ORCHESTRA

Farewell, Amanda (From the MGM film "Adam's Rib") Vocal refrain by Harry Prime Leave It To Love 30-0024-(54-0019)\*

#### WESTERN

BILL BOYD Yes You Did Vocal refrain by Bill Boya Texas Blues 21-0164-(48-0172)\*

#### COUNTRY

#### CHET ATKINS

The Old Buck Dance One More Chance 21-0165-(48-0173)\*

#### BLUES

WASHBOARD SAM Market Street Swing You Said You Loved Me 22-0063-(50-0048)\*

\*45 r.p.m. catalog numbers

RCA VICTOR DIVISION

# There's No Tomorrow

Coming Up...

A Dream Is a Wish Your Heart Makes

seven Coin Op Pick same issue.)

Dear Hearts and Gentle People

ber 25 in same chart.)

Tony Martin-Fran Warren

"I Said My Pajamas.")

Perry Como .... 20-3607-(47-3113)\*

(Number eight in The Billboard's "Disk

Jockeys Pick" January 14 issue. Number

Dennis Day.....20-3596-(47-3102)\*

Ralph Flanagan. 30-0016-(54-0011)\*

Have I Told You Lately I Love You?

(Day's record is number fourteen in The

Billboard's Most Played Jockey Chart January 14 issue. Flanagan's record num-

(Number six in "Coin Op Pick" January 14 Billboard and making a double-sided

seller out of the record, Other side is

20-3613-(47-3119)\*



. . . indicates records which. have enjoyed better than average initial consumer acceptance and stand an excellent chance of enter-

ing the top-selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

#### Stampede



#### Roy Rogers.....21-0154-(48-0161)\*

(In January 14 Billboard this one is number nine in the Pop Disk Jockeys' Pick Chart and number four in the Folk Disk Jockey Pick. Also among RCA Victor's top Western sellers.)



#### Sweetheart Semicolon

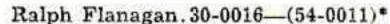
Honeydreamers 30-0022-(54-0017)\* (In Billboard's Tips on Tops January 14 Billboard.)



#### Sugar Blues

Three Suns..... 20-3679-(47-3202)\* (In Tips on Tops January 14 Billboard.)

#### Where Or When?



(Number three in The Billboard's "Disk Jockeys Pick" January 7 issue. Also among RCA Victor's top dozen best sellers.

The stars who make the hits are on

RADIO CORPORATION OF AMERICA, CAMDEN, NEW JERSEY



January 21, 1950

Π

TRADE SILVICI FEATURE

Publisher

£. Der can

Chappell



#### DISTRIBUTORS CORAL

BALTIMORE, MD. General Distributing Co.

BIRMINGHAM, ALABAMA **Record Sales Co.** 

**BOSTON, MASSACHUSETTS Music Suppliers of** New England, Inc.

CHARLOTTE, NORTH CAROLINA F and F Enterprises CHICAGO, ILLINOIS Remco, Inc.

CINCINNATI, OHIO Hit Record Distributing Co.

CLEVELAND, OHIO Benart Distributing Co.

DALLAS, TEXAS Dunbar Distributing Co.

ORDER FROM YOUR CORAL DISTRIBUTOR

R

**DETROIT, MICHIGAN** Polonia Distributing Co. EL PASO, TEXAS Sunland Supply Co. GREAT FALLS, MONT. Music Service Co. HARTFORD, CONN. Seaboard Dist. Co. INDIANAPOLIS, INDIANA Millner Record Sales Co. KANSAS CITY, MISSOURI Millner Record Sales Co. LOS ANGELES, CALIFORNIA Modern Distributing Co. MEMPHIS, TENNESSEE Glenn Ailen Co. NASHVILLE, TENNESSEE Tennessee Music Sales, Inc.

D

(A enbeiding of DECCA RECORDS. INC.)

**NEW ORLEANS, LOUISIANA** F.A.B. Dist. Co., Inc. **NEW YORK, NEW YORK Cosnat Distributing Corp.** OKLAHOMA CITY, OKLAHOMA Burns Distributing Co. PHILADELPHIA, PENNA. Winthrop Co. PITTSEURGH, PENNSYLVANIA Standard Distributing Co. PORTLAND, OREGON **Oregon** Record **Distributing Co.** SAN ANTONIO, TEXAS **Dunbar Distributing Co.** SAN FRANCISCO, CALIF. Elite, California Distributors ST. LOUIS, MISSOURI Millner Record Sales Co.

OR WRITE TO:

New York 19, N.Y.

RDS

Single Records 75¢ (plus tax)

48 W. 57th St.

|    | -  |     | CAN TRACE CARDINAL IN MAINTAINAND STORE STOLEN CONTRACTOR STOLEN CONTRACTOR STOLEN CONTRACTOR STOLEN |
|----|----|-----|--|
| 12 | 2  | 1.  | YOU'RE BREAKING MY HEARTChappellAlgonquin  |
| 7  | 3  | 3   | HOP SCOTCH POLKA Leeds Cromwell  |
| 32 | 4  | 4.  | FOREVER AND EVER   |
| 19 | 6  | 5.  | CONFIDENTIALLY Chappeli *  |
| 7  | 7  | 5.  | I'LL STRING ALONG WITH YOU Feldman   |
| 13 | 8  | 7.  | ROSE IN A GARDEN OF WEEDS Box and Cox Leeds  |
| 7  | 4  | 7.  | SNOWY WHITE SNOW AND JINGLE<br>BELLS A1 Gallico  |
| 20 | 9  | 9.  | I DON'T SEE ME IN YOUR EYES<br>ANYMORE   |
| 6  | 1  | 10. | IS IT TOO LATE? Kassner  |
| 9  | 10 | 11. | MONDAY, TUESDAY, WEDNESDAYDashLeeds  |
| 16 | 11 | 11. | WEDDING SAMBA Leeds Duchess Music  |
| 8  | 20 | 13. | OUR LOVE STORY   |
| 20 | 12 | 14. | LEICESTER SQUARE RAG Norris  |
| 4  | 17 | 14. | WHY IS IT?BMI  |
| 40 | 15 | 16. | HOW CAN YOU BUY KILLARNEY? Peter Maurice Leeds   |
| 1  |    | 17. | THE LAST MILE HOME Leeds Leeds   |
| 6  | 12 | 18. | DECEMBER*  |
| 16 | 12 | 19. | SHAWL OF GALWAY GREY Connelly  |
| 7  |    | 20. | KISS IN YOUR EYES Bosworth   |
| 1  | -  | 20. | DEAR HEARTS AND GENTLE PEOPLE. Morris  |
|    |    |     |  |

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

# SUBSCRIPTION ORDER FORM

The Billboard 2160 Patterson St. Cincinnati 22, Ohio

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

| Name            | losed                                 |
|-----------------|---------------------------------------|
| Address Bill me |                                       |
| City            | · · · · · · · · · · · · · · · · · · · |







#### January 21, 1950



Vox Jox

## GALA OPENING . . . On January 3, when

Billboard

TRADE

SERVICE

FEATURE

the Record Shop, Hagerstown, Md., opened its new and enlarged quarters, over 1,500 people visited the store. Dealer Gus Anthony reports that he is sponsoring a half-hour program on the local radio station three times weekly. The show features 15 minutes of recorded music and devotes the remaining quarter hour "to our Singing Musicaide who chirps the top tunes with a most able pianoorganist to accompany her." Anthony would like suggestions on promotional ideas to take full advantage of the potential of his new store, situated among three theaters.

#### WORDS FROM THE WEST . . .

A note from the Arlab Record Shop, Aberdeen, Wash., reads: "Noted under your column headed Dealer Doings, January 7, that a certain Los Angeles dealer reports his 45 r.p.m. sales could have been doubled with Decca artists and asks, 'Will trend be general?' We find the situation about the same in that we have tremendous demand for Decca artists on 45. In fact, the demand for 45s is now equalling the demand for 78s. Believe Decca is sure missing the boat."

THE KIDISK SPOT . . . N. Callicott, record manager for Sues, Young & Brown, Los Angeles MGM distributor, has found what he believes to be the best spot in a newspaper in which to run ads for children's records. Along with a local dealer, Callicott proved his conviction by taking a fullpage-length one-column ad in the comics section of The Los Angeles Daily News. Results were great, he reports, because both the kids and their parents are usually avid readers of the comic sections.

STRICTLY FROM DIXIE .... Jim Warren and Dick Richmond, formerly with WJBW, have moved over to New Orleans's newest station, WMRY. Warren takes over as program director, and Richmond assumes duties as chief announcer, special events director, and deejay. Studios are in the historic French quarter. . . . Jive From 3 to 5, Larry Shields's rhythm and blues show over WFRP, Savannah, has topped 500 requests in one week, all received via mail or wire. Average is four telegrams per show. Show is on a participating basis, supported by 22 sponsors. Me (R) .....Famous-ASCAP Shields also solicits news of civic organizations to nter, The (R) .....ASCAP alternate with commercials. . . . When KLIF, Dallas, goes on a 24-hour basis, Johnny Murray will take over the all-night portion. . . . Ben Parsons, WRBL, Columbus, Ga., believes that he is the only (ellow Ribbon (F) (R), .....Regent-BMI spinner in the Southeast to use 45 r.p.m. disks on Window (R) .....Shapiro-Bernstein-ASCAP a wax show. The show is Dancing Party, beamed .... Henry Spitzer-ASCAP every morning, Monday thru Saturday. Victor and ......Chappell—ASCAP Capitol 45s have been used to date. . . . Jim Mills, d Sun (R) .....ASCAP former spinner at WIBK, Knoxville, has returned morrow (R) .....ASCAP to his home town after a year on WBAC, Cleveland, Tenn. Now he's handling a couple of morning ns, A (F) (R).....ASCAP shows on WKGN, and is also subbing as musical ootsie, Goodbye (F) (R).....Feist-ASCAP director. . . . Norm Keller, who whirls 'em on ne (R) ..... Bregman-Vocco-Conn---ASCAP WCNH, Quincy, Fla., succeeds Lou Harris there as program director. Harris has moved over to WTAL, Tallahassee. . . . Johnny Williams, of WSFT, Thomaston, Ga., has started his second year as proprietor of Club 20, a daily show. He'd like to ed received the greatest number of key radio plugs acknow why diskeries don't give label credit to vocal rmation supplied by the Richard Himber (RH) logging groups heard on disks by Kay Starr, Frank Sinatra, ical points total are computed as follows: 1 point per umental; 2 points per sustaining vocal; 3 points for Frankie Laine, etc. rumental; 4 points per commercial vocal. Thus, comarried in New York, Chicago and California would re-PUBSERV EFFORTS ... George Allen es tune is from film; (M) indicates tune is from legitiand Harry Birrell, who handle the daily Beaver Valley Serenade, over WBVP, Beaver Falls, Pa., place phone calls thruout the valley. Anyone who answers by saying, "Join the March of Dimes," has \$5 donated to the M. of D. drive by the station, Tot. P in the party's name. The boys claim it's highly suc-(M).....J. J. Robbins & Sons. . 129 cessful. . . . Warren Michael Kelly, former WJR. Detroit, spinner, now with WGR, Buffalo, is cam-..... Johnstone-Montei .... 55 paigning along with Buffalo's Mayor Mruk to get the school board to open school gymnasiums at Gentle People......E. H. Morris......178 night in a "beat juvenile delinquency" drive. If suc-cessful, he plans a series of Friday night record h Your Heart Makes. A (F). Walt Disney ...... 92 sessions and dances for the kids, and hopes to enlist other jocks in the area. . . . Staffers on WPAQ, Mt. Airy, N. C., devoted an entire Sunday afternoon before Christmas to filling the "Empty Stocking Fund" of the local Community Chest. The goal of \$1,500 was hit at 4:56, at which point me With You..... 56 chimes were rung in a local church. . . . Jocks from three Scranton, Pa., stations are staging the second annual disk jockey dance, for the benefit of the March of Dimes drive. Those participating Blue Sky..... 69 are: Win Forman, Tom Kelly, Art Bolin and Rick Thomas, of WARM; Ken Beghold, WGBI, and Bill Pierce, Jim Kilian and Michael Woloson, WSCR. Woloson is chairman of the radio division in Lacka-wanna County. 

| 3  | 11              | 10. | OLD MASTER PAINTER, P. Harris Ork<br>THE                                       | My Love Loves Me (R)   |
|----|-----------------|-----|--|--|
| 8  | 7               | 11. | THERE'S NO T. Martin<br>TOMORROW   | Open Door-Open Aims (R)  |
| 9  | 18              | 12. | I CAN DREAM, CAN'T 1?.T. Beneke Ork<br>V(78)20-3553;<br>(45)47-3046-ASCAP      | Sitting by the Window (R)Shapiro-Bernstein-ASCAI<br>Sorry (R)  |
| 3  | 9               | 13. | OLD MASTER PAINTER, P. Lee and M. Torme  | That Lucky Old Sun (R)   |
| 3  | 13              | 14. | THECap 791-BMJ<br>OLD MASTER PAINTER, F. Sinatra<br>THECol 38650-ASCAP         | There's No Tomorrow (R)  |
| 4  | 21              | 15. | MARTAT. Martin<br>V(78)20-3598;<br>(45)47-3104—BM)                             | Way Back Home (R) Bregman-Vocco-Conn-ASCA  |
| 1  | -               | 16. | I SAID MY PAJAMAST. Martin-F. Warren-H.<br>Rene Ork<br>V(78)20-3613;           | (RH SYSTEM)  |
|    |                 |     | (45)47-3119-ASCAP  | Tunes listed received the greatest number of key radio plugs ac-<br>cording to information supplied by the Richard Himber (RH) logging   |
| 11 | 30              | 17. | DREAMER'S ROLIDAY, A. B. Clark<br>Col(78)38599;<br>(LP)1-353-ASCAP             | system. Numerical points total are computed as follows: 1 point per<br>sustaining instrumental; 2 points per sustaining vocal; 3 points for<br>commercial instrumental; 4 points per commercial vocal. Thus com- |
| 1  |                 | 18. | RAG MOP Ames Brothers  | mercial vocal carried in New York, Chicago and California would re-<br>ceive 12 points, etc<br>(F) Indicates tune is from film; (M) indicates tune is from legiti-   |
| 2  | 14              | 19. | DEAR HEARTS AND Dennis Day<br>GENTLE PEOPLE V(78)20-3596;<br>(45)47-3102-ASCAP | Weck of January 6 to January 12  |
| 10 | 12              | 19. |  | Bibbidi-Bobbidi-Boo (F)  |
| 2  | 1.5             | 19. | DEAR HEARTS AND G. MacRae<br>GENTLE PEOPLE Cap 57-777-ASCAP                    | Bye, Bye, Baby (M)J. J. Robbins & Sons. 129<br>Charley, My Boy   |
| 3  | 25              | 22. | DEAR HEARTS AND B. Strong<br>GENTLE PEOPLE Cap 57-757-ASCAP                    | Daddy's Little Girl  |
| 1  | -               | 22. | WE'LL BUILD A J. Long Ork<br>BUNGALOW  | Don't Cry, Joe   |
| 2  | _               | 24. |  | Echoes Valando 88<br>Envy Encore 64<br>Happy Times (F)   |
| 10 | 22              | 25. | MULE TRAINBing Crosby-P. Botkin's<br>String Band<br>Dec 24798-ASCAP            | I Can Dream, Can't I?  |
| 17 | 17              | 26. | DON'T CRY, JOE G. Jenkins Ork  | Johnson Rag  |
| 9  | 30              | 27. | I WANNA GO HOMEP. Como-Fontane Sisters<br>V(78)20-3586;<br>(45)47-3082-ASCAP   | My Love Loves Me   |
| 1  | 3 <del></del> 5 | 28. | CHATTANOOGIE SHOE<br>SHINE BOY R. Foley Dec 46205                              | Sorry  |
| 1  |                 | 28. | SORRYF. Sinatra-The Modern-  | Stay Well (M) Chappell   |
| 2  | 25              | 30. | WITH MY EYES WIDE P. Page Quartet<br>OPEN I'M DREAMING Mercury 5344            | Toot, Toot, Tootsie (F)  |
|    |                 |     |  |  |

JAZZ JOX . . . Bill Mapes and Jack Grey, spinners on WHOS, Decatur, Ala., are attempting to bring about a revival of Dixieland jazz by plugging the great masters. The station's jazz stock is buttressed by a local collector who seems to have (Continued on page 26)









| 26                  | i -                | N  | IUSIC  |   |          |                      |                  | The Billboard   |
|---------------------|--------------------|--|--|---|----------|----------------------|------------------|---|
|                     |                    | 57   | ,The   |   |          |                      |                  |   |
| Í                   |                    | P  | Sillboard  |   |          | _                    | ~                | PULARITY CHARTS   |
|                     |                    |  |  | MUS   | 10       | 4                    | U                | PULITY  |
|                     | Re                 | eta  | ail Record S   | interest interest interest                    | Ba       | ised on              | repor<br>three   | rts received last<br>days of<br>ing January 13  |
|                     | B                  | RST  | -SELLING POP SIN   | GLES  | 1        | C                    | HII              | DREN'S RECORDS  |
|                     | Record             | is list  | ed are those selling best in the na  | tion's top volume                             |          | Records              | s liste          | ed are those records selling best in the nation's ret<br>alers), according to The Billboard's weekly dealer s         |
| imor                | ng the             | 1,400  | es. List is based upon The Billboa<br>largest dealers, representing every    | Important - market                            | vey.     |                      | ds ar            | e listed according to greatest sales.   |
| Reco                | rds lis            | ted nu   | turns are weighed according to size<br>merically, according to greatest sale |   | to da    | eks   La<br>ate   We | ast  <br>eek   \ | Week  |
| of e                | ach re<br>POSIT    |  | s also listed.   |   | 11       | 1                    | 1.               | RUDOLPH, THE RED-NOSED REINDEER   |
|                     | eks   L<br>ate   W | ast  | J. 21 (1977)   |   | 15       | 1                    | 2.               | G. AutryCol(78)38610, (LP)1-3<br>WOODY WOUDPECKER AND HIS TALENT SHOW<br>(Two Records)                                |
|                     | areas a Charl      | and the second s | I CAN DREAM, CAN'T I?. Andrew  | ns Ork  | 84       | 4                    | 3.               | M. Blanc, B. May OrkCap DBX 30<br>LITTLE TOOT (One Record)<br>Don Wilson-The Starlighters                             |
| 19                  | 3                  | 2.   | SLIPPING AROUNDJ. Wal  |   | 21       | 3                    | 4.               | BUGS BUNNY IN STORYLAND (Two Records)<br>Mei Blanc-A. Livingston  |
| 11                  | 2                  | 3.   | NOTION 2011 101 101 101 101 101 101 101 101 10                               | p 57-40224—BMI                                | ESSI     | 2                    |                  | BOZO AND THE BIRDS (Two Records)<br>P. Colvig, B. May OrkCap DBX-30   |
| 1416                | 8                  | đi   | Carry Me Back To Old Merc<br>Virginny  |   | 1022     | 5                    |                  | BOZO AT THE CIRCUS (Two Records)<br>Alan Livingston-Vance "Pinto" Colvig<br>Cap BBX-34, DBX-1                         |
| 7                   | 5                  | 4.   | DEAR HEARTS AND Bing C<br>GENTLE PEOPLE Strin                                | g Band  | 1        | 10<br>13             |                  | BAMBI (One Record)<br>S. Temple-Chorus, P. Smith, DirectorV Y-3<br>BOZO UNDER THE SEA (Two Records)                   |
| 14                  | ٩                  | 5.   | Mule Train De<br>DREAMER'S HOLIDAY, A. P. Cor<br>Meadows of Heaven, The V(78 |   |          | 888<br>22            |                  | Vance "Pinto" Colvig, Alan Livingston   |
| 11                  | 9                  | 6.   | (C) US (19) A LEAST AND THE CONTRACT AND A CONTRACT CONTRACT.                | )47-3036-ASCAP                                | 1        | 9                    | 9.               | HOWDY DOODY AND THE AIR-O-DOODLE<br>(Two Records)<br>Bob Smith-H. Rene OrkV(78)Y-397; (45)WY-2                        |
|                     |                    |  | TOMORROW V(78<br>Thousand Violins, A (45                                     | )20-3582;                                     |          | 8                    |                  | BUGS BUNNY (Three Records)<br>Mel BlancCap(78)CC-64; (45)CCF-30   |
| 6                   | 10                 | 7.   | OLD MASTER PAINTER,<br>THE   | es-M. Miller Ork                              | 65<br>25 | 6<br>12              |                  | BUGS BUNNY AND THE TORTOISE (Two Recon<br>Mei Blanc-Billy MayCap DBX-<br>THREE LITTLE PIGS (Two Records)              |
| 8                   | 7                  | 8.   | Open Door-Open Arms Merc<br>DEAR HEARTS AND D. Shi<br>GENTLE PEOPLE Col(7    | ore   | 5        | -                    |                  | W. Disney-Don WilsonCap DBX-30<br>MR TOAD (One Record)  |
| 7                   | 14                 | 9.   | OLD MASTER PAINTER, D. Hay   | LP)1-368-ASCAP                                | 33       | -                    | 14.              | B. Rathbone-E. BloreCap EAS 30<br>PECOS BILL (Three Records)<br>Roy Rogers-Sons of the PioneersV Y-3                  |
|                     | 53                 |  | THE  | c 24801-ASCAP                                 | 7        | 14                   | 15.              | LITTLEST ANGEL (Three Records)<br>L. Young-Ken Darby Choir and Ork. Dec DA-3  |
| 10                  | 6                  | 10.  | MULE TRAINBing C<br>Dear Hearts and Strin                                    | g Band  | -        |                      | Ĩ                | CLASSICAL SINGLES   |
| 16                  | 11                 | 12.  | JOHNSON RAGJ. Tete   | c 24798—ASCAP<br>r Trio<br>don 501—ASCAP      | 220      | 2                    |                  | Clair de Lune   |
| 18                  | 8                  | 12.  | DON'T CRY, JOE G. Jen  |   | 166      | 1                    | 2.               | Jose IturbiV(78)11-8851; (45)49-01<br>Jalousie<br>Boston Pops Ork, Arthur Fiedler, conductor                          |
| 13                  | 13                 | 13.  | I'VE GOT A LOVELY F. Mar<br>BUNCH OF COCONUTS V(78                           | tin Ork<br>)20-3554:                          | 6        | 3                    | 3.               | Sleigh Ride<br>Boston Pops Ork, Arthur Fiedler, conductor   |
| 2                   | 17                 | 14   | Windowsill   | 47-3047-ASCAP                                 | 207      | 5                    |                  | Chopin's Polonaise<br>Jose Iturbi   |
| 8                   | 1242               |  | RAG MOP Ames E<br>Sentimental MeCo<br>DREAMER'S HOLIDAY, A.B. Cla            | al 60140-BMI                                  | 159      | 5                    | 4.               | Warsaw Concerto<br>Boston Pops Ork, Arthur Fiedler, conductor;<br>Leo Litwin. pianistV(78)11-8863; (45)49-02          |
|                     |                    |  | Envy Col(7   | 8)38579;<br>_P)1-360—ASCAP                    | 34       | 4'-                  | 4.               | Bachianas Bratileiras<br>B. Sayao   |
| 23                  | 16                 | 16.  | WHISPERING HOPE J. Staff<br>Thought in My Heart, A Rae-F                     | ord and G. Mac-<br>Weston Ork<br>57-690-ASCAP | die ee   |                      |                  | CLASSICAL ALBUMS  |
| 8                   | 12                 | 17.  | MULE TRAIN   | e Frnie                                       | 3        | 2                    |                  | I Can Hear It Now, Vol. II (Five Records)   |
| 3                   | 20                 | 17.  | OLD MASTER PAINTER, P. Har   | ris Ork                                       | 8        | 4                    | 2.               | Edward R. Murrow, Narrator; F. W. Friendly<br>Col(78)MM-881; (LP)ML-42<br>Beethoven Symphony No. Three in E Flat Majo |
| 2                   | 19                 | 17.  | St. James Infirmary (45)<br>JOHNSON RAGJ. Dors<br>Charley My Boy             | e¥  |          |                      |                  | Op. 55 (One Record)<br>The Philharmonic Symphony Ork of New York,<br>B. Walter, conductor                             |
| 22                  | 25                 | 20.  | Charley My BoyCo<br>THAT LUCKY OLD SUNF. Lain<br>I Get Sentimental Mercu     | 01 38649—ASCAP<br>1                           | 113      | 1                    | 3.               | Tchaikovský: Nutcracker Suite (Three Records)   |
| 1                   | -                  | 20.  | Over Nothing<br>CHATTANOOGIE SHOE  |   | 33       | 3                    | 4.               | Eugene Ormandy, conductor Philadelphia Ork<br>I Can Hear It Now, Vol. I (Five Records)                                |
| 2                   |                    | 22   | SHINE BOYR. Fold<br>Sugarfoot Rag<br>OLD MASTER PAINTER, S. Lans             |   | 2        | 4                    |                  | Edward R. Murrow, Narrator.<br>Col(78)MM-800; (LP)ML-40<br>Mozart: Concerto for Piano, No. 21 (Three Records)         |
| ne <del>r</del> ti) |                    |  | Did You Ever See a   | on 555-ASCAP                                  |          |                      | 6 <b>99</b> .0   | R. Casadeseus, New York Philharmonic Symphony<br>Ork, C. Munch, conductorCol ML-206                                   |
| 2                   | 20                 | 23.  | Dream Walking?<br>BLUES STAY AWAY 0. Brad                                    | ley Quintet                                   |          |                      |                  | POP ALBUMS  |
| 9                   | 15                 | 24.  | FROM ME  |   | 36       | 1                    | 1.               | SOUTH PACIFIC (Seven Records)<br>Mary Martin-Ezio Pinza   |
|                     |                    |  | Singing My Way BackV   | 20-3600—ASCAP                                 | 20       | 2                    | 2.               | JOLSON SINGS AGAIN (Four Records)   |
| 3                   | -                  | 25.  | OLD MASTER PAINTER, F. Sinat<br>THE  | 38650ASCAP                                    | 13       | 3                    |                  | A. JolsonDec(78)716; (LP)DLP-500<br>THAT MIDNIGHT KISS (Three Records)<br>Mario Lanza-RCA Victor OrkV DM-133          |
| 1                   |                    | 25.  | WEDDING SAMBA Edmunde<br>Too Much Tempo inLo                                 | Ros Ork<br>ndon 499-BM1                       | 45       | 4                    | 4.               | KISS ME KATE (Six Records)<br>A. Drake-P. Morison-L. Kirk-H. Lang-A. Hill-  |
| 1                   |                    | 27.  | My Rumba Beat<br>ENJOY YOURSELF G. Lom!                                      | oardo Ork                                     | 1        | 7 <u>111</u> 2       | 5.               | H. Clark-J. Diamond   |
| 4                   | 17                 |  | CHARLEY MY BOY Andrews   | Sisters-R. Mor-                               | 18       | 8                    |                  | J. Dorsey OrkCol(78)C-196; (LP)CL-609<br>SILVER LINING (Four Records)<br>V. Monroe Ork                                |
| 1                   | 110                | 28.  |  | 24812—ASCAP                                   | 21       | 1000                 | 6.               | SQUARE DANCE (Four Records)<br>C. Stone and His Square Dance Band   |
| 100                 | 053                |  | I Must Have Done (45)  | 20-3596;<br>17-3102—ASCAP                     | i23      | (2007)               | 8.               | GLENN MILLER (Four Records)   |
| 1                   | 23                 | 30.  | Something Wonderful<br>BIBBIDI-BOBBIDI-BOO J. Staffo                         | rd and G.                                     | 8        |                      |                  | Glenn Miller V P-14<br>STARLIGHT SERENADE (Three Records)<br>G. Miller Ork-R. Eberle V P-25                           |
|                     |                    |  | Echoes MacRa   | 57-782-ASCAP                                  | 1        | -                    | 8.               | FAMOUS BARBERSHOP BALLADS (Four Records)  |

1

# **Dealer Doings**

**DEALER-JOCKEY TIE . . .** In Washington, where Jim Crowism forced the closing of the only legitimate theater, the three-outlet Super Drug & Music Stores finds that its top record salesman is a young Negro disk jockey, Jon Massey, who broadcasts over WWDC. Super has been sponsoring a portion of Massey's shows since July, and Irving Feld, co-owner of the chain, reports that "the records played by Massey bring more action into our stores than any other disk jockey in town." Feld claims that if Massey plugs a disk for one week the Super stores have to rush a re-order, regardless of what the disk is. To test Massey's pull, Super occasionally has him plug miscellaneous merchandise not advertised by them elsewhere. The latest Pulse survey gives Massey 24 per cent of the listening audience between 11 p.m. and 1 a.m., altho he broadcasts over the 1000-watt indie in competition with more-publicized jocks of the powerful network stations. WWDC is slated soon to go to 5000 watts and the station feels Massey's pull also will rise. In his daily broadcasts for Super, Masey uses a giveaway gimmick with good results. He reads a five-digit master number from a record chosen at random. Any person having the corresponding digits on his Social Security card or driver's license gets \$100. Credited with having a good baritone voice, the 28-year-old former Labor Department draftsman also is a poet. He was described in the 1945 edition of The Avon Poetry Anthology as "one of America's most promising young poets."

COUPON SALES . . . Clarence Hohman, record buyer at Janes Music Company, Indianapolis, reports the biggest Christmas record sale in the history of the company. Coupons attached to newspaper ads entitled the holder to a credit of 25 cents on the purchase price of popular records. As a result, record sales increased 50 per cent during the Christmas buying season. Names of all buyers were recorded and will be used during the year on a new mailing list being compiled.

#### **VOX JOX**

#### (Continued from page 24)

about every jazz tune ever issued. . . . Dave Banks, WDIX, Jackson, Tenn., has added a onehour "Tune-O" strip to his daily schedule. He's also featuring Negro artists Saturdays, in a seg sponsored by the Weathers Jeffery Vocational School, local Negro institution.

#### WESTERN WAX WHIRL . . .

Bill Folger is now director of the news department at WISH, Indianapolis. . . . Johnny Desmond, MGM recording artist and star of the American Broadcasting Company's Breakfast Club, guested on Jim Lounsberry's disk show over WIND, Chicago, recently. Johnny helped spin the wax and even took over on one of the commercials. . . . Dennis Murphy, spinner on WRZX, Duluth, Minn., where he does a Saturday morning jazz show, has been invited to narrate the annual jazz concert at the University of Minnesota, in February. The show, produced by the students, is an annual sellout. . . . Rex Dale, of Make Believe Ballroom over WCKY. Cincinnati, recently interviewed Sara Churchill, of The Philadelphia Story cast. The daughter of England's statesman made with the disk chatter about England's record stars, Reggie Goff, Anne Shelton, Gracie Fields, etc. . . . Eddle Hubbard, WIND jock, is lending a helping hand to his wife, the former Jackie Smith, of Mercury Records, on her new book on the disk business, titled Disks, Disk Jockeys and Me. She is anxious to hear from spinners who have interesting anecdotes. . . . Larry Brownell has started a new hour-and-a-half afternoon show over WHHH, Warren, O. Power of the station was raised to 5000 watts January 1. . . . Selection of outstanding disks-of-the-year, for Jay Giles's wrap-up-'49 show, is made by his listeners. and they apparently love the idea of being let in on it. He's on WCNT, Centralia, Ill. . . . Bill Silbert, of WXYZ, Detroit, clocked a record total of phone calls recently during the "Game of Fame" seg on his nightly Pow Wow Program. He answered 35 calls in 15 minutes. . . . Paul Cowley, who left WNOP. Newport, Ky., in November, refurned there last week to resume with his disk show. Cowley's Alley.

FOLK FARE . . . Jim Hess, WKGN, Knoxville, has created a character called Big Jim on his hillbilly and Western show. Hess, whose natural voice is bass, assumes a high, hillbilly inflection. "I make it sound as corny as possible and, amazing enough, it has raised the Hooper," says Hess. . . Shorty Joe Keen, San Jose, Calif., is starting Western swing dances Saturday nights at the Western Ranch, in addition to his spinner chores. On Wednesdays Shorty stages square and old-fashioned dances. . . . Bill Branhall, WEMP, Milwaukee, writes that his 7-10 p.m. show, featuring polkas, schottiches, etc., is now the leading local show in Milwaukee. . . Jim Hardie, WIBC, Indianapolis, is pulling heavy mail from 11 States for his nightly Platter Party. Altho a victim of polio and confined to a wheelchair. Hardie does emsee stints for local jazz events.

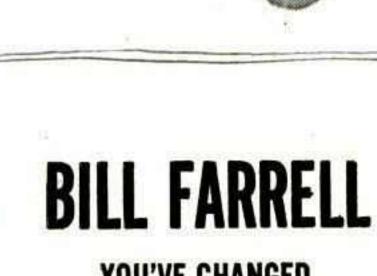




M-G-M Non-Breakable 10602

M-G-M Non-Breakable 10624





YOU'VE CHANGED AND IT STILL GOES

M-G-M 10519



# HELEN FORREST IT WAS SO GOOD WHILE IT LASTED SWEETHEART SEMICOLON

M-G-M Non-Breakable 10597

# HANK WILLIAMS

I JUST DON'T LIKE THIS KIND OF LIVIN' MAY YOU NEVER BE ALONE

M-G-M Non-Breakable 10609

53588884



# IVORY JOE HUNTER

I ALMOST LOST MY MIND IF I GIVE YOU MY LOVE

M-G-M Non-Breakable 10578

Pressed on METROLITE NON-BREAKABLE under Normal Use





28 MUSIC

.





## **MOST-PLAYED JUKE BOX RECORDS**

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on The Blilboard's weekly survey among 3 558 operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune. Unless shown in this chart, other available records of tunes listed here will be found in the Honor Roll of Hits Music Popularity Chart, Part 1.

POSITION Weeks| Last | This to date! Week |Week 1. I CAN DREAM, CAN'T I?..... G. Jenkins Urk-Andrews Sisters..... 17 2 .....Dec 24705-ASCAP 2. SLIPPING AROUND .....J. Wakely and M. Whiting..... 19 .....Cap 57-40224—BMI 3. DEAR HEARTS AND GENTLE PEOPLE. Bing Crosby-P, Botkin's String Band ..... Dec 24798-ASCAP 10 5. OLD MASTER PAINTER, THE ..... D. Haymes ..... Dec 24801-ASCAP 6. DREAMER'S HOLIDAY, A.....P Como.....P 15 ... V(78)20-3543; (45)47-3036-ASCAP 10 ..... Dec 24798-ASCAP 9. THERE'S NO TOMORROW ......T. Martin...... 10 ....V(28)20-3582; (45)47-3078-ASCAP 10. DON'T CRY, JOE ..... G. Jenkins Ork ..... Dec 24720-ASCAP 11. OLD MASTER PAINTER, THE ...... R Hayes-M. Miller ..... 12 12. OLD MASTER PAINTER, THE......S. Lanson.....J...London 555-ASCAP 13 13. BIBBIDI-BOBBIDI-BOO .....J. Stafford and G. MacRae..... ......Cap 57-782-ASCAP 14. OLD MASTER PAINTER, THE ..... P. Harris Ork ..... . . V(78)20-3608; (45)47-3114-ASCAP

|  | 3              | 26   | 15.                                     | CHARLEY MY BOY Andrews Sisters-R. Morgan Ork Dec 24812-ASCAP  |
|--|----------------|------|---|---|
| MAN AND IN                                       |                |      | 1                                       | (C Venturo, Crystalette CR 620; J. Dorsey Ork, Col 38649; T. Phillips<br>Ork, London 524; L. Kirk, V 20-3591; L. Prima, Mer 5338; Main Street<br>String Band, Bluebird (78)30-0014, (45)54-0009)  |
|  | 5              | 26   | 16.                                     | BLUES STAY AWAY FROM ME 0. Bradiey Quintet Coral 60107-BMI  |
| YT AM TO THE |                |      |   | (M. Travis-E. Kirk-1. Ernie, Cap 57 4025; Eddle Crosby, Dec 46180;<br>Cousin Wilbur-Blondie Brooks, Bullet 691; Delmore Bros., King 803;<br>S. Burke Ork, Dec 24832; Fat Man Robinson Quintet, Dec 43125; The<br>Twilight Riders, Varsity 8042)   |
|  | 2              | 15   | 16.                                     | JOHNSON RAG   |
|  | 4              | 17   | 18.                                     | OLD MASTER PAINTER, THE F Sinatra   |
|  | 20             | 11   | 19.                                     | THAT LUCKY OLD SUN  |
| Reteres and                                      |                | 13   |   | <ul> <li>(L. Armstrong-G. Jenkins Ork, Dec 24752; C. Foster Ork, Vocalion 55035;</li> <li>F. Sinatra, Col 38608; Hot Lips Page, Harmony 1077; Laurence Quartet,<br/>Derby 722; V. Monroe Ork, V(78)20-3531, (45)47-3018; S. Vaughan, Col<br/>38559; B. Houston, MGM 10509; H. Lance &amp; Vocal Quartet, Castle 524;</li> <li>T. Manners, Varsity 191; D. Martin, Cap 57-726)</li> </ul>  |
|  | 17             | 21   | 19.                                     | THAT LUCKY OLD SUN V. Monroe Ork  |
|  | 11             | 20   | 19.                                     | I'VE GOT A LOVELY BUNCH OF F. Martin Ork  |
| " The set of                                     |                |      |   | (P. Scala, London 449; M. Blanc, Cap 57-780; T. Pastor Ork, Col 38609;<br>T. Tucker Ork, MGM 10553)   |
|  | 11             | 16   | 22,                                     | JOHNSON RAG   |
|  | 8              | 21   | 22.                                     | DREAMER'S HOLIDAY, AB. ClarkCol(78)38599; (LP)1-360-ASCAP   |
| AAC-MUX  | 1              |      | 24.                                     | ECHOES  |
| < CE B B B B B B B B B B B B B B B B B B         | 1              | -    | 24.                                     | DADDY'S LITTLE GIRLD. ToddRainbow 80080   |
|  | 1              | 1    | 24                                      | RAG MOPCoral 60140-BMI<br>(J. Wills, Bullet 696)  |
| C. A. Her  | 2              | -    |   | JOHNSON RAG   |
| CAPITOL RECORD                                   | 1              | -    | 27.                                     | HAVE I TOLD YOU LATELY THAT I B. Crosby-Andrews Sisters   |
|  |                |      | •                                       | (R. Foley-J. Martin, Dec 46206; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119)   |
| No. 844  | 1              | ion. | 27.                                     | QUICKSILVER Doris Day Col(78)38638; (LP)1-407-ASCAP   |
| (on 45 rpm No. F844)                             | j.             | +*   | 27,                                     | WE'LL BUILD A BUNGALOWJ. Long OrkKing 15018-BMI<br>(L. Green Ork, V(78)20-3624, (45)47-3130; S. Oliver Ork, Dec 24840;<br>F. Fisher & His Schnickelfritz Band, King 15002)  |
|  |                |      | -                                       | WARNING:  |
| RECORDS<br>HOLLYWOOD                             |                |      | ar<br>sh<br>wh<br>ini<br>ne<br>If<br>po | utilizing these charts for buying purposes, readers are<br>ged to pay particular attention to information listed which<br>ows the length of time a record has been on the chart and<br>bether a record's popularity has increased or decreased. This<br>formation is shown in the left-hand columns under the<br>adings. Weeks to Date, ' "Last Week" and "This Week."<br>a record has had an unusually long run, or if its current<br>sition "this week" versus "last week" shows a sharp drop<br>aders should buy with caution. |
|  |                |      |   |   |
|  | 1 <sup>1</sup> | 12   |   |   |
|  |                |      |   |   |





# KNOW elanello WHETHER TO LAUGH OR CRY ONEB YOU " UME RECORDS

and THE MARINERS with **ARCHIE BLEYER'S** Orch.

COLUMBIA 38677

"Columbia," "Masterworks" and OD Trade-marks, Reg. U. S. Pat. Off. Marcas Registradas, @ Trade-



MUSIC 30

January 21, 1950



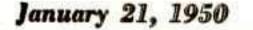
|                | BI        | IID  | oard MUSIC POPULA   | RITYCHART                              |
|----------------|-----------|--|---|--|
|                |           | Re   | ountry & Wester<br>cord Section<br>last three days of Week Ending January 13                                    |  |
|                | A HIELING |  | SELLING RETAIL FOLK (COU  | INTRV &                                |
| 1              | U         | ENO I -)   | WESTERN) RECORDS  |  |
|                | Descende  | Heted and  | a an atom and Martana sugards that sold hast in stores  | according to The Billhoard             |
| aner.          |           |  | e country and Western records that sold best in stores<br>among a selected group of retail stores, the majority |  |
|                |           | Western #  |   |  |
| and the second | POSITIO   |  |   | ) <b>+</b> )                           |
| 1              | eks  Last |  |   |  |
| to d           | ate! Week | A DESCRIPTION OF A DESC | energia companya sua mana sua  |  |
| 20             | 1         |  | IPPING AROUND   | Wakely.Cap 57-40224-BA                 |
| 4              | 5         | 2. TE  | ENRESSEE BORDER NO. 2E. Tubb-R. Fole<br>Don't Be Ashamed of Your Age  | genned enterthelessen – Antonicus<br>R |
| 1              | 1         |  | ATTANOOGIE SHOE SHINE BOYR. Foley<br>Sugarfoot Rag  | Dec 4620                               |
| 19             | 2         | 4. BL  | LUES STAY AWAY FROM MEDeimore Brothe<br>Goin' Back To the Blue Ridge  | rsKing 803—BM                          |
|                | 3         | and the second s | Mountains<br>Y BUCKET'S GOT A HOLE IN ITH. Williams   | MGM 10560-ASCA                         |
|                |           | 1000   | I'm So Lonesome I Could Cry<br>ULE TRAIN  | - TABLERADOR DUNCO                     |
| 1              | 1.000     |  | Anticipation Blues  | and an average restor                  |
| 2              | 15        | BE   | ED  | Dickens                                |
| 2              | 11        | 8. MA<br>HE  | AMA AND DADDY BROKE MY<br>EART  |  |
| 3              | 8         | 9. AN  | Take Me in Your Arms and Hold Me  | 21-0146; (45)48-0150-B                 |
|                | 7         | 10. TA   | AKE ME IN YOUR ARMS AND   |  |
| 2              | 10.200    | HO   | Mama and Daddy Broke My Heart   |  |

WARN

NOS

stillizing these charts for buying purposes, readers are d to pay particular attention to information listed which is the length of time a record has been on the chart and her a record's popularity has increased or decreased. This mation is shown in the left-hand columns under the ings "Weeks to Date," "Last Week" and "This Week." record has had an unusually long run, or if its current ion 'this week'' versus "last week'' shows a sharp drop ers should buy with caution. FOLK (COUNTRY & WESTERN) RECORD RELEASES K. C. Boogie A. Gass (Look Me) Cap(78)40275; (45)F40275 s (Honest Heart) Dot 1001 Look Me Up A. Gass (K. C. Boogle) Cap(78)40275; (45)ypsy Told) King 825 F40275 ate) King 836 May You Never Be Alone H. Williams (I Just) MGM 10609 One More Chance ii Boogle) Cap(78)40274; (45)-C. Atkins (Old Buck) V(78)21-0165; (45)48-0173 Old Buck Dance, The Do) King 834 C. Atkins (One More) V(78)21-0165; (45)48-0173 ne Blues) Cap(78)42074; (45)-Petticoat Fever M. (ravis (I'm Pickin') Cap(78)40272; (45)-Boogie F40271 Smith (I'm Only) MGM 10608 Quicksilver E. Britt-R. Allen (Yodel Blues) V(78)21-0157; ne razy Over) King 825 (45)48-0168 Randleo The Foggy River Boys (I'm So) Dec 46214 (Boogie Beat) Dot 1001 Remember Me, Love, in Your Prayers Dalsy Dean) King 834 Mel & Stan, The Kentucky Twins (Tear Stains) Cap 78;40278; (45)F40278 Second Pano Heart odile Tears) King 836 nd of Llvin' R. Riddie (Somebody's Stealin') Tennessee 711 She Is Just My Kind ay You) MGM 10609 K. Marvin (i'm in) Cap(78)40273; (45)F40273 fui One) Dec 46213 She Made Toothpicks of the Timber of My Heart Heart Away From You Homer & Jethro (I've Got) V(78)21-0162; (45)-Didn't) Cap(78)40277; (45)-48-0170 Somebody's Stealin' My Baby's Sugar My Ears R. Riddle (Second Hand) Tennessee 711 ls) Cap(78)40273; (45)F40273 Tear Stains on the Old Family Bible You Mel & Stan, The Kentucky Twins (Remember ie) Smith (Guitar and) MGM Me) Cap(78)40278; (45)F40278 Texas Blues Pieces of My Heart B. Boyd (Yes You) V(78)21-0164; (45)48-0172 oat Fever) Cap(78)40272; (45)-Three Little Girls Dressed in Blue T. Wil lams (With Men) Cap(78)40276; (45)-Could Cry F10276 With Men Who Know Tobacco Best (It's Women Boys (Rag Mop) Dec 46214 My Ears Two to One) She Made) V(78)21-0162; (45)-T. Williams (Three Little) Cap(78)40276; (45)-F4027t





Billboard

TRADE

ERVICE FLATURE

# Billboard MUSIC POPULARITY CHARTS, Folk (Country & Western) VI **Record Section**

Based on reports received last three days of Week Ending January 13

# **MOST-PLAYED JUKE BOX (COUNTRY &** WESTERN) RECORDS

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

POSITION Weeks| Last | This to date| Week |Week

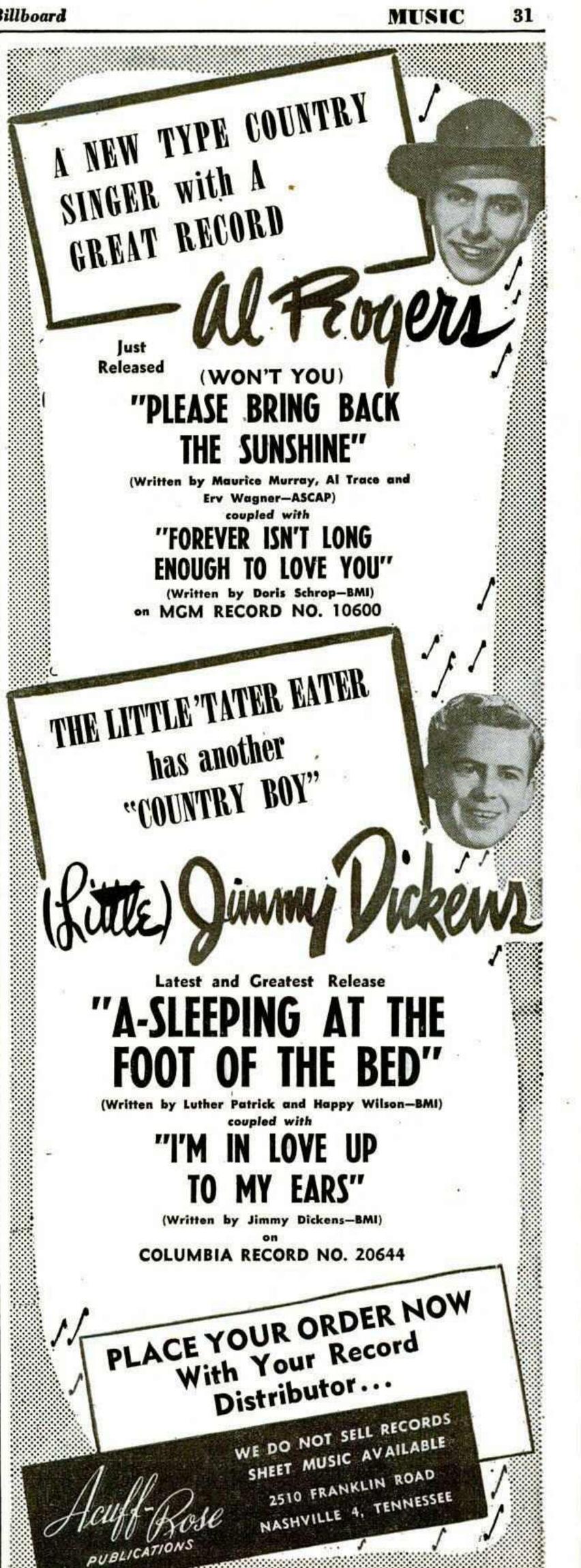
| 26    | 3   | 1.   | SLIPPING AROUND   |
|-------|-----|------|---|
| 27223 | VAN | 1911 | Cap 57-40224—BMI  |
| 3     | 5   | 2.   | TAKE ME IN YOUR ARMS AND E. Arnold                                |
| 552   | 2   | 3.   | MY BUCKET'S GOT A HOLE IN IT H. Williams MGM 10560-ASCAP          |
| 5     | 4   | 3.   | SUNDAY DOWN IN TENNESSEE R. Foley                                 |
| 2     | 7   |      | TENNESSEE BORDER NO. 2E. Tubb & R. FoleyDec 46200-BMI             |
| 12    | 6   | 6.   | I'LL NEVER SLIP AROUND AGAINM. Whiting-J. Wakely Cap 57-40246-BMI |
| 13    | 1   | 7.   | BLUES, STAY AWAY FROM ME Delmore Brothers                         |
| 1     | -   | 8.   | ANTICIPATION BLUESTennessee ErnieCap 57-40258                     |
| 1     | -   | 9.   | MAMA AND DADDY BROKE MY E. Arnold                                 |
| ,1    |     | 10.  | IDA RED LIKES THE BOOGIE B. Wills                                 |

# COUNTRY AND WESTERN RECORDS MOST PLAYED **BY FOLK DISK JOCKEYS**

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

#### POSITION

| 1    |    | 1.  | CHATTANOOGIE SHOE SHINE BOY R. Foley Dec 46205          |
|------|----|-----|---|
| 7    | 1  |     | I LOVE YOU BECAUSE L. Payne Cap 57-40238-BMI            |
| 7    | 4  |     | ANTICIPATION BLUES                                      |
| 7    | 6  |     | CLIPPING AROUNDJ. Wakely & M. WhitingCap 57-40224-BMI   |
| 3    | 7  | 5.  | MY BUCKETS GOT A HOLE IN IT H. Williams                 |
| 5    | 8  | 6.  | BLUES, STAY AWAY FROM ME Delmore Brothers King 803-BM   |
| 7    | 2  | 7.  | MULE TRAIN  |
| 3572 | 10 | 8.  | TAKE ME IN YOUR ARMS AND E. Arnold                      |
| 1    |    | 9.  | DON'T BE ASHAMED OF YOUR AGE R. Foley-E. Tubb Dec 46200 |
| 3    | 4  | 10. | I GOTTA HAVE MY BABY BACK F. Tillman                    |
| -    |    |     | BONAPARTE'S RETREAT Pee Wee King                        |



## FOLK TALENT AND TUNES

#### By Johnny Sippel

Artists' Activities: Hank Penny (King) and Columbia Records are talking over a contract. Penny's King paper runs out in September and Columbia is trying to get him to return to its roster. . . . Reggie Ward, songwriter, is back playing bass on the KWKH, Shreveport, La., "Hayride." Jack Crawford, manager for Smiley Wilson (4 Star) and Clyde Moody (King), has taken on Johnny and Jack and Kitty Wells (Victor). . . . Harmie Smith, ex-Victor, now airing on KWKH, has joined 4 Star. . . . Zeb Turner and Mel and Stan have ankled KWKH and are now working in the Washington area. Ted Faith is new boy singer at KWKH. . . . Clyde Moody and Smiley Wilson have moved to WBIM, Danville, Va. . . . Jerry Byrd (Mercury); WLW, Cincinnati, cut a Hawaiian album recently with Danny Kuanna and His Islanders, veteran group heard with the Sonja Henie show.

Hank Snow, the Singing Ranger (Victor), started as a permanent feature January 7 with WSM, Nashville. He'll work the featured spot on the NBC seg of "The Grand Ole Opry" January 21. . . . Slim Roberts, Roy Parks and Hank (Quincy Snodgrass) Silby have left WCHA, Chambersburg, Pa., to join WRVA, Richmond, Va. Replacing them are Big Bill Franklin and Ralph Lamp. . . . Jerry and Sky (Decca) have inked a booking pact with Music Corporation of America. . . . Roy West, of the "WGAR Range Riders" (Victor) reports that Lenny Sanders, of the group, was hurt in an auto accident two weeks ago, but is recovering. Their video show over WEWS, Cleveland, has been extended to an hour per week. The Range Riders gave away 90,000 free calendars to listeners since December 1. . . . Pappy Howard has left WCOL, Columbus, O., and is looking for another connection. Dick Shep, formerly fiddler with the Howard band, is now working with the Georgia Crackers at WHKC, Columbus. Brother Bob Newman, of the Crackers, has left the group to live in California. . . . Bob Zett. once at WARD, Johnstown, Pa., gets his discharge papers from the army and will return soon to WARD. . . . Wally Moore, whose "Roses Mean Remembrance" is hitting on Savoy, is at WLW, Cincinnati.

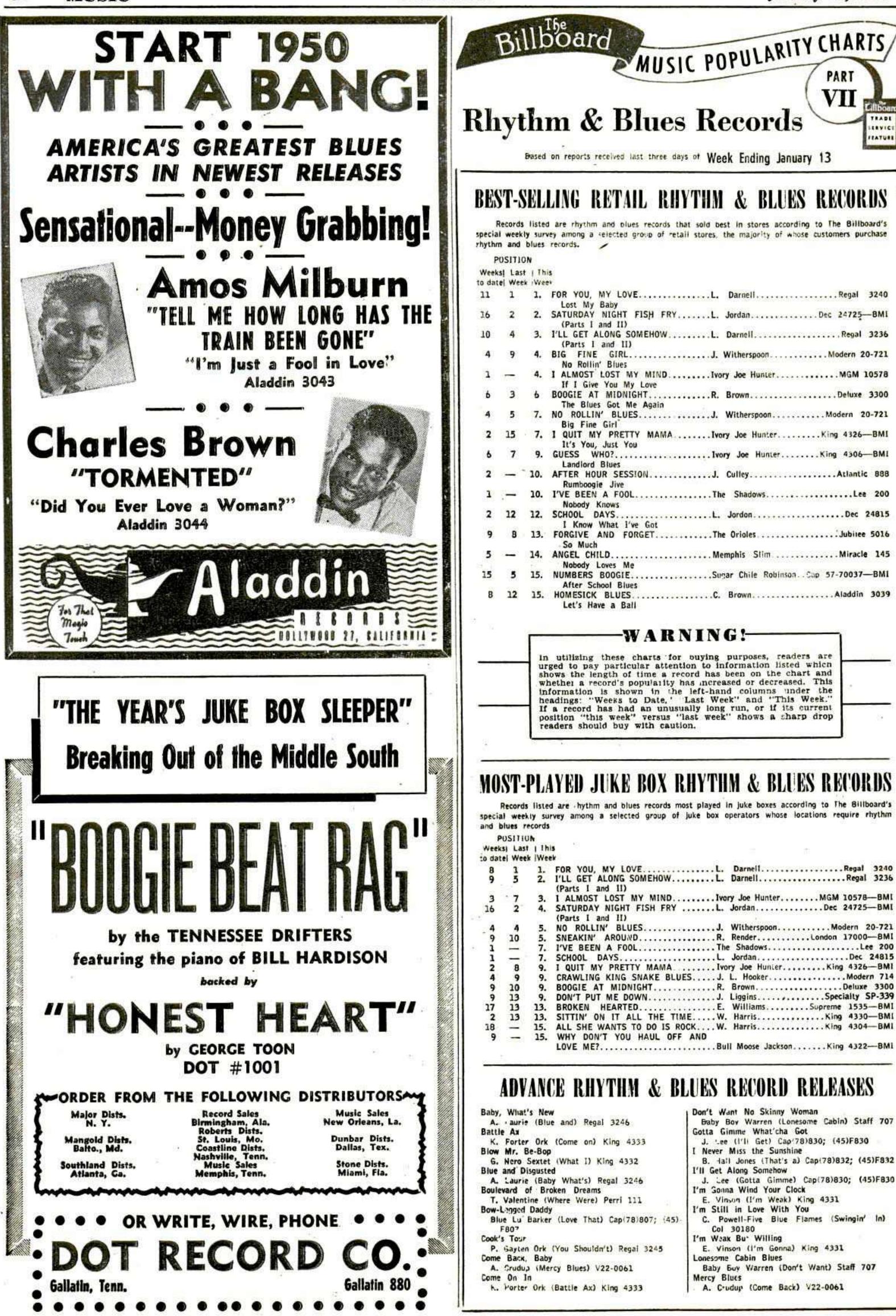
Marty Landau, owner of the Riverside Rancho, Los Angeles, reports that Tex Williams and His Western Caravan are leaving the Rancho. They return in April. During the interim they'll take a month's vacation, work a few one-nighters and do a series of pictures at Universal Studios. T. Tex Tyler (4 Star) and his band will replace

(Continued on page 36)

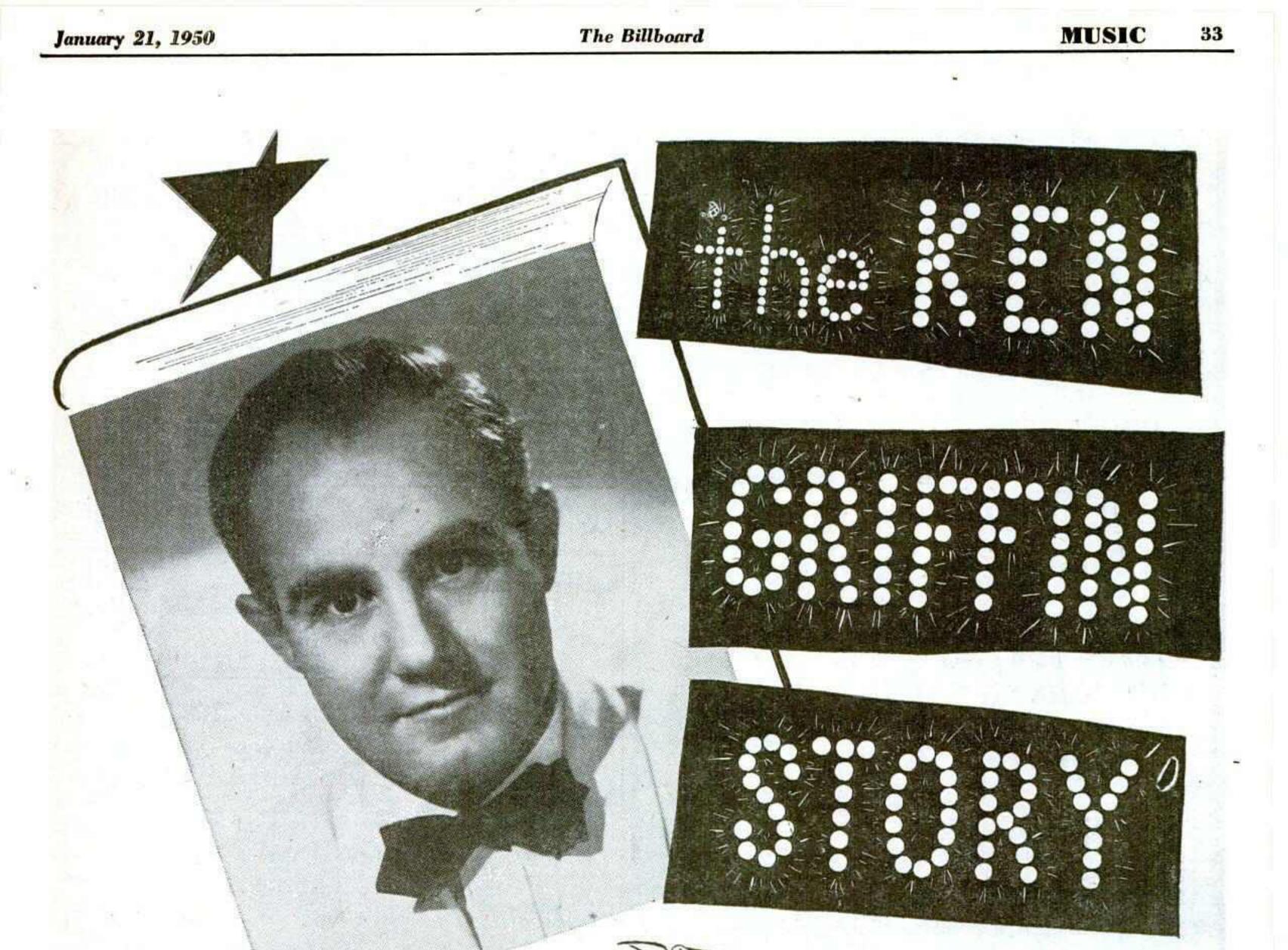


32 MUSIC

The Billboard







|    |                                      |  |                     | -           |
|----|--------------------------------------|--|---------------------|-------------|
| 3  |                                      | A standard and a |                     |             |
|    | 1-                                   | GRIFFIN at   | the Organ           | incli       |
|    | - New KEN                            | CRIFFIN at   | AGAIN               | a           |
|    | T KEN                                | WE N   | IEET AGAIN          | to          |
|    | *                                    | TILL WE RA   | G every day         | r<br>Wor    |
|    | R-214*                               | in public f  | avor                | K           |
|    | climbing hi                          | gher m.  | G<br>avor every day | TI          |
| 1  | Citor                                |  | Internet            | E<br>H<br>E |
| 52 | T New! KEN G                         | RIFFIN at the<br>SENTIMEN  | e Orgun             | Ē           |
|    | T WEN G                              | RIFFIN at th<br>SENTIMEN   | ATAL MIL            |             |
|    |                                      | SEN BLU  | HEAVEN<br>HEAVEN    |             |
|    | R-213*                               | Mi on t  | he Hit Ful          | 21          |
|    | Lar Senti                            | mental me  | and 45 RPM record   |             |
|    | R-213*<br>R-213*<br>Watch for 'Senti | ilable on 78 RPM   | and 45 RPM records  |             |
|    | * 440                                |  | 1-                  |             |
|    | 6                                    |  |                     | thro        |
|    |                                      | THE W  | N                   | peop        |
| 4  | E                                    | P-   | CORDS               |             |
|    | TH                                   | RE   |                     |             |

About 120 miles northwest of St. Louis, in the "show-me" state of Missouri, lies the scenic little town of Columbia . . . famous for the Stephens College for Girls . . . and the birthplace of Ken Griffin. The Stephens College dates its fame as far back as 1883 . . . whereas Ken Griffin was brought to Columbia by Mr. Stork at a much, much later date. Strange but true, Ken Griffin's primary musical nations were toward the violin . . but unlike Jascha Heifetz, Yehudi Menuhin and Jack Benny . . . he failed to follow through . . . and his talents just naturally flowed to the organ. Like countless other great artists, his instinctive ability play the organ was desperately slow in being recognized. His early public appearances consisted chiefly of itinerant concert and church recitals . . . a ugged and tortuous path upward toward the heights he ultimately reached. Id War II placed him almost immediately in active service, where his musical career sustained a lengthy setback. However, at the conclusion of hostilities, en again took up his work at the organ. And then the "break" that he had long een seeking occurred. One memorable day he had recordings made of four melodies . . . not for commercial purposes . . . but for his own personal use. he original pressings of these records were subsequently heard by Nick Lany of Rondo Records . . . and Nick was duly and indelibly impressed. At this particular time Rondo Records were interested in reviving a tremendous uropean hit . . . a beautiful melody that had flared across the Continent in 1935. Ken Griffin was retained by Rondo Records in 1947 to make recordings of the uropean hit . . . "You Can't Be True, Dear" and since this first release . . .

# MORE THAN 6,000,000 KEN GRIFFIN RECORDS HAVE BEEN SOLD BY RONDO!

Continuous demand for his music has since poured in from the nations' top sources of entertainment. His busy itinerary has included such famous places as...

THE BOWERY, DETROIT THE TOWN CASINO, BUFFALO THE OLYMPIA, MIAMI BILL GREEN'S, PITTSBURGH THE PARAMOUNT, DES MOINES THE ARMORY, INDIANAPOLIS GRAND THEATRE, EVANSVILLE (Attendance records broken) GEORGE DEVINE'S BALLROOM, MILWAUKEE FOREST PARK HOTEL, ST. LOUIS HIPPODROME, BALTIMORE GUEST STAR SPIKE JONES RADIO SHOW

Other appearances, too numerous to mention, have stretched his schedule throughout the East and the Central West. Today Ken Griffin *is* America's top-flight organist! His ability to touch and vibrate the heart strings of sophisticated city people and plain country folk ... is the big factor in the success of his recordings. It is predicted his latest Rondo records will achieve new laurels for him!

Booked by Mutual Entertainment Agency, 203 N. Wabash Ave., Chicago

329 SOUTH WOOD STREET . CHICAGO 12, ILLINOIS





| ORTH-THE                  | I'll Drop By<br>Pleasant thrushing wasted in a rather slipshod etching of<br>a mediocre tune.   | 47474550         |
|---------------------------|---|------------------|
| 003                       | The Boulevard of Broken Dreams<br>Rather thin etching of a pretty oldie. Poor support<br>for thrush gives disking an amateurish ring.   | 525055           |
| N CLARK                   | Daddy, You've Been a Mother to Me<br>Tear jerking waltz is delivered with conviction by Clark<br>with organ-guitar background. Tavern jukes could pick<br>up action with this one.                          | 74747078         |
|                           | You've Never Known Love<br>Mediocre song is done with little feeling by Sally<br>and Marvin Clark.  | 45454545         |
| ICTOR 20-3620             | Morpheus<br>Hilarious Jones' Job of murdering Offenbach's "Orpheus"<br>overture. Should be a profitable follow-up to "William<br>Tell" for the zany crew.   | 88908986         |
| 12111<br>12               | Wild Bill Hiccup<br>Attempt to satirize the old Wild West and its legends<br>is somewhat shallow and windy. But it's a suitable<br>enough backing.  | 79807878         |
| CKAYE ORK                 | My Lily and My Rose<br>Smart production job on a promising new ballad with<br>a buoyant flavor should make this a big one for Kaye.   | 888888 <b>88</b> |
|                           | It Isn't Fair<br>Don Cornell gets a chance to strut his stuff in a<br>strong reading of the lovely oldie. Could be a big one<br>In this day of virtuoso performance hits.                                   | 89908888         |
| NE SISTERS<br>chell Ayers | Fairy Tales<br>Pleasant close harmonizing by the sisters makes this a<br>most soothing etching of the slowly building ballad.   | 79817779         |
| ctor 20-3621              | The Cinderella Work Song<br>Rather faithful conception of one of the material<br>pieces in the Disney "Cinderella" flick. Cute for<br>kids and for those who will want this tune after<br>seeing the movie. | 82858575         |
| MILLINDER                 | Journey's End<br>Striking bluesy ballad is delivered neatly with choral<br>support and clean orking.  | 79807880         |
|                           | I'll Never Be Free<br>Should be a big rhythm and blues disking. It's a<br>good new Benjamin-Weiss ballad which is delivered in<br>quasi-spiritual style in a duet and choral production.                    | 86868686         |
| SHEARING                  | The Continental<br>The happy Shearing formula, which combines melody<br>with a fine beat, modern jazz and pleasant sound is<br>at its best in the interpretation of this standard.                          | 81838080         |
|                           | Nothing But D. Best<br>Magnificent jazz instrumental should find favor with<br>jazz followers. Fascinating opus is matched by some of<br>the most brilliant Shearing available on wax.                      | 75807570         |
| FORREST<br>10597          | It Was So Good While It Lasted<br>Miss Forrest, a much neglected thrush, turns in another<br>feelingful and lovely etching of a new ballad of much<br>appeal.   | 7575 <b>7575</b> |
|                           | Sweetheart Semicolon<br>The thrush maintains her consistent high grade In<br>warbling this somewhat different ballad. But the ar-<br>rangement misses the point of the tune.                                | 67686666         |



| January 21, | 1950 |
|-------------|------|
|-------------|------|

 $(\mathbf{f})$ 

1

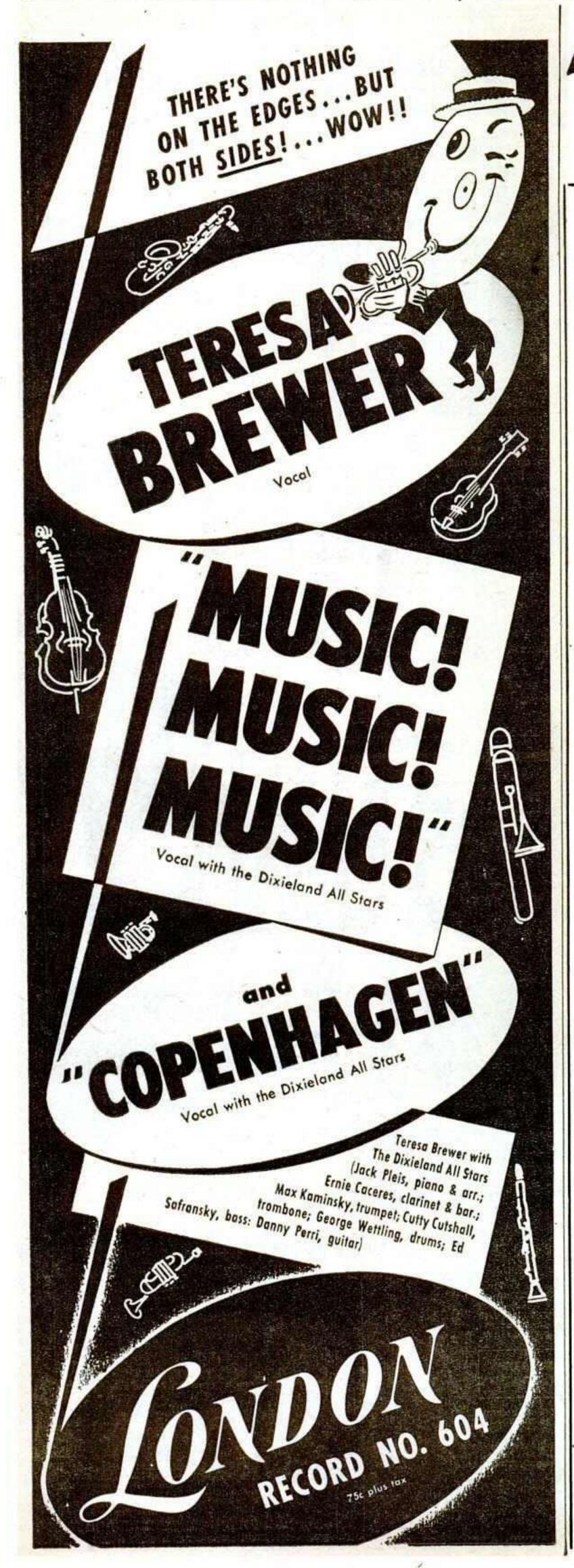
27

30

<u>2</u>2

| Reco  | rd Reviews   | RATINGS                 | THE SINGER OF THE YEAR!   |
|---|--|-------------------------|---|
|   |  | V E                     | ILE SINGER AL HE FILL   |
| ARTIST<br>LABEL AND NO.                       | TUNES  | A I L E R<br>JOCKEY     | - BING  |
| LABEL AND NO.                                 | _  |                         |   |
| MGM 10601                                     | POPULAR<br>All the Bees are Buzzin' 'Round My<br>Honey   | 65656565                |   |
|   | Not unpleasant rendition of a catchy rhythm Item which has been drawing some attention.  | 62646260                |   |
|   | Farewell Amanda<br>Inferior Cole Porter ditty from the "Adam's Rib"<br>flick is handled cleanly and engagingly by Lenn<br>and the Russ Case orking.  | 62646260                |   |
| MGM 10603                                     | Love Is<br>Airy rhythm ditty from the new Mask and Wig show  | 67696666                |   |
|   | Is done up engagingly by Lund.<br><b>Kissing Me</b><br>Lund and group do an attractive Job with a neat   | 77787578                |   |
| QUINTET                                       | ballad from the Mask and Wig score.<br>In Time<br>Not unpleasant two-tempo Job with a not too sub-   | 62606065                |   |
| King 15024                                    | I Wake Up Every Morning With a   | 64626267                |   |
|   | Heartache<br>A fair disking which owes much of its interest to<br>the somewhat diverting title.  |                         |   |
| King 15025                                    | That's Okay<br>The veter is sister group makes an impressive slice of<br>rhythm wax with this attractive ditty.  | 77807575                |   |
|   | I Love Jeemy<br>Girls round out a fine disk with a smart job on a<br>delightful novelty ditty.   | 75807570                |   |
| DINAH SHORE-<br>BUDDY CLARK<br>Columbia 38668 | Nobody's Home At My House<br>Dinah and the late Buddy do as much as can be done<br>with a flimsy bit of material song. Biggest attraction<br>is the "Baby, It's Cold Outside" couples reappearance<br>on wax.  | 80808080                |   |
| 1958  | Lucky Us<br>Duet from Bob Hope's flick "The Great Lover" is the<br>none too satisfying vehicle for the great twosome's<br>effort.  | 80808080                |   |
| SONNY MILLER<br>FOURSOME<br>Star 714          | The Big Go By<br>Pleasant thrushing and neat small group work enhance<br>a pretty far fetched ballad.  | 40404040                | Hear His<br>LATECT  |
| Star 714                                      | Ev'rybody Knows But You<br>Pedestrian ballad is handled with uncertainty by<br>thrush Floren Harper, who shows flashes of promise.   | 40404040                | LATEST  |
| OYCE BRYANT-PHIL<br>MOORE ORK<br>London 600   | Drunk With Love<br>Production number, on the sensational side, of a drama-<br>tic ballad. Ear-attracting dissonances and odd effects<br>team with Miss Bryant's sexy, Lena Horne-ish delivery<br>for oddly effective results.  | 84868382                | GREATEST  |
|   | Indiscreet<br>In the same groove as the topside, this number is  | 65656565                | NAME AND                        |
| and a shirt i writte                          | Miss Fields' wobbly straight singing tones do little justice to both the rather unusual but pretty song  | 62626262                |   |
| ORK<br>London 548                             | and the lovely background production.<br>Song of the Mountains<br>Miss Fields does even less for a less substantial song.<br>Choral efforts are muffled in the full range recordin   |                         |   |
| DORIS DAY-RAY<br>NOBLE ORK<br>Columbia 38676  | Save a Little Sunbeam (For a Rainy,<br>Rainy Day)<br>Bright rhythm item is handled with much verve by<br>Miss Day. Song's Ingratiating and Infectious. Low<br>point is in dialog between Dodo and Noble but it   | 89908888                | ANT A NUT   |
| Ð   | barely detracts from the overall.<br><b>Mama, What'll I Do</b><br>Too much arrangement is cause for keeping this one from<br>being a really big winner. Tune, a bit akin to "Yes,<br>My Darling Daughter," is fully delightful. An inter-<br>pretation that follows the pattern set in the first | 82828282                | MKPANUL   |
| OHNNIE JOHNSTON                               | chorus of this disking could probably sweep in the loot.<br>Echoes<br>Satisfying but much late etching of an unusual Ben-<br>Jamin-Weiss ballad which already has caught the   | 6 <mark>8</mark> 686868 | VINE MAL  |
| a 1 <mark>1</mark>                            | public ear.<br><b>The Rose of Tularosa</b><br>Johnston injects little animation in this reading of<br>a pleasant new pseudo-Latin ballad.  | 70707070                | MOL "SITTING BY THE   |
| RITA MOSS<br>Futurama 3009                    | Tradin' in the Old for a New<br>Little of import here.   | 28282828                | both with The Quartones   |
|   | I'm in the Middle Again<br>Miss Moss tries to make like Sarah Vaughan but doesn't<br>come close. To boot the tune's weak and the recording<br>is muddy.  | 28282828                |   |
| VIC DAMONE<br>Mercury 5350                    | Kiss Me<br>Vic emerges a handsome winner in a battle with a<br>heavy background to lend an engaging job to a pert<br>new rhythm item.  | 85858585                | NON-BREAKABLE METROLITE   |
|   | In the Still of the Night<br>An apparent "virtuosic" effort to make a sequel for<br>"Why Was I Born" should meet favor with Damone<br>fans and those that are thrilled by loud singing.  | 88908886                |   |
| SOFT WINDS<br>Mercury 5299                    | Telephone Song<br>This superb trio does a smart bit of material in a<br>performance which glistens with polish and precision.  | 67706666                | MIGIN RECORDS   |
|   | Marianina<br>Ultra-smart instrumental adaptation of a folk ditty<br>shows off this group's facile musicianship. Great<br>stuff but unfortunately it's uncommercial.  | 69655556                | MAGAM REGUN<br>IN ENTERTAINMENT<br>THE GREATEST NAME IN VORK 19, NY |
| FREDDY MARTIN<br>ORK<br>RCA Victor 20-3614    | Home Town Band<br>Spirited march which is designed as a sequel to<br>"Coconuts" for Martin but which hasn't the moxie<br>of the current hit.   |                         | THE GREATEST NAME CON YORK 19. N.Y.                                 |
|   | Let's Put Out the Lights and Go to Sleep<br>Unexciting and somewhat slowly rendered treatment<br>of a charming oldie.  |                         |   |







honky-tonker as could be, it has a fascination that grows. Both the London and Coral versions pack punch. All three versions are done differently, and all can go over the top.

# THE DISK JOCKEYS PICK:

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

| 1. IT ISN'T FAIR         | . Don Cornell                 |
|--------------------------|-------------------------------|
| 2. SITTIN' BY THE WINDOW |                               |
| 3. WEDDING SAMBA         |                               |
| 4. BAM300                | . Vaughn MonroeVictor 20-3627 |
| 5. NICE TO KNOW YOU CARE | Vic Danionc                   |
| 6. HAPPY TIMES           |                               |
| 7. SCARLET RIBBONS       |                               |
| 8. SORRY                 | . Eddie FisherBluebird        |

# THE RETAILERS PICK:

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

|   | tomorrow's hits will be;                |   |
|---|---|---|
|   | 1. WEDJING SAMBA An                     | drews Sisters-Carmen MirandaDecca 24841 |
|   | 2. IT ISN'T FAIR Do                     | n CornellVictor 20-3609                 |
|   | 3. I SAID MY PAJAMAS Fra                | an Warren-Tony MartinVictor 20-3613     |
| 2 | 4. A DREAM IS A WISH Per                | rry Come                                |
|   | 5. QUICKSILVER Bit                      |   |
|   | 6. THERE'S A LOVELY LAKE IN LOVELAND Ar |   |
|   | 7. SCARLET RIBBONS                      |   |
|   |   |   |

## THE OPERATORS PICK:

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

| 1. HALF A HEART                       | . Eddy Howard 5349                        |
|---------------------------------------|---|
| 2. ENJOY YOURSELF                     | . Guy LombardoDecca 24825                 |
| 3. CHATTANOOGIE SHOE SHINE BOY        | , Red Foley 46205                         |
| 4. I SAID MY PAJAMAS                  |   |
| 5. THERE'S A LOVELY LAKE IN LOVELAND  | Art Mooney                                |
| 6. BIBBIDI BOBBIDI BOO                | Perry Como                                |
| 7. CARELESS KISSES                    |   |
| 8. QUICKSILVER                        | . Bing Crosby-Andrews Sisters Decca 24827 |
| 9. WEDDIIIG SAMBA                     | . Edmundo RosLondon 499                   |
| 10. THERE'S A LOVELY LAKE IN LOVELAND | Guy LombardoDecca 24838                   |

# THE COUNTRY & WESTERN DISK JOCKEYS PICK:

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

| 1. STAMPEDE                          | . Roy Rogers-Sons of the Pioneers Victor 21-0154 |
|--------------------------------------|--|
| 2. CHATTANUOGIE SHOE SHINE BOY       | .T. Texas Tyler                                  |
| 3. RAG MOP                           | . John Lee WillsBullet 696                       |
| 4. A-SLEEPIN' AT THE FOOT OF THE BED | . Little Jimmy Dickens Columbia 20644            |
| 5. GIVE A LITTLE, TAKE A LITTLE      | . Hank ThompsonCapitol 57-40264                  |
| 6. LETTERS HAVE NO ARMS              | .Ernest TubbDecca 46207                          |
| 7. WEDDING DOLLS                     | . George Mcrgan-Dinah Shore Columbia 38663       |

# FOLK TALENT AND TUNES

#### (Continued from page 31)

Williams. . . Andy Parker and the Plainsmen (Capitol) will do a tour of drive-in theaters in Southern California starting January 14. . . . Texas Jim Lewis and His Lone Star Cowboys leaving San Bernardino to open at the Village Barn, New York, January 16. . . . Curtis Gordan and the Hillbilly Pals celebrated their first anniversary at WKTG, Thomasville, Ga. . . . Andy Williams is a separate act on WGYV, Greenville, Ala., and not part of Bill Strength's show on that station as was previously reported. . . . Smilin' Ed Gregory and His Rocky Mt. Boys are working at Art's Dine and Dance Place, Corpus Christi, Tex.

Moon Mullican (King) is working with his Showboys over KEXK, Odessa, Tex. He was last at KPBX, Beaumont. . . Eddy Sosby, leader of the Radio Rangers at KFAB, Lincoln, Neb., has inked with 4 Star label. . . The co-writers of "Chattanoogie Shoe Shine Boy," the much-recorded h. b. hit, are Jack Staap and Harry Stone, of WSM,

(Continued on page 103)



The Billboard

MUSIC 87





## 1950's First Lightning Hit-An Overnite Sensation

## Order These Great Records Now

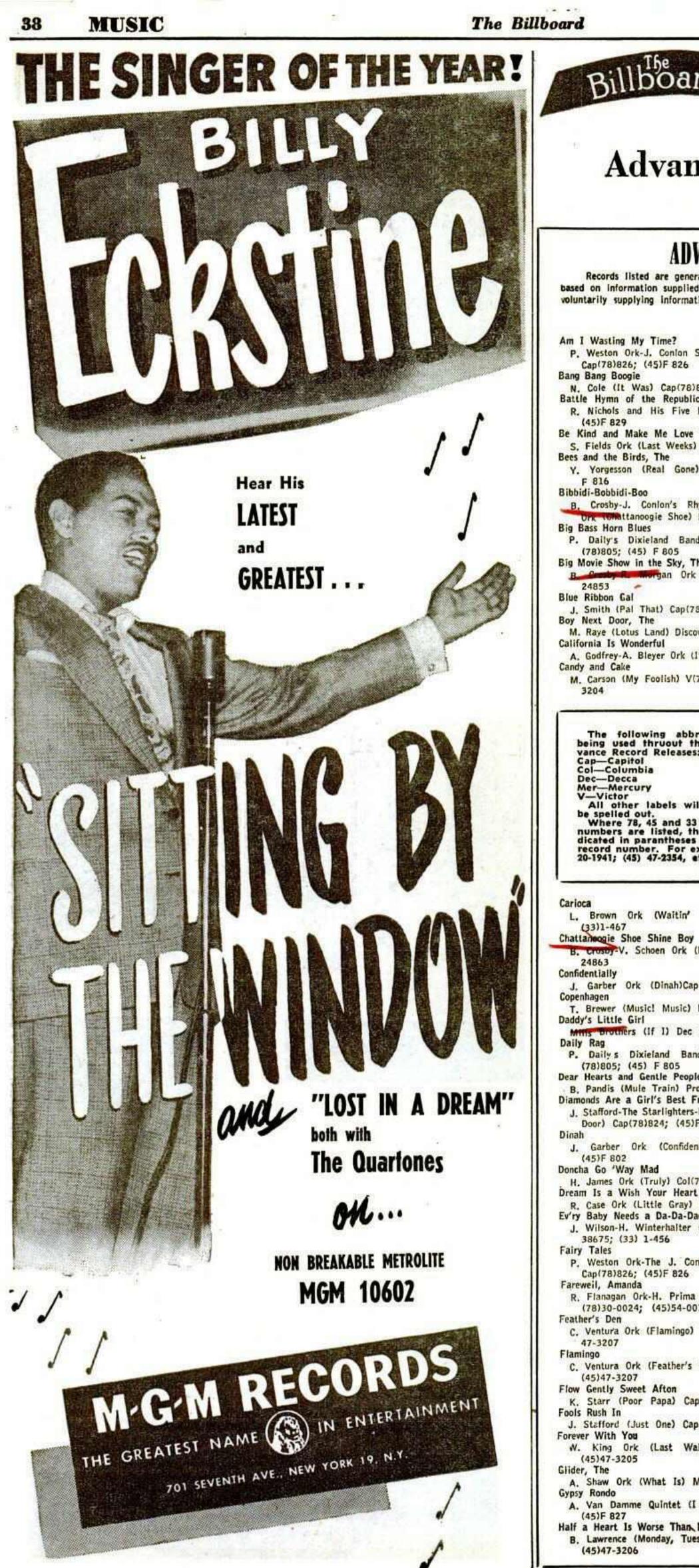
AMES BROTHERS......Coral TERESA BREWER.....London CARMEN CAVALLARO.....Decca EDDIE "GIN" MILLER.....Rainbow HUGO WINTERHALTER.....Columbia

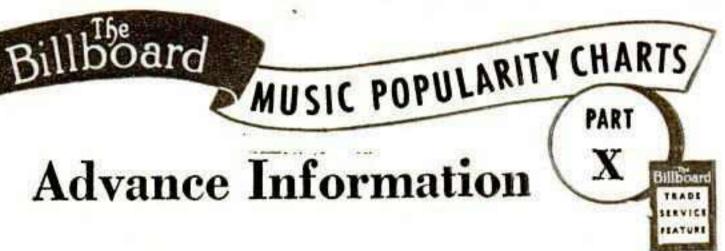
## and any Minute

CAPITOL . . . MERCURY . . . . RCA VICTOR . . . . M-G-M . . . . and ad infinitum l

Write, Wire or Call for all professional material CROMWELL MUSIC, INC. • 119 West 57th Street • New York 19, N.Y. • JUdson 6-2598 HOWARD S. RICHMOND, Gen. Prof. Mgr.







## **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

He's Funny That Way M. Whiting-F. DeVol Ork (You're An) Cap P. Weston Ork-J. Conlon Singers (Fairy Tales) (78)809; (45)F 809 Here Comes That Mood V. Lopez Ork (In Santiago) Col(78)38671; N. Cole (It Was) Cap(78)818; (45)F 818 (33)1-450 Battle Hymn of the Republic, Parts I and II Home Town Band R. Nichols and His Five Pennies Cap(78)829; The Modernaires (Olly Olly) Col(78)38688; (33)1-468 Be Kind and Make Me Love You S. Fields Ork (Last Weeks) MGM 10611 How Am I To Know B. Butterfield Ork (More Than) Cap(78)815; Y. Yorgesson (Real Gone) Cap(78)816; (45) (45)F 815 I Almost Lost Mr Mind L. Hampton Ork (I've Been) Dec 24864 B. Crosby-J. Conlon's Rhythmaires-V. Schoen I Don't Wanna Be Kissed Drk (Chattanoogie Shoe) Dec 24863 D. Day-R. Noble Ork (With You) Col 38679 I Want a Girl P. Daily's Dixieland Band (Daily Rag) Cap A. Van Damme Quintet (Gypsy Rondo) Cap (78)827; (45)F 827 Big Movie Show in the Sky, The B. Crosby R. Worgan Ork (Yodel Blues) Dec If I Had You King Cole Trio (When 1) Cap(78)813; (45) F 813 J. Smith (Pal That) Cap(78)821; (45) F 821 If I Live To Be a Hundred Mills Brothers (Daddy's Little) Dec 24872 M. Raye (Lotus Land) Discovery 517 If You Were Mine C. Lucas (Wise Old) King 15021 A. Godfrey-A. Bleyer Ork (I'm Goin') Col 38680 I'll See You in My Dreams R. Anthony (My Baby) Cap(78)817; (45)F 817 M. Carson (My Foolish) V(78)20-3681; (45)47-I'm Goin' Back To Whur I Come From A. Godfrey-A. Bleyer Ork (California Is) Col 38680 I'm in the Mood for Love J. Hall (Old Bojangles) V20-3633 The following abbreviations are I'm Yours being used thruout the list of Ad-G. MacRae-P. Weston Ork (Just One) Cap vance Record Releases: (78)812; (45)F 812 In Santiago By the Sea V. Lopez Ork (Here Comes) Col(78)38671; (33)1-450 All other labels will continue to In the Still of the Night V. Damone (Kiss Me) Mer 5350 Where 78, 45 and 331/3 (LP) r.p.m. numbers are listed, the speed is in-dicated in parantheses preceding the It Was So Good While It Lasted N. Cole (Bang Bang)- Cap(78)818; (45)F 818 record number. For example: V (78) 20-1941; (45) 47-2354, etc. I've Been a Fool (Thinking You Cared) . L. Hampton Ork (1 Almost) Dec 24864 Just One More Chance G. MacRae-P. Weston Ork (I'm Yours) Cap (78)812; (45)F 812 Just One of Those Things L. Brown Ork (Waitin' At) Col(78)38687; J. Stafford (Fools Rush) Cap(78)808; (45)F 808 Kiss Me V. Damone (In the) Mer 5350-B. Crosby-V. Schoen Ork (Bibbidi-Bobbidi) Dec Kitty 1. Fields Trio (Wedding Samba) V20-3628 Last Waltz, The J. Garber Ork (Dinah)Cap(78)804; (45)F 804 W. King Ork (Forever With) V(78)20-3682; (45)47-3205 T. Brewer (Music! Music) London 604 Last Week's Kisses S. Fields Ork (Be Kind) MGM 10611 Mills Brothers (If I) Dec 24872 Leave It to Love R. Flanagan Ork (Farewell, Amanda) Bluebird P. Daily's Dixieland Band (Big Bass) Cap (78)30-0024; (45)54-0019 Little Girl, Don't Cry Dear Hearts and Gentle People B. Goodman Ork-B. Greco (Spin A) Cap(78)282; B. Pandis (Mule Train) Process 523 (45)F 828 Diamonds Are a Girl's Best Friend Little Gray House, The J. Stafford-The Starlighters-P. Weston Ork (Open R. Case Ork (Dream Is) MGM 10604 Door) Cap(78)824; (45)F 824 Lonely Shepherd, The J. Garber Ork (Confidentially) Cap(78)804; B. Johnson (Too-Whit! Too-Whoo!) Cap (78) 38666; (33)1-445 Lotus Land H. James Ork (Truly) Col(78)38682; (33)1-466 M. Raye (Boy Next) Discovery 517 Monday, Tuesday, Wednesday Dream Is a Wish Your Heart Makes, A K. Kallen (You Missed) Mer 5355 R. Case Ork (Little Gray) MGM 10604 Monday, Tuesday, Wednesday (I Love You) Ev'ry Baby Needs a Da-Da-Daddy B. Lawrence (Half a) V(78)20-3683; (45)47-J. Wilson-H. Winterhalter (Send Your) Col(78) 3206 More Than You Know P. Weston Ork-The J. Conion Singers (Am I) B. Butterfield Ork (How Am) Cap(78)815; (45)F 815 Mule Train B. Pandis (Dear Hearts) Process 523 R. Flanagan Ork-H. Prima (Leave It) Bluebird Music! Music! Music! (78)30-0024; (45)54-0019 T. Brewer (Copenhagen) London 604 Musical Comedy Favorites Album-S. Black Ork C. Ventura Ork (Flamingo) V(78)20-3635; [45) 1-10") London (33) LPB 125 All the Things You Are. C. Ventura Ork (Feather's Den) V(78)20-3635; Bali Ha'i Begin the Beguine I Get a Kick Out of You K. Starr (Poor Papa) Cap(78)817; (45)F 817 My Heart Stood Still Smoke Gets in Your Eyes J. Stafford (Just One) Cap(78)808; (45)F-808 So in Love Some Enchanted Evening W. King Ork (Last Waltz) V(78)20-3682; Why Can't You Behave? You and the Night and the Music My Baby Is Blue A. Shaw Ork (What Is) MGM 10612 R. Anthony (1'll See) Cap(78)819; (45)F 819 My Foolish Heart A. Van Damme Quintet (I Want) Cap(78)827; M. Carson (Candy and) V(78)20-3681; (45)47-Half a Heart Is Worse Than, None 3204 Old Bojangles Is Gone B. Lawrence (Monday, Tuesday) V(78)20-3683; J. Hall (I'm In) V20-3633



## The Billboard

## MUSIC 39

| POPULAR   | CLASSIC & SEMI-CLASSICAL   | <b>Another Capitol Smash by</b>  |
|---|--|--|
| AND MAN LACAS   | Anderson: Irish Suite Album-Boston Pops Ork-   | Another Cabitol Smash by   |
| My Small Senor  | A. Fiedler, Cond. (3-10")  |  |
| P. Lee-D. Barbour Ork (When You) Cap(78)801;                      | V(78)1348, (45)WDM1348   |  |
| (45)F 801   | Bach: Brandenburg Concerto No. 4 In G Major  |  |
| Olly Olly Oxen Free   | Album-Stuttgartchamber Ork-K. Munchinger,  |  |
| The Modernaires (Home Town) Col(78)38688;                         |  |  |
| (33)1-468   | London (33) LLP 144  |  |
| Open Door-Open Arms   | Bach: Bradenburg Concerto No. 6 In B Flat Major  |  |
| J. Stafford-The Starlighters-P. Weston Ork                        |  |  |
| (Diamonds Are) Cap(78)824; (45)F 824                              | Cond. (1-12") (Bach: Bradenburg)   | ON BOTH<br>SPEEDS  |
| Pal That I Loved Stole the Gal That I Loved, The                  |  |  |
| Poor Papa (He's Got Nothin' at All)                               | Bach: Brandenburg Concerto No. 6 Album-Boston  |  |
| K. Starr (Flow Gently) Cap(78)817; (45)F 817                      | Symphony Ork-S. Koussevitzky, Dir. (3-7")  |  |
| Queen of Hearts Is Missing, The                                   | J. S. Bach: Christmas Oratorio: Sinfonia Album-  |  |
| M. Torme (There's An) Cap(78)825; (45)F 825                       |  |  |
| Real Gone Galoot  | (2-12") (Bach: Passacaglia)  |  |
| Y. Yorgesson (Bees and) Cap(78)816; (45)F 816                     |  |  |
| 'S Wonderful  | J. S. Bach: Motest No. Three: Jesus, Dearest   |  |
| B. Cole (Stompin' At) Cap(78)814; (45)F 814                       |  |  |
| Save Your Sorrow for Tomorrow                                     | tra-R. Shaw, Cond. (4-10")   |  |
| P. Lee-P. Rugolo Ork (Sugar) Cap(78)810;                          | V(78)DM1339; (45)WDM1339   |  |
| (45)F 810   | J. S. Bach: Passacaglia and Fugue In C Minor   |  |
| Send Your Daughter to Paree                                       | Album-San Francisco Symphony Ork-P. Mon-   |  |
| J. Wilson-H. Winterhalter Ork (Evry Baby)                         | ter ., Cond. (2-12") (Bach: Christmas Oratorio)  |  |
| Col(78)38675; (33)1-456   | V(78)DM1340; (45)WDM49-0763<br>J. S. Bach: Preludes and Fugues Nos. 1-8 Album-   | Ordesson?  |
| 720 in the Books  | W. Landowska (Bach: Well-Tempered Clavier)   |  |
| C. Thornhill Ork (Sitting By) V20-3629<br>Sitting by the Window   | (6-12")  |  |
| C. Thornhill Ork (720 In) V 20-3629                               | V(78)DM1338; (45)WDM1338   |  |
| Spin a Record   | J. S. Bach: Suites Nos. Four and Five for Un-  |  |
| B. Goodman Ork-B. Greco (Little Girl) Cap                         |  |  |
| (78)828; (45)F 828  | V DM-302   |  |
| Steel Guitar Rag  | Bach: Suite No. Three In D Major Album-  |  |
| A Rey (Third Man) Cap(78)820; (45)F 820                           | Stuttgart Chamber Ork-Kmmunchinger, Cond.  |  |
| Stompin' at the Savoy   | (1-10")  |  |
| B. Cole ('S Wonderful) Cap(78)814; (45)F 814                      | London (33) LPS 147  |  |
| Stormy Weather  | J. S. Bach: Well-Tempered Clavier: Book One<br>Album-W. Landowska (Preludes and) (6-12")   |  |
| K. Starr-D. Cavanaugh Ork (You're the) Cap                        | V(73)DM1338; (45)WDM1338   |  |
| (78)811; (45)F 811<br>Sugar (That Sugar Baby o'Mine)              | Bartok: Bela Bartok at the Piano Album-B.  |  |
| P. Lee-D. Barbour Ork (Save Your) Cap(78)810;                     | a service of the serv |  |
| (45)F 810   | Bartok Recordings (33) BRS-003   |  |
| There's an "X" in the Middle of Texas                             | Allegro Barbaro  |  |
| M. Torme (Queen of) Cap(78)825; (45)F 825                         | Bagatelle No. 2  |  |
| Third Man Theme Song, The   | Buriesque "A bit Drunk"  |  |
| A. Rey (Steel Gultar) Cap(78)820; (45)F 820                       | Roumanian Dance  |  |
| Too-Whit! Too-Whoo!   | Suite, Opus 14   |  |
| D. Squires-B. Reld Ork (Lonely Shepherd)                          | Bartok: Improvisations, Opus 20-Out of Doors<br>Suite Album-L. Hambro (1-12")  |  |
| Col(78)38666; (33)1-448<br>Truly                                  | Bartok Recordings BRS-002  | A CALLER AND A C |
|   | Beethoven: Concerto No. 5 In E Flat Major for  |  |
| H. James Ork (Doncha Go) Col(T8)38682 -<br>Waitin' at the Station | Piano and Orchestra, Opus 73 Album-C.  |  |
| L. Brown Ork (Carloca) Col(76)38687; (33)1-                       | Curzon-London Philharmonic Ork-G. Szell, Cond.   |  |
| 467   | 11-12 /  |  |
| Wedding Samba, The  | London (33) LLP 14   |  |
| I. Fields Trie (Kitty) V20-3628                                   | Beethoven: Concerto No. Four In G. Op. 58 Album  |  |
| What Is This Thing Called Love                                    |  |  |
| A. Shaw Ork-M. Torme (Glider) MGM 10612                           | Beecham, Cond. (4-12")<br>V(78)DM1345; (45)WDM1345   |  |
| When I Take My Sugar to Tea                                       | E. Bloch: Sacred Service Album-London Phil-  |  |

(/0/0/3/ (43/6 813 When You Speak With Your Eyes P. Lee-D. Barbour Ork (My Small) Cap(78)801; (45)F 801 Wise Old Owl, The C. Lucas (if You) King 15021 With You Anywhere You Are D. Day-R Noble Ork (I Don't) Col 38679 Yodel Blues, The De Greeby R. Morgan Ork (Big Movie) Dec 24853 You Missed the Boat K. Kallen (Monday, Tuesday) Mer 5355 You're an Old Smoothie M. Whiting-F. DeVol Ort (He's Funny) Cap (78)809; (45)F 809 You're the One I Care For

K. Starr-D. Cavanaugh Ork (Stormy Weather) Cap(78)811; (45)F 811

## RELIGIOUS

But This I Pray, Oh Lord Remember Me St. Paul Baptist Church Choir (Let Us) Cap(78). d23; (45)F823 God Shall Wipe All Tears S. Louis (Something Within) Aristocrat 404 I Love the Lord Detroiters (I'm Going) Staff 646 I'm Going To Rest From My Labor Detroiters (I Love) Staff 646 Let Us Sing Till the Pow'r of the Lord Come Down St. Paul Baptist Church Choir (But This) Cap-(78)823, (45)F823 Something Within S. Louis (God Shall) Aristocrat 404

### HOT JAZZ

Dance of the Infidels (1 & 2) B. Powell (52d St. Theme) Blue Note 1568 Just Moorly M. Roach Quintet (Maximum) Blue Note 1570 Maximum M. Roach Quintet (Just Moody) Blue Note 1570 Nashooma G. Auid (You've Got) Discovery 116 **Riverboat** Shuffle S. Bechet-C. Luter Ork (Sawmill Blues) Blue Note 568 Sawmill Blues S. Bechet-C. Luter Ork (Riverboat Shuffle) Blue Note 568 See See Rider S. Bechet-C. Luter Ork (Struttin' With) Blue Note 566 Sobbin' and Cryin' S. Bechet-C. Luter Ork (Temptation Rag) Blue Note 567 Stuttin' With Some Barbecue S. Bechet-C. Luter Ork (See See) Blue Note 566 Temptation Rag S. Bechet-C. Luter Ork (Sobbin' and Cryin') Blue Note 567 You've Got Me Jumpin'

S. Bechet-C. Luter Ork (Sobbin' and Cryin') Kirsten-R. Ma Blue Note 567 ou've Got Me Jumpin' Leoncavallo: Mattin G. Auld (Nashooma) Discovery 116 (Continued on page 102)

London (33) LLP 123 Brahms: Sonata No. Three In F Minor Opus 5 Album-J. Katchen (1-12") London (33) LLP 122 Brahms: Symphony No. 3, In F, Op. 90 Album-Boston Symphony Ork-S. Koussevitzky, Dir. (4-7") V(45) WCM1007-Bruckner: Symphony No. Five, B Flat Album-Hamburg Philharmonic Ork-E. Jochum, Cond. (2-12") Capitol-Telefunken (33)P-8049 & P-8050 Charpentier: Depuis Le Jour D. Kirsten (Obeissons, Quand) V(78)12-1092; (45)49-0840 Chopin: Etude In E, Op. 10, No. 3 B. Janis (Chopin: Etude In F) V(45)49-0669; 12-0431 Chopin; Etude In F, Op. 25, No. 3 & Etude In G-Flat, Op. 10, No. 5 B. Janis (Chopin: Etude In E) V(45)49-0669; (78)12-0431 Debussy: Estampes Album-C. Arrau (Debussy: Pour Le) (3-12") Col(78)MM-872; (33)ML2086 Debussy: La Chevelure N. Merriman (Hahn: SI Mes) V(78)10-1521; (45)49-0823 Debussy: Pour Le Plano Album-C. Arrau (Debussy: Estampes) (3-12") Col MtA-872 Donizetti: So Anch' Io La Virtu Magia L. Albanesee-RCA Victor Ork.D.-Marazollo, Dir. (Mozart Deh Vieni) V(45)49-0674; (78)-12-0733 Dvorak: Concerto In A Minor, Op. 53 G. Kilenkampff-Berlin Philharmonic Ork.-E. Jocnum, Cond. (1-12") Capitol-Telefunken(33) P-8052 Dvorak: O Lovely Moon D. Maynor (Maiden's Lament) V(78)12-1078; (45)49-0818 Fa La Nana Bambin G. Swarthout (Sing Me) V(78)12-1077; (45)49-0817 Robert Farnon Concert Album-R. Farnon (1-10") London (33) LPB 126 J. B. Faure: Les Rameaux M. Singher (Massenet: Elegle) Col 72910 Franciax: Concertino for Piano and Ork Album-J. Franciax-Berlin Philharmonic Ork-L. Borchard, Con. (Francis: Serenade (1-10") Capitol-Telefunken (33) L-8051 Francaik: Serenade for Twelve Instruments Album-Hamburg Chamber Ork-E. Jochum, Con. (Franciax Concertino for) (1-10") Capitol-Telefunken (33) L-8051 Hahn: SI Mes Vers Avaient Des Ailes N. Merriman (Debussy: La Chevelure) V(78)10-1521: (45)49-0823 Kern: Highlights From Show Boat Album-D. Kirsten-R. Merrill (3-10") V(78)DM1341; (45)WDM1341 Leoncavallo: Mattinata M. Lanza (O Sole) V(78)12-1106; (45)49-0902

harmonic Ork-E. Bloch, Cond. (1-12")

# "The Bees and The Birds"

An hilarious side in which Yogi tries to impart the facts of life to his little son and ends up learning a few!

# "Real Gone Galoot"

In which Yogi gets mixed up with everything from polkas to bop.

Write or wire your distributor for No. 816 on 78 • No. F816 on 45







\*\*\*\*\* 1 A



۰.

## As Written

## Chow Call: Canadian's N. Y. Visit Pays Off

George Chow, of Toronto's Phono-Vision distributors, who handles Brunswick and Coral in the Dominion, flew into New York last week to expand his line of long-playing disks. He acquired Canadian distribution rights for Bartok, Esoteric and Dial.

## Kapp Takes Vacash to Europe for Few Weeks

Dave Kapp, a.-and-r. chief of Decca Records, and Mrs. Kapp, will fly abroad for a European vacation next Thursday (19). The Kapps will be gone several weeks. The Decca exec will visit London, Paris and perhaps other centers.

## Grinnell Quits Helm of Young People's Records

Horace Grinnell, president of Young Peoples' Records, has resigned. For the present the kidiskery and the associated Young Peoples' Record Club are being run by Mrs. Gloria B. Quinlan, veepee and secretary of the corporation.

## Thompson, Broadshaw Signed by King

Sonny Thompson, warbler-pianist whose Miracle waxing of "Long Gone" was one of the big rhythm and blues entries of last year, has signed an exclusive contract with King Records. Orkster-vocalist Tiny Bradshaw was also signed by the label last week.

## J. J. Robbins To Act as Carlton Music Selling Agent

J. J. Robbins will act as selling agent for Carlton Music, the Vaughn Monroe-Sunny Skylar firm. A working agreement has also been arranged whereby tunes showing signs of action will be turned over to Robbins.

## **Rackmil To Tour Branch Offices Before Vacation**

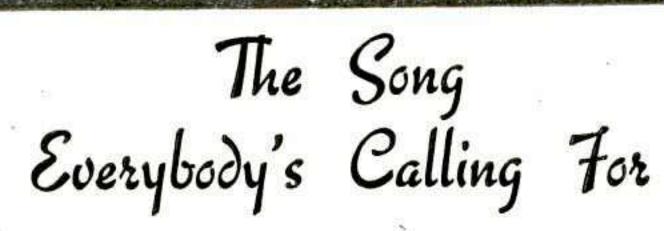
Milton Rackmil, Decca Records chief, left New York last week to visit the company's branch offices and distributors. Rackmil's trek will include the Chicago, New Orleans, Houston and San Antonio areas, among others. He'll return January 23 and plane for a Florida vacation January 27.

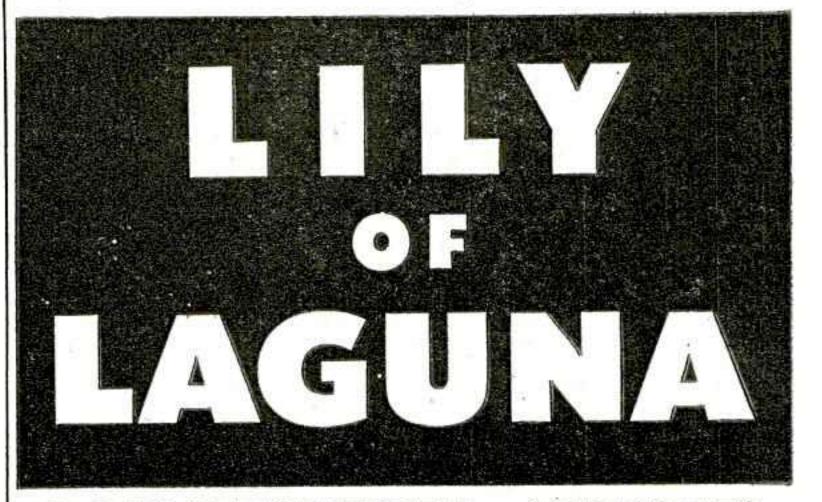
## **Camito Quits Gala To Set Up Pubbery**

Lou Camito has left Bill Gale's Gala Music to set up Camito Music. Camito reportedly has a backer, and is looking for an American Society of Composers, Authors and Publishers (ASCAP) catalog.

### New York:

Rosemary Calvin and the Johnny Bond ork opened at the Flamingo Supper Club, Charlotte, N. C., January 11 for four weeks with a twoweek option. They cut a date for MGM disk before leaving. . . Frank Hanshaw has signed Peggy Ann Ellis and the Trumpeteers to personal management pacts. The chirp, who cut sides for Signature, is heard on WNEW. The Trumpeteers, a spiritual crew, cut for Aladdin disks. . . Hot Lips Page has a week in the Royal Theater, Baltimore, starting February 3, then opens at the Howard, Washington, February 10, followed by another week at the 421 Club, Philadelphia. . . . George Piros, engineer at the Reeves Sound Studios, became the father of a girl, Georgia, January 6.





by PAUL FRANCIS WEBSTER and TED FIO RITA

## Recorded by BING CROSBY and MARY MARTIN on DECCA RECORDS

**Published by** 

## MAYFAIR MUSIC CORP.

1619 Broadway

New York 19, N. Y.

Gene Krupa and ork open at the Howard Theater, Washington, for one week starting February 17, after which they head west, hitting Hollywood to play an engagement at the Palladium Ballroom in April. . . . RCA Victor to revive Dennis Day's record of "Clancy Lowered the Boom" for the St. Patrick's Day season. . . . Spike Jones closed a deal with Jack Egan whereby the latter will handle some record exploitation in the East. Roy Stevens and ork will launch National Hot Tea Week for the tea industry at 12:30 a.m. Monday, January 23, by featuring "Tea for Two" on their Mutual broadcast from Meadowbrook, N. J. . . . Andy Roberts subbing for Bill Black as vocalist with Gene Krupa while latter visits ailing mother in Granite City, Ill.

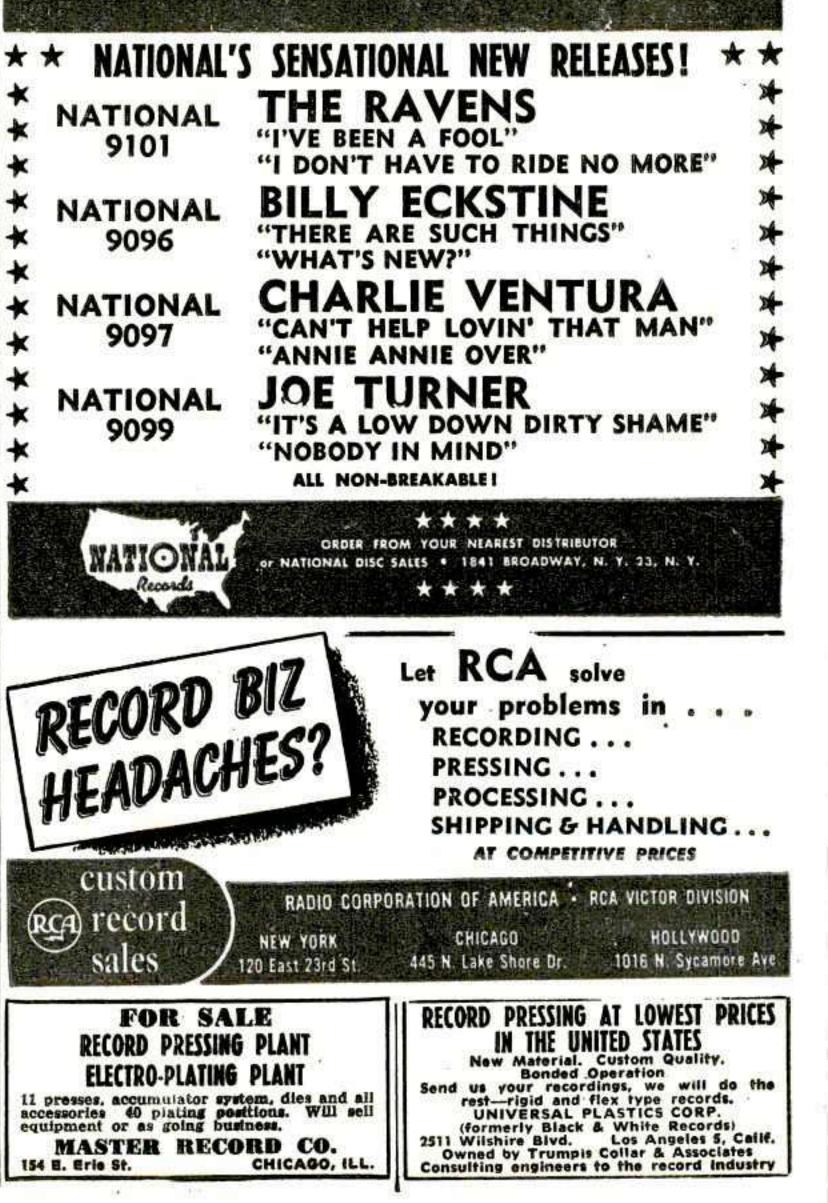
### Chicago:

Milt Salstone, chief of MS Distributing here, has entered a team, the Mercury All-Stars, an all-Negro quintet, into the Midwest basketball loop here. Players include Daddio Daylie, WAIT, jazz and blues disk jockey.... Forry Riersdorf. assistant manager of Doc Chinn's Crystal Palace, Fargo, N. D., became a father for the first time December 17. Newcomer has been named Susan Jane.... Bill Schwartz, once with Morin-Schwartz Agency, is now living in New York, where he's working for McConkey Agency. He married Dorothy Hummizsch, one of the Chordettes on Arthur Godfrey's show, December 31.

Jimmy Leeper, formerly associated with a number of bands in a road manager and personal manager status, is now doing a TV show weekly over WTVN, Columbus, O. He may take on a radio d. j. slot soon. . . . Frankie Masters and his wife-chirp, Phyllis Miles, are doing a half-hour video audience participation weekly over WBKB here. . . . Aristocrat Records has added Gene Ammons, the ex-Woody Herman tenorman to their talent stable. Phil Chess is now assisting his brother, Leonard, in the operation of Aristocrat since Evelyn Aron left the firm to form American Distributing Company with Art Sheridan.

## **Philadelphia:**

Buddy Savitt, formerly with Woody Herman, heads his own unit at the New Zanzibar. . . . David Dreyer's music publishing house picked up "Just a Lot of Idle Gossip" which local tunesmiths Frank Capano, Morty Berk and Max E. Friedman wrote some time back with maestro Frankie Carle. . . . Three Peppers first-timing it at the new Columbus Center Club in near-by Chester, Pa. . . . James Sidney Crawford, remembered as the drummer boy with the late Jimmie Lunceford, sat in his first legit show drum seat at the Shubert Theater for the new "Alive and Kicking" musical revue which adds bassist Billy Taylor and trombonist Henderson Chambers for its New York stand. . . . Charlie (Yard Bird) Parker takes over at the 421 Club, with Illinois Jacquet at the same not starting January 30. . . . Buddy Greco, former Benny Goodman pianist, bo. Tith & small band of his own at the Rendezvous. . . . Jimmy Preston, thaking up the personnel of his jump crew, takes on Benny Gholston for tenor saxing, Billy Gaines for the 88's and Skeets March at the drums.







## No. 45-VINCENT YOUMANS

If Vincent Miller Youmans Sr. had had his way, his son and namesake, who was born in New York September 27, 1898, would have been a hatter and heir to a highly prosperous business. But Vincent Jr., an accomplished pianist, had his own idea about a life career in which fedoras, derbies and Hombergs didn't figure. That was in 1917 when Uncle Sam was handing out overseas caps and trench helmets for free to millions of his fighting sons.

Young Youmans resigned from the brokerage house where he was working and enlisted in the United States Navy, hanging up his hammock at the Great Lakes Training Station and composing a few tunes in his spare time. He showed one of them to the head bandmaster, John Philip Sousa, who had hundreds of musicians in bell-bottom trousers under his baton.

The March King liked the music and played it, passed it along to other country were marching to its strains.' and Ginger Rogers rode to film fame. | morial Fund.

The tune had no name then, but nine years later all America knew it as Hallelujah, the smash song hit from the Broadway musical Hit the Deck, composed and produced by the hatter's son, Vincent Youmans Jr.

### Stage Hits

While Hit the Deck was one of the two outstanding stage successes of this wiry, black-haired composer, it wasn't his first Broadway triumph by any means. Following his discharge from the navy at the close of World War I, Youmans served as a staff pianist with a New York music publishing house for two years and then in 1921 wrote the score for his first musica' production, Two Little Girls in Blue. During the next decade he was represented by 10 Broadway shows, two of which he produced himself: Hit the Deck and Great Day. Then in 1933 he went to Hollywood where his Flying Down to Rio served navy bands and soon gobs all over the as the vehicle in which Fred Astaire

## PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

The following year, however, when America was dancing to The Carioca, the fates that had been so kind to Vincent Youmans suddenly turned on him. He was stricken with tuberculosis and for the next 12 years waged a valiant fight against the TB germs. There were times when he regained some of his old-time strength and vitality, and during these periods he wrote new scores for new Broadway musicals he planned to produce when he got well. But the curtain never rose on these dream shows of Vincent Youmans. He died in a Denver sanitarium on April 5, 1946, at the age of 47.

These songs by Vincent Youmans that have yet to be publicly played and sung may prove to be one of the richest musical heritages ever left the world. They are now held in the vaults of a New York bank, and according to the will of their composer, all money accruing from this music, as well as all royalties earned by his published songs, is to go to the Vincent Youmans' Tuberculosis Me-

This means that science will have additional funds with which to carry on research that cannot help alleviating human suffering and may result in the conquest of the dread disease Vincent Youmans fought so longthe disease that cost him his life but gave him the opportunity to serve his fellow men in a field other than music.

While Vincent Youmans was not as prolific a composer as Victor Herbert or Jerome Kern, he, too, wrote songs that have worn well. His Tea for Two, written in 1925 and one of the few production songs that have sold in the million-copy bracket, was the most played standard number on the air during the 12-month period between July 1, 1948, and June 30, 1949, according to an authentic radio survey. His Great Day also ranked among the 35 most played songs on the air during this period and will serve as a fitting paean of triumph if and when medical science achieves the end to which Youmans has dedicated his royalties.

## VINCENT YOUMANS' BEST KNOWN SONGS AND RECORDINGS AVAILABLE

**Stage Musicals 1921—TWO LITTLE GIRLS IN BLUE** With Paul Lannin. Book by Fred Jackson, lyrics by Arthur Francis, and starring Madeline and Marion Fairbanks in a cast that included · Evelyn Law, Emma Janvier, Oscar Shaw and Fred Stantley. Harms, Inc. WE'RE OFF ON A WONDERFUL TRIP WONDERFUL U. S. A. WHEN I'M WITH THE GIRLS TWO LITTLE GIRLS IN BLUE THE SILLY SEASON OH ME, OH MY, OH YOU YOU STARTED SOMETHING WHEN YOU CAME ALONG WE'RE OFF FOR INDIA HERE, STEWARD THE GYPSY TRAIL Music by Paul Lannin. DOLLY WHO'S WHO ARE YOU? JUST LIKE YOU Music by Paul Lannin. THERE'S SOMETHING ABOUT ME THEY LIKE RICE AND SHOES SHE'S INNOCENT HONEYMOON Music by Paul Lannin. I'M TICKLED SILLY ORIENTA

THE FLANNEL PETTICOAT GIRL THISTLEDOWN MARY JANE MCKANE 1923-WILDFLOWER With Herbert Stothart. Book and lyrics by Otto Harbach and Oscar Hammerstein II, and starring Edith Day and Guy Robertson. Harms, Inc. I LOVE YOU, I LOVE YOU, I LOVE YOU SOME LIKE TO HUNT WILDFLOWER BAMBALINA (Available on Decca Record 24025 in A-1923, Charles Baum orchestra.) I'LL COLLABORATE WITH YOU APRIL BLOSSOM THE BEST DANCE I'VE HAD TONIGHT COURSE I WILL CASINO YOU CAN'T BLAME A GIRL FOR DREAMING GOOD-BYE, LITTLE ROSEBUD THE WORLD'S WORST WOMAN YOU CAN'T ALWAYS FIND ANOTHER PARTNER

C-76, Fred Feibel, novachord.) NO. NO, NANETTE THE DEEP BLUE SEA MY DOCTOR

Jo Stafford with Paul 20051 in BD-23, Weston orchestra.) HALLELUJAH

(Available on the following records: RCA Victor 28-0408, Russ Case orchestra; Columbia 36425 in C-77, Meyer Davis orchestra; Decca 29239 in A-600, Ella Fitzgerald with Chick Webb orchestra; Decca 24043 in A-1927, Bob Grant orchestra; Decca 18342 in A-321, Hazel Scott; Capitol 10135 in CC-B7, Mel Powell, plano and orchestra.) IF HE'LL COME BACK TO ME

#### 1923-MARY JANE MCKANE

With Herbert Stothart. Book and lyrics by William Cary Duncan and Oscar Hammerstein II, and presented by a cast headed by Mary Hay, Hal Skelley and Stanley Ridges. Harms, Inc. THE RUMBLE OF THE SUBWAY SPEED NOT IN BUSINESS HOURS MY BOY AND I YOU'RE NEVER TOO OLD TO LEARN TOODLE-00 DOWN WHERE THE MORTGAGES GROW TIME-CLOCK SLAVES LAUGH IT OFF JUST LOOK AROUND -

## SONGWRITERS **COMING UP!**

#### SIGMUND ROMBERG

In Subsequent Issues The Billboard

Will Present

HARRY RUBY (with BERT KALMAR) ARTHUR SCHWARTZ (with HOWARD DIETZ) IMMY McHUGH HARRY M. WOODS DUKE ELLINGTON J. FRED COOTS HOAGY CARMICHAEL FATS WALLER BILLY HILL

#### 1924—LOLLIPOP

Book and lyrics by Zelda Sears and presented by a cast headed by Ada May, Harry Puck, Nick Long Jr. and Gloria Dawn. Harms, Inc. DEEP IN MY HEART GOING ROWING HONEY BUN . TAKE A LITTLE ONE STEP TIE A STRING AROUND YOUR FINGER -LOVE IN A COTTAGE TIME AND HALF FOR OVERTIME WHEN WE ARE MARRIED AN ORPHAN IS THE GIRL FOR ME B00 K00 1925—A NIGHT OUT

Book by George Grossmith and Arthur Miller, lyrics by Clifford Grey and Irving Caesar, and presented by Edward Laurillard's London Company. HOTEL NEVER TELL BIRD ON THE WING SOMETIMES I'M HAPPY BOLSHEVIK LOVE SO THIS IS KISSING I'VE GOT A DAY OFF TODAY A HAPPY FAMILY IT'S A LONG DAY AT OUR HOTEL READY-WOULD YOU BELIEVE IT? THE POLICE WAITING FOR SOMETHING CARNIVAL HAPPY

#### 1925-NO, NO, NANETTE Book by Otto Harbach and Frank Mandell, lyrics by Otto Harbach and Irving Caesar, and starring Louise Groody in a cast that Included Mary Lawlor, Weilington Cross and Charles Winninger. Harms, Inc. THE CALL OF THE SEA 100 MANY RINGS AROUND ROSIE I'M WAITING FOR YOU I WANT TO BE HAPPY (Available on the following records: Decca 29239 in A-600, Ella Fitzgerald with Chic Webb's orchestra; Columbia 36427 in .C-77, Meyer Davis orchestra; Columbia 36438 in

## FIGHT FOR ME

TEA FOR TWO (Available on the following records: RCA Victor 28-0408, Russ Case orchestra; RCA Victor 25529, Benny Goodman Quartet; RCA Victor P(27395) In P-64, Joe Reisman, plano, with rhythm section; RCA Victor P(27765) in P-109, Fats Waller; Decca 23842, Joe Mooney Quartet; Decca 24029 in A-1924, Bob Grant orchestra; Capitol 15273, Barclay Allen and His Rhythm Four; Columbia 36425 In C-77, Meyer Davis orchestra; Columbia 36164, Alec Templeton; Columbia 37528, Dinah Shore and Frank Sinatra; Columbia 4266-M, Andre Kostelanetz orchestra; Columbia 7555-M, Morton Gould orchestra; Columbia 36437 In C-76, Fred Feibel, novachord.); YOU CAN DANCE WITH ANY GIRL HELLO, HELLO TELEPHONE GIRLIE WHO'S THE WHO? PAY DAY PAULINE

#### 1926-OH, PLEASE

Book and lyrics by Anne Caldwell and Otto Harbach, and starring Beatrice Lillie in a cast that included Charles Winninger and Helen Broderick. Harms, Inc. HOMELY BUT CLEAN SNAPPY SHOW IN TOWN NICODEMUS I'LL STEAL A STAR I KNOW THAT YOU KNOW (Available on the following records: RCA Victor 25592, Lionel Hampton and his orchestra; Decca 24036 in A-1926, Marlene Fingerie and Arthur Schutt, piano duo; Columbia 36331 in C-70, Frankie Carle; Columbia 36633 in C-93, Teddy Wilson; Columbia 36427 In C-77, Meyer Davis orchestra; Capitol 20062 in BD-29, King Cole Trio; Capitol 20130 in BD-58, Benny Goodman Quintet; Capitol 15322, Art Van-Damme Quintet.) WONDERFUL GIRL LOVE ME I CAN'T BE HAPPY THE GIRLS OF THE OLD BRIGADE

#### 1927-HIT THE DECK

Book by Herbert Fields, lyrics by Clifford Grey and Leo Robin, and presented by a cast headed by Louise Groody, Stella Mayhew, Charles King, Bobbie Perkins and Roger Gray. Harms, Inc. JOIN THE NAVY WHAT'S A KISS AMONG FRIENDS? HARBOR OF MY HEART SHORE LEAVE LUCKY BIRD LOOLOO NOTHING COULD BE SWEETER SOMETIMES I'M HAPPY (Available on the following records: RCA Victor 28-0407, Russ Case orchestra; RCA Victor 25090, Benny Goodman orchestra; Decca 24043 in A-1927, Bob Grant orchestra; Columbia 36746 in C-105, Eddy Duchin, piano with rhythm section; Capitol 10034 in CE-18, Al Casey and his sextet; Capitol (See Vincent Youmans on page 88)

#### 1929-GREAT DAY

Book by William Cary Duncan and John Wells, Lyrics by Billy Rose and presented by a cast headed by Mayo Methot, Allan Pryor, Walter C. Kelly and Miller and Lyles. Mills Music, Inc. DOES IT PAY TO BE A LADY I LIKE WHAT YOU LIKE HAPPY BECAUSE I'M IN LOVE GREAT DAY (Available on the following records: RCA Victor 28-0407, Russ Case orchestra and chorus; Decca 23412, Dick Haymes and Andrews Sisters; Decca 23578, John Raitt and chorus; Columbia 36428 in C-77, Meyer Davis orchestra.) ONE LOVE SI SI SENOR OPEN UP YOUR HEART THE WEDDING BELLS RING ON MORE THAN YOU KNOW (Available on the following records: RCA Victor 20-1877, Perry Como and Russ Case orchestra; RCA Victor P(27684) in P-102, Helen Morgan; Decca 24049 in A-1929, Marlene Fingerle and Arthur Schutt, plano duo.) PLAY THE GAME SWEET AS SUGAR CANE WITHOUT A SONG (Available on the following records: RCA Victor 36396, Frank Sinatra with Tommy Dorsey orchestra; RCA Victor 1507, Lawrence Tibbett and orchestra; Decca 23578 in A-470, John Riatt and orchestra; Capitol 117, Ray McKinley and orchestra; Columbia 36428 in C-77, Meyer Davis orchestra.) SCARECROWS 1930—SMILES Book by William McGuire. Lyrics by Clifford Grey, Harold Adamson and Ring Lardner, and presented by a cast headed by Marilyn Miller, Fred and Adele Astaire, Paul Gregory and Tom Howard. Mills Music, Inc. THE BOWERY SAY, YOUNG MAN OF MANHATTAN НОТСНА МА СНОТСН TIME ON MY HANDS (Available on the following records: RCA Victor 20-1930, Artie Shaw and his or-

chestra; RCA Victor 11-8813, Nan Merriman with orchestra; Decca 23997 in A-570, Guy Lombardo; Decca 21152, Elvira Rios (in Spanish); Decca 24053 in A-1930, Ted Straeter orchestra; Columbia 36685, Count Basie and his orchestra; Columbia 4290-M,



The Billboard

## MUSIC

43

## Wets, Drys Lock Horns Over Beer

**Coast RWG Threat** 

TV Doesn't Hurt College Game \$\$

(Continued from page 3)





## The Billboard



MUSIC

44

5

.

ARE NOW COVERING **RECORD STORES** . . . We have a Time-Tested, Sure-Selling Item. **Product Is Well Known** Throughout the Country And Very Little Time Is Necessary When You Make Your Routine Calls.

ALL INQUIRIES HELD IN STRICT CONFIDENCE **BOX 488** The Billboard 1564 Broadway New York City 19



**Register for January Semester** ADVANCED COURSES FOR PROFES-SIONAL MUSICIANS, VOCALISTS, AR-RANGERS, TEACHERS, DANCE BAND LEADERS, SONG WRITERS, CHORUS CONDUCTORS.

Faculty of 48, including noted musicians and concert artists. American com-posers staff the theory, composition and arranging department.

PRIVATE INSTRUCTION in voice, all in-structions, arranging. CLASSES in theory, orchestration, conducting, teaching methods, etc. Preparatory and a d v a n c e d dance orchestras

VETERANS ACCEPTED FOR ENROLLMENT Day and Evening Sessions Catalogue "B" on Request



## NBC Has Own "T" Formation; **Net Shaping Eight-Man Team**

(Continued from page 5) operations.

Meanwhile, except for those spots open on the NBC line-vice-presidencies in charge of the radio network, stations and public relationsreports indicate that NBC plans no other vice-presidential appointments and that positions which, in the past, may have been held worthy of veepeeships, will hereafter be designated as departmental directors. The ultimate plan is to simplify, in this way, the NBC table of organization.

#### **Hunt New Men**

The open spots in the NBC front line are vice-presidencies for ownedand-operated stations: the AM network and public relations. NBC has been talking to candidates for the network post but hasn't been able to get its man. The public relations post is not likely to be filled until the distant future.

As is now stands, the NBC table of organization has certain inconsistencies, such as Vice-President Chick Showerman, Chicago, reporting to James M. Gaines, director of o.-and-o. stations, who is not a vice-president. This is in line with the elimination of the NBC Midwestern division and integration of that staff into the various AM and TV functions now set up as individual network units.

#### Inconsistencies

Another inconsistency exists in the sales picture, with Harry Kopf, AM sales head, a vice-president, while his teevee opposite number, George Frey, is not a vice-president. Similar situations exist elsewhere in the network organization. One reason for this is that NBC had its choice of depriving some execs of their veepee for WRC and WNBW. Eugene titles, creating new ones, or permitting the inconsistencies. The latter course was chosen as preferable,

since demotion would have involved for running the network's combined embarrassment and more veepee confusion.

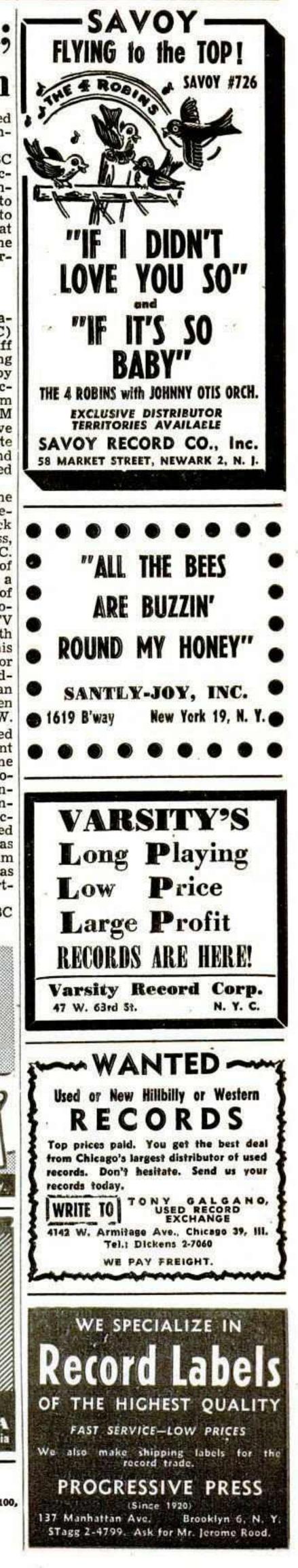
> It is also reported that when NBC does get its AM network man, Executive Vice-President Charles R. Denny Jr., who is currently doubling into the network job, will move over into tele temporarily to work with Pat Weaver, TV veepee, on getting the NBC tele structure completely organized.

#### Washington Set-Up

WASHINGTON, Jan. 14 .- The National Broadcasting Company's (NBC) Washington set-up underwent staff reorganizations this week in keeping with a pattern already announced by NBC network President Joseph Mc-Connel. General Manager William R. McAndrew, of WRC, WRC-FM and WNBW, announced that effective immediately there will be separate sales and program staffs for radio and TV at the stations which are owned and operated by NBC.

The reorganization includes the creation of a sound radio sales department headed by Mahlon Glascock and responsible for all sales, press, promotion and advertising for WRC. Jay Royen advances from the post of WRC-WNBW press manager to a newly created job of supervisor of WRC press, advertising and promotion, reporting to Glascock. A TV sales department was created, with Charles De Lozier as manager. This department is also responsible for WNBW's press promotion and advertising, with Thomas D. Geoghegan as supervisor. Geoghegan has been promotion manager of WRC-WNBW.

George Sandefer has been named head of a new controller's department



Words & Music by George Love Vocal by Buddy Woody "WHEN IT'S LOVE" Words & Music by Howard Caldwell Vocal by Hill Duffy Two records or four plano copies will be mailed to your address upon receipt of \$1.00, covering all charges and expenses. ART MUSIC CO. New York 19, N. Y. 1658 Broadway



**Mail Orders Shipped Promptly** Thru Your Local Distributor IF DIRECT-FREIGHT PREPAID STAR TALENT RECORDS 3313 OAKLAND DALLAS 15, TEXAS

**Record Stamping Plates** Somplete processing low rates fast service! Daily air express shipments prac-tically put our plant at your door. High fidelity reproduction mirror-like ap-pearance tops in craftsmanship Write for our rate card. THE CHARLES ECKART COMPANY 4080 Santa Monica Blvd., Los Angeles 27. Calif. Olympic 2901



(Continued from page 9) interim, WOI-TV is expected to carry the ball toward expansion of the video market in a 50-mile radius with about 600,000 population. As commercial stations are started in the area, WOI-TV will relinquish network ties and devote its full programing to university-produced shows.

It is reported that NBC and CBS have already made overtures to the station and that university execs plan to carry programs of all four nets. Rates have not been set, but it is expected that NBC will offer a basic \$200 per hour and CBS \$150 per hour, the normal rate structure for new markets of comparable size.

Hull explained that the threefold purpose of the station will call for regular programing, teaching of TV production and engineering and qualitative program research by the Iowa State College Statistical Laboratory.

For the first seven months the station will not have live shows and no TV camera. It will have its own film crew, however, and important news and educational events as well as sports will be put on sound film and run later. After the first period the station will have a remote unit, but there is great doubt that studio shows ever will be aired because of lack of local talent and the fact that most educational material can be filmed easily.

When station goes on the air its opening will be backed by the Des Moines commercial stations, retailers, special newspaper sections and other promotions similiar to those used to kick off commercial TV outlets.

Station cost about \$150,000 and will operate on Channel 4.

Juster, former WRC-WNBW program director, has been named manager of a new public affairs and integrated services department. Mc-Andrew previously had announced appointment of Kenneth French as manager of the sound radio program department and Ralph Burgin as manager of the TV program department.

Similar changes pend in other NBC owned AM-TV stations.





## NIGHT CLUBS-VAUDEVILLE Communications to 1564 Broadway, New York 19, N. Y.

## AGVA, Equity Tab War Waits Miami's Test: Kaye Vs. Miranda **AFRA's Decision**

(Continued from page 3) charged that only the entrance of George Brandt into the capsule grind show policy awakened its interest.

AGVA said that once Equity moved in on boiled down mellers there was nothing to stop it from controlling them if they played presentation houses or cafes.

AFRA holds the balance of votes in the Four A's and therefore its decisions are important.

After the furious session where both Equity and AGVA argued their cases at length, an unofficial vote showed six to five in favor of AGVA. As the arguments proceeded the unofficial poll veered to six to five for Equity.

The closeness of the sentiment resulted in a move to put the decision on AFRA's deferred agenda. It therefore referred the matter to its Chicago and Los Angeles divisions for action.

Whatever decisions are reached by AFRA's Midwest and Coast branches will probably sway the vote of the AFRA national executive board when it meets Wednesday (18) with the international board of the Four A's, which is expected to make the final decision.

EMA, VBA Set Merger; Plan

PHILADELPHIA, Jan. 14 .- With the merger of the Entertainment Managers' Association, comprising the club date bookers, and the Variety Bookers' Association, representing the nitery agents, completed, the combined group of percenters have adopted a new name. The new bookers' group will be known as the Interstate Theatrical Agencies Protective Association. The board of directors of both groups functioned all last year as a joint body with the membership merger effected with the new year. adopted and ratified, the new association will operate under temporary officers. Bob Bennett is serving as president, with Joel Charles as secretary. With the election of regular officers, the association also plans to engage a permanent executive secretary to handle the affairs of the group.



NEW YORK, Jan. 14 .- All the top brass of showbiz turned out for Dinah Shore's opening at the Wedgwood Room of the Waldorf-Astoria Thursday (12). The kind of dough they must have spent for caviar, champagne, steaks, not to mention the bottled hard stuff, probably gave the management enough on the opening night to pay Miss Shore's weekly salary.

The fact that her dough is comparatively insignificant is in itself part of Miss Shore's plan. The hotel is paying her only about \$2,500, but the prestige, build-up and other intangibles-not to mention the tax saving-make it worthwhile.

### **First in Eight Years**

In her first cafe date in eight years, Miss Shore, who once sang for car fare at WNEW, displayed in person the styling, the voice and phrasing that made her Columbia's top chirp. The room, jammed full of Hollywood personalities, music biz toppers and other showbiz wheels, was in the canary's corner from the walk-on. In fact, she got such an ovation on her entrance that she couldn't begin working.

Her songs were an imaginative blend of ballads, rhythms, novelties and included pops as well as stand-

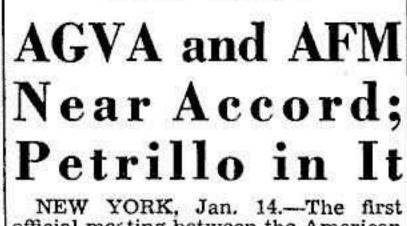


To season it still more she ards. threw in a couple of specials with spicy lyrics, and then a verse around a special gently ribbing Manie Sacks, Columbia record topper, for added laughs.

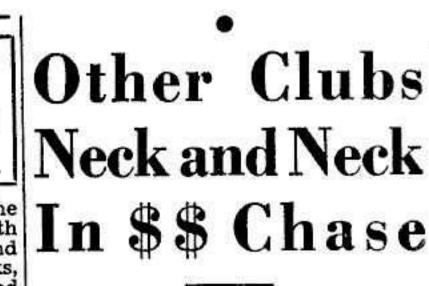
### **Good Mikework**

Miss Shore's mike handling was a masterpiece of showmanship. Tho obviously nervous, she covered it up with ad libs so skillfully it had the appearance of a routine. She came on at 12:15 and when she at last finished she had them all convinced that it isn't by accident she's one of the top song sellers in the biz. She has the talent.

Ticker Freeman and Harry Zimerman, her old-time piano-arranger and conductor, respectively, did outstanding jobs backing her with Emil Cole-Bill Smith. man's band.



official meeting between the American Guild of Variety Artists (AGVA) and the American Federation of Musicians (AFM) toppers held Tuesday (10) laid the groundwork for general peace between the two warring unions, which will be formalized by an exchange of letters between the heads of the two orgs. This was the first session attended by James C. Petrillo, AFM head, who has indicated that he will go along on AGVA's plans to set up machinery to settle problems of jurisdiction, long the principal bone of contention between the two factions. The chief outcome of this meeting, it was said by spokesmen for both AGVA and AFM, was an agreement to settle all disputes on an officer level rather than on an office level. \$331,000 in sales tax refunded to 17 For example, if a dispute arises in nitery ops a year ago. In addition the Kansas City, neither the branch AGVA nor the local AFM reps will intercede. Under the proposed setup the problem will be handled by top brass, who will make the final decision. The chief worry to AGVA people is the question of the 10 per cent travelling tax. Altho neither side will commit itself, it was indicated that AFM's executive board will go along on an interpretation that performers booked on AGVA from contracts, even tho members of AFM, will be free of the tax. It was agreed that the AFM executive board will reply to AGVA's first letter, dated about two months ago. This letter will act as a formal agreement, tho no terms will be mentioned.



**Big Budgets Need Big Play** 

MIAMI, Jan. 14 .- The big race for the available business here will start when Danny Kaye opens at the Beachcomber next Wednesday (18). His opposition will be Carmen Miranda at Copa City, with other clubs running neck and neck for the tourist buck.

The Danny Kaye booking was the result of a combo of circumstances. When Martin and Lewis finished, Ned Schuyler, Beachcomber op, seriously considered closing for two weeks until the Ritz Brothers and Martha Raye would come in. After making some dough with Martin and Lewis, he didn't want to lose with so-so attractions. Tony Martin, a pal of Schuyler's, interceded with Kaye, and late Monday (9) a deal was made.

#### Copa Not Too Hot

Business in the other spots ranges from plain bad to good. Copa City, which started off with an admission policy, has taken it off for Miranda. So far, business there hasn't been too good, tho the lounge, with Barry Gray, is doing okay.

The Five o'Clock, another Schuyler enterprise, with Jackie Miles, Lenny Kent and Danny Lewis, started off with a bang. Business is still good, the increased competition is expected to affect it. Kitty Davis's Romanian Restaurant did a land-office business with Sam Levenson and hopes to keep it up with Moyshe Osher and Michel Rosenberg. The spot is peculiar in its secular show policy. The beach always get a big Yiddish trade and the Danny and Kitty Davis spot is about the only spot on the beach that caters to it.

#### **Reforms** Planned

With a combined membership representing the majority of the town's booking agents, the association plans to institute a number of reforms affecting the booking industry. First one will be the creation of a minimum selling price for all acts and orchestras, with the asking price to include the agent's commissions. In that way it is hoped to curb bookers who whip down the prices of acts and bands or cut their own commissions in order to grab off a booking.

In standardizing the minimum asking price, which will include the commissions, there will be more legitimate bidding for jobs and the performers or musician will be assured of maintaining his price standard.

The association has also started negotiations with the American Guild of Variety Artists for a new Rule B agreement governing actor-agent re-The president agreelationships. ment covering booking procedures and grievances, was drawn up in 1944, and it is claimed that it is la has not been found so far. He has inadequate in keeping with conditions decided to continue experimenting existing today.

CHICAGO, Jan. 14.-Local nitery ops will have to dig deep to come up with sizable amounts covering the 2 per cent sales tax which wasn't paid in part of 1948 and all of 1949. Money will have to be paid to the State tax collector, following a decision by Illinois Supreme Court Thursday (12). The court refused to reconsider a ruling in 1948 that niteries were not responsible for the 2 per cent stipend.

Illinois Attorney General Ivan A. Until the new constitution has been Elliott said that steps are already being taken to recover thru suits over State is considering suits to collect an additional \$500,000 in taxes which niteries haven't paid since the refund rulng. The money was refunded after Judge William V. Brothers, of Circuit Court here, ruled in December, 1948, that night clubs were primarily in the entertainment biz and hence not subject to a retail sales tax. The Supreme Court reversed Judge Brothers' decision.

## **Community Theaters Try Det. Nabe Flesh**

DETROIT, Jan. 14 .- An experimental stageshow policy is being tried out for two days at the Lancaster Theater in the suburb of River Rouge, Mich., by Community Theaters, with Dorothy Donegan booked in for Friday and today. Several weeks ago the house used the Dr. Silkini horror show as a special midnight attraction, and has had amateur nights on a number of occasions.

Adolph Goldberg, partner in Community, admitted the Donegan booking, and characterized it as an experiment to find the type of stage policy that will work out in a major neighborhood house. He indicated the belief that a consistent show policy can prove successful, but the right formuwith different types of attractions.

## **Cross Purposes**

PHILADELPHIA, Jan. 14 .---Allan Cross, of the old Cross and Dunn team, has reason enough for returning to work as a single. Bowing at the Embassy Club here for the first time on his own, Cross, when asked why he keeps on working, explained:

"I still think you can make a four the hard way and that horse racing is on the level."

#### **Clover Club in Clover**

Over the causeway, in Miami, the Clover Club, probably the only spot in the area doing three shows nightly, is doing fine business. Current attractions are Jan Murray, Rose Marie and the Vagabonds.

La Boheme just wound up with Dorothy Shay, and Tony Martin is now on tap. The room figures to get the greentable money trade.

Mother Kelly's, with Gene Baylos on, continues to do a late business, with heavy trade from showbiz characters.

All in all, the early start wasn't too promising, but with the season beginning January 15, nitery ops hope the spenders will start patronizing their rooms in large enough numbers to justify the hugh show budgets.

## Jordan To Take **100G Vacation**

NEW YORK, Jan. 14 .- Louis Jordan will take a vacation which will set him back an estimated \$75,000 to \$100,000. Currently at the Apollo Theater. Jordan feels that doing six shows is beating him down and he wants a rest.

Jordan has canceled his Bop City date set for February 2, a tour of Jamaica, British West Indies, his Paramount date set for April and a series of one-nighters. Jordan expects to stay away from the business for three to four months.



### 46

## **NIGHT CLUBS-VAUDEVILLE**

## The Billboard

## January 21, 1950

## Roxy, New York

(Friday, January 13)

Capacity, 6,000. Prices, 80 cents-\$1.80. Four shows daily, five Baturdays. House booker, Bam Rauch. Show played by the Roxy Theater Orchestra.

Andy and Della Russell head the new Copacabana Revue and their showmanly warbling and uninhibited good spirits spark a vitamin-packed climax for a smartly paced bill. Styled along nitery lines, the show opens big, builds well and offers ample flash, tho the production numbers and set (a horse-shoe-shaped staircase with the ork on stage) are relatively unpretentious for the Roxy.

showed fine technique in playing to a Andy Russell's metamorphosis from vaude crowd. Using Hurry on Down a stiff, cold performer into an ace as a torpid, well-paced starter, she showman is comparable to Janet fed the customers Walla Walla Wash, Blair's recent switch from Grade B a perfect satiric tonsiling for the local movies to leading lady of the South gimmick. Her strongest stint was con-Pacific road company. He and his trasting Let Me Love You Tonight, wife, Della, a blonde looker in a dewhich made use of her snap finger collete gown, generate a terrific timing at a slower pace. The gal hit amount of solid entertainment and | straight for the mitts, with Real Gone healthy sex appeal. Their act teed off Guy, furnishing a socko recall with with Russell soloing on There's Yes, Fine Brown Frame and the depend-Yes in Your Eyes and a medley of his able Alexander's Ragtime Band. Capitol recordings. However, audience-wise, the team scored highest Booker and Earl Hyde primed Miss when they joined forces on some well-Lutcher with perfect support. Subordinate bills at house this week were timed, good natured mike banter and unusually solid. Red Watson banjoed a zippy special material number, well, plunking hard for a healthy Brother, You Could Be Replaced. The call-back with Street Rag. Jon and house was only half-full at the sec-Edna Torrence supplied a good terp ond show, but the Russells closed to a fine hand with a nostalgic round-up duo, with accent youthwise and most mitts gained on their version of the of old songs and a tongue-in-cheek collegiate slouch. soft shoe dance, backed by the Cona gals in brief pinafores and pigtails. Incidentally, Della Russell pulled a Judson, who exhibited definite bobby sox appeal in tunes tackled. The lad's vocal switch on this number and revealed her operatic-trained soprano voice is a bit thin on soft passages, to good advantage. choruses. Judson nursed a good re-

Jay Marshall, a brilliant satirist. supplied a smooth contrast for the exuberant Russells with his slyly understated comedy patter and talented left hand mimicking of a rabbit. The act was a big yock-drawer, but he garnered a sizable amount of intellectual snickers and bowed off to an excellent hand. The remainder of the rather terpheavy bill included the attractive ballroomologists, Fred and Susan Barry, and a cocky young acro-tapper, Bobby Brandt. The Barrys are personable youngsters and their routines are imaginatively executed with fine flash on their acro spins. Their contrived cuteness, tho, gets out of hand and fore, but it's his fast flying tap roubecomes downright irritating.- The tines that gets the top hand. Bob same holds true of Brandt, who Hall's impromptu rhymes gets healthy showed far too much ability and potential sales appeal to rely on mugging for applause. Terri Stevens and Gordon Gaines were also on hand to warble a few choruses during the production numbers, tho spotlight was on the wellcostumed, eight-girl line.

## VAUDEVILLE REVIEWS

Palomar, Seattle

(Wednesday, January 11)

Capacity, 100. Price policy, 50 cents to \$1.25.

This house's new expanded policy

registered with Nellie Lutcher as this

week's feature property. At late show

caught, Nellie in her first Seattle ap-

pearance was wonderful. While the

gal may frame better in a room, she

The skin-bass combo of Benny

The emsee chore is handled by Paul

but registered well on final blast

ception with his I Wear a Saddle on

My Heart which he has cut for Su-

**Orpheum**, Los Angeles

perb Records.

Pic, Red Light.

Number of shows, three daily, four on week-

ends. Show booked by Joe Daniels. Played by

Ray Watkins house ork.

## Palace, New York

(Thursday, January 12)-

Capacity, 1,700. Price range, 50 cents-\$1.20. RKO chain booker Dan Friendly. Four shows daily; five Saturdays. Show cut by Don Albert's house band.

With the wonderful lighting and staging job of Dave Bines backing the acts, the current show ran and looked well, keeping an even keel between sight and ear acts for a well-balanced show.

Openers were Tommy and Margot Connie, a cute couple of hoofers. Team gets a lot of spirit into its work, tho it doesn't sell too well when only the boy's on-stage. One reason is that the boy's routine is a little too hep for a Palace audience. He makes his steps look too easy. The added flash when his wife comes back in semiballet terps is what helps sell them.

#### Anne Rooney Okay

Anne Rooney, on in three, had a beautiful set to work in front of, tho she spoiled some of the sight values by poor gowning. She's a little bit of a blonde trick, but in her long gown she looked like a kid acting grown-up. Like most youngsters coming out of pictures,' she's had trouble finding material for personals. Actually Miss Rooney is a skillful singer with a surprisingly big voice. Without the movie tag she could make the grade on just voice alone She started with S'Wonderful, followed by the novelty used by almost every little girl singer, Please, Take Me Home This Moment. For her finale she tied up a series of take-offs (Judy Garland - Danny Kaye) into a plausible whole. Actually the canary is good enough to forget so-called impressions and go out on her own.

## Chicago, Chicago

(Friday, January 13)

Capacity, 4,200. Price policy, 50 to 98 cents daily. Five shows weekdays; six show weekends. House booker, Harry Levine. Show played by Louis Basil's house band.

Current stanza is good until the headliner, Jules Munshin, recent Hollywood immigrant via Broadway legit, appears in the wind-up. While Hollywood stars have a low average in vaude houses, Munshin is way below par. A Gil Lambish-looking fellow, Munshin completery lacks the feel of a vaude audience and so does his material. He opened with hackneved gags, then went into a parody on classical chirping that completely missed. He hit his low in a burlesque on Laurence Oliver as a train caller. Act pepped up a bit at closing when he brought on his frau, Ann Anderson, with whom he did an animated McNamara's Band. If film moguls value this lad's future, it would be well to prepare him for a personal appearance tour.

Francisco and Delores got the show off to excellent start with their nifty perch turn. They worked rapidly to grab attention immediately. Hal Leroy did a good job in giving out a varied program of dancing that grabbed a neat return. His casual patter, between numbers and while he does his sitdown dance, went over big. His closer, in which he does the late Bill Robinson, sent him off to salvo.

The Five DeMarco Sisters look like naturals for live appearances. Confining their work in the past to New York radio because two of the gals were underage, the quintet show native charm and ability. The King waxing group's enthusiastic delivery projects easily and won top response. Their a capella version of Sweet Sixteen is good pacing

Pic: Dancing in the Dark.

Johnny Sippel.

June Bundy.

IN PHILADELPHIA, PA. HOILSPRUCE 200 OUTSIDE ROOMS from \$2 DAILY SPECIAL WEEKLY RATES HOUSEKEEPING APARTMENTS New Tile Baths Beautiful Air Conditioned Cochtail Lounge WWAIKING DISTANCE OF ALL THEATRES

STEP BIG ANOTHER For the 4 STEP BROS. AMERICA'S FOREMOST DANCE QUARTETTE **OPENING JAN. 27** FLORIDA COPA CITY JUST CLOSED 5 BIG WEEKS, CHEZ PAREE, CHICAGO

(Wednesday, January 11)

Wil Stevens,

Capacity, 2,200. Price policy, 50, 65 and 90 cents. Four shows daily. House booker, Bili McIlwain. Show played by Rene Williams' house ork.

Will Mastin Trio gives the current eight-act bill an exciting wind-up. Sammy Davis Jr., group's spark plug, uses more vocal mimicry than bemitting.

Andrini Brothers display plenty of polish in their Mexican song cycle, capably accompanying themselves on guitar and mandelira. Evress and Dolorez offer difficult wire feats, with the fem adding plenty of eye appeal. Hal Sherman's comedy attempts are feeble, his material badly showing its age.

Rubber-limbed Ruby Ring draws gasps with her unusual contortions. Cooper Sisters bring chuckles by burlesking the old tunes, but vocal antics grow tiresome thru overuse of gravel voices. Wells Brothers (3) on the horizontal bars get the show off to lively start. Lee Zhito.

Jimmy Jimae and Company (later is his wife, who's on to dress the act) is a very clever magician. His multihandling of cards (with gloved hands) is deft. His handling of lighted cigarettes, cigars and pipes is imaginative while his paper-tearing bit had a novel twist that pulled big hands.

#### George Dunn Has It

George Dunn's Western twang and a deliberate slow delivery, in a sly, off-hand, almost throwaway manner, won him quick responses. The boy works somewhat like Herb Shriner or Will Rogers, using philosophical observations for big sneak yocks. His lariat twirling, which he kids, plus a novelty dance walk-off, registered very big. Dunn is a real comedian who should make the grade.

Coco, Steve and Eddy were real hits almost from their walk-on. Their comedy knockabout acros, combined with some clever balancing tricks, were smash.

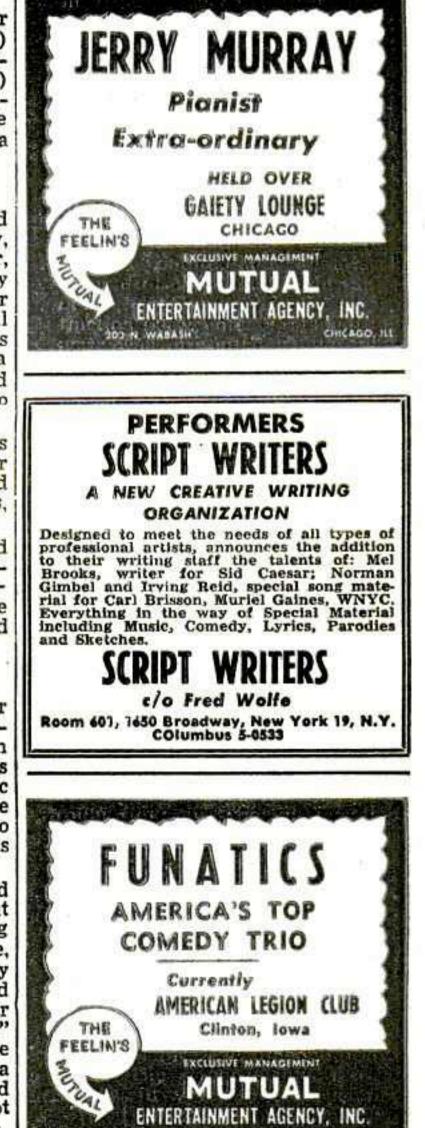
The Ben Yost White Guards did okay with the usual Yost arrangements of the Ranger Song and longhair potpourri typical of all Yost male singing groups. The five boys looked well and sold in good fashion.

### **Keaton and Armfield**

Keaton and Armfield (the former Faber and Wales) killed them. Georgette Armfield's white face dead-pan slovenly make-up, plus Neal Keaton's expert line handling, got terrific yocks. The reverse strip ending in the metamorphosis of Miss Armfield into a beautiful well stacked red-head was strictly big-time.

Beebe's Hollywood Bears worked in front of a circus drop for good sight values. Unfortunately, the bears being what they were, refused to co-operate, getting giggles where presumably none was called for. Beebe managed to get one bear on a bicycle, another on skates, waltzed with one, "sang" with another. The slip came in the tight wire rope bit. Announced as a two-footed stunt, the animal crawled across on all fours. However, it got laughs and apparently satisfied.

Pic, The Nevadan. Bill Smith.



CHICAGO, IL



**NIGHT CLUBS-VAUDEVILLE** 



## **Empire Room**, Palmer House, Chicago

(Wednesday, January 11)

Capacity: 500. Price policy, \$1-\$1.50 cover, plus \$2 minimum. Shows at 8:30 and 11. Exclusive booker: Merriel Abbott. Choregraphy, Eadie Barstow, Publicity: Freddie Townsend, Estimated budget this show, \$7,500. Estimated budget last show, \$8,000.

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

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

Miss Abbott has her line laying off for this show and has brought in the Chandra Kaly Dancers (three gals and two boys) for a welcome change. Quintet differs from other impressionistic dance groups because of its rich costuming and background music.

While there are a number of acts doing impreshes of musical instruments, Rex Ramer, British import, job. is hard to match. Lad opens with trumpet in hand, and it isn't until the trumpet is dropped for the last chorus that anyone is aware of the illusion. He followed with excellent mimicking of other instruments. His finale, in which he does on interpretation of Spike Jones's Cocktails for Two, was great.

Bela Kremo, Swiss juggler and balancer, has something different in maneuvering of hats a la Ted Lewis. His hat balancing and juggling reaped healthy mitts. Lad does excellent three-ball juggling, but must remember to face different ways in a large room, for his close handling was missed by those not directly in front of him. Closed with cigar box juggling. Eddie O'Neal is back, fronting an ork that's tops for hotel dancing. His cutting of the show was flawless. Johnny Sippel.

St. Regis, Maisonette, New York (Tuesday, January 10)

Capacity, 170. Shows at 9:30 and 12:30. Price policy, \$1.50-\$2 cover. Owner, St. Regis Op-erating Corporation. Manager, Pierre Bultinick. Booking, non-exclusive, Publicity, Timmie Rogers. Estimated budget this show, \$850. Estimated budget last show, \$600.

Rosalind Courtright has shown remarkable improvement since last caught. Where she used to be another pretty girl singer, she's now become a competent song seller with emphasis on the selling. She has acquired a rich velvety voice, little pieces of business and a projection which registers plus all the way. On the show caught she opened with Bluebird on My Window for an effective entrance and then went into the two big numbers from Gentlemen Prefer Blondes and just about broke them up. Unfortunately she built so fast that songs which followed were anticlimactic, indicating a need for additional material or a re-routining of her act. The very attractive Miss Courtright has plenty of savvy, and there's little doubt but that she's made the changes to make her act a stand-out all the way.

Milt Shaw's band backed the canary in skillful fashion. Laszlo and Pepito's outfit did an okay relieving Bill Smith.

## **Philly Niteries Make Major Policy Changes To Lure Biz**

spite of all the folderoos rumored in nitery circles here, everybody's holding on for the time being, tho major policy changes are being made.

The Click started the policy switching by taking the emphasis away from name bands and placing it upon disk jockey Eddie Newman, who does his nightly 11 p.m.-2 a.m., stint direct from the room via WPEN. Also doing a switch was Joseph E. Mears, manager of the Benjamin Franklin Hotel, who featured an ice show on a portable rink for the past seven years in the Garden Terrace. He turned to variety fare with Howard Lanin staging the floor goings-on. With the emphasis on bringing in new names for the local scene, new policy kicks off with songbird Vivian Swanson and the Mystics in the lead and Early Denny's music.

### **Spiegel's Changes**

Also making a policy switch is Abe Spiegel's Little Rathskeller. After all its years of operation, the room gives up the floorshow in favor of continuous musical entertainment with two quartets, a trio and a single. Trudy Richards, former Charlie Barnet band canary, is the single, coupled with the Mystery Quartet

## IN SHORT

## New York:

The New York Liquor Board is asking Congress to cut liquor taxes to eliminate bottlegging, now on the increase. . . . Frank Sinatra is tentatively set for the Capitol in April. Jack E. Leonard is to be on the same bill. . . . Veterans' Hospital Camp Shows are now hiring four-girl lines for long tours at \$75 a week. Boots McKenna is putting together the first one.

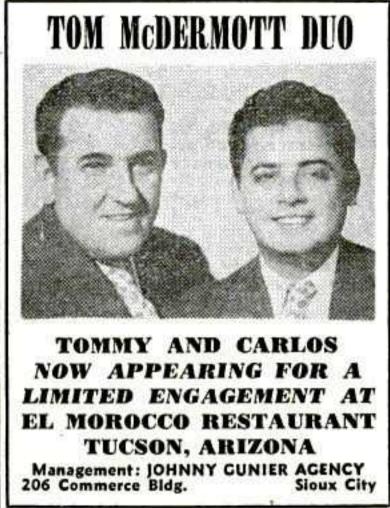
PHILADELPHIA, Jan. 14. - In | and the Don Haven Instrumental Quartet plus the Bell Recording Trio. Other policy switches find the Latin Casino, after failing to bring 'em in with the top names, turning to lowbudget shows; celebrity rooms sticking to the intimate revue but adding a session to make it three shows nightly, and Ciro's adding a Saturday matinee.

47

Only fold was the Ebony Showplace, non-alcoholic nitery on the site of the former Fawn Club in the nabes. Iz Bushkoff, who made a big success with Creole Burlesk at his Town Tavern across the river in Delair, N. J., couldn't score at all with the same type of entertainment on this side of the river. He gave up after four days with a non-alcoholic policy and a \$1 plus tax admission fee. Bushkoff, who holds a year's lease on the large room, is undecided whether to relight the spot as a ballroom or to bring in a liquor license, in which case he would return to the Harlem floorshow policy.

## Giovanni's, Detroit, Raided

DETROIT, Jan. 14 .- Prosecution of an after-hour club which officially served no liquor, on the grounds that it had no cabaret license, was the aftermath of a raid at Giovanni's Sunday morning. The spot, well patronized by show people because of its hours, has been visited by the police before, but no evidence of serving of liquor was ever found. The room, said to be owned by Charles Orlando and John Serra, has been using a small combo and occasional singers.



Monte Carlo, Pittsburgh (Friday, January 6)

Capacity, 200. Price policy, no cover, no minimum. Owner-manager, Allan Clark. Booking, May Johnston. Estimated budget this show, \$1,200. Estimated budget last show, \$1,000.

The town's newest and plushest room has built a big following with top-flight intime entertainers, and the bill this week had the usual topdrawer talent. Wilton Clary opened the show strong with carefully selected show tunes. His well-trained bary pipes went over big.

Lynn Breton, making her American debut, in the second slot, was lost in a maze of poorly selected material for this room. The girl has looks, a nice wardrobe and excellent delivery but her material meant nothing here. the gags, too, were weak. She opened strong and had them with a nice arrangement of True to You in My Fashion, but she let them stray for 10 minutes before getting them back with her Cockney version of Lovely Bunch of Coconuts.

#### **Thorsen Goes Over**

In the star spot, Eric Thorsen adjusted himself beautifully to the room and had the people sharing the microphone in the palm of his hand. Carrying the mike around the room, giving away carnations and sitting down at tables while singing, the handsome blond baritone proved one of the biggest hits the room has ever had. Certainly a strong picture bet, Thorsen is reminiscent of a younger Carl Brisson. He rocked the room with a special treatment of Stepping Out With My Baby and closed with some very effective community singing. Bobby Cardillo's Trio did their usual fine job in cutting the show.

Len Litman.

Dumart and Denzer, and English sight act, booked for the Palace April 13, is the first act to be booked so far ahead. . . . John and Rene Arnaut will be on the second bill at the London Empire, opening January 23. . . . The Journal of Commerce has announced that Russel Rhodes, former American vice-consul at London, will cover night clubs for that paper. The head of our desk says there's no truth to the rumor that "Cue" is dickering with Dean Acheson.

The Night Cap, the latest cafe to open in Newark, N. J., will start off January 20 with Ella Fitzgerald, followed by Fran Warren. The spot is booked by Spotlight Attractions. . . . A snazzy East Side hotel and American Guild of Variety Artists (AGVA) are writing lawyer letters to each other. It may explode soon, with AGVA threatening to pull hotel's shows. ... A columnist for a local tab is boasting about the number of tickets he's sold for his own testimonial dinner. . . . Georgia Gibbs will join the Danny Kaye show in Miami.

Mitzi Mayfair will produce "Mitzi Mayfair Dancers" for the Strand. to preem there January 20. She hopes to book the unit into clubs and theaters after its initial date. . . . Bruce Becker is now with Abby Greshler, handling legit and TV. Becker was formerly with the Morris office.

## **Philadelphia**:

Buddy Lewis, has a new letterhead which reads: "Not Your Pal Joey But Your Buddy Lewis." . . . Alan Cross, Henry Dunn's former partner, is now doing a single at the Embassy Club. Dunn quit singing to become executive secretary of the American Guild of Variety Artists.

Mush Bodek has pulled out as manager of the Club Hi-Top at Chester, Pa., to link with the Embassy Club across the river in Camden, N. J. . . **Bill Kimmel** quit as food concessionaire at the new non-alcoholic Ebony showplace nitery after the first week-end.

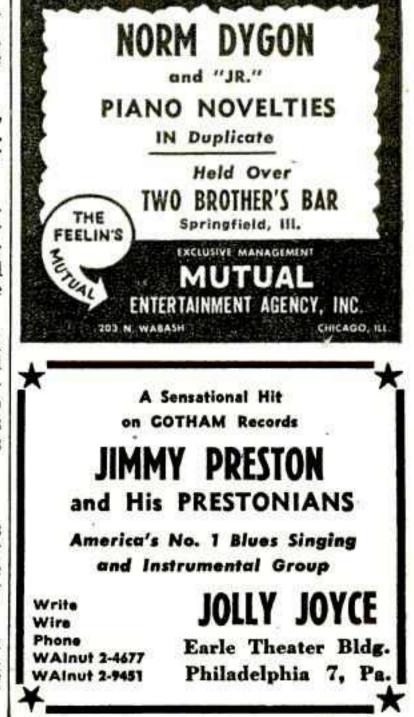
The Jolly Joyce Agency here has added to its stable of Western attractions and Negro vocal and musical units. New units include Jimmy **Preston** and His Prestonians, jump combo which provided best-sellers for the Gotham label; the Four Blues, with Arthur Davey, instrumental-vocal group, and the Bill Williams Quartet, headed by the former lead with the Charioteers.

Added to the Western wing are the Three Broome Brothers and Johnny Bryant, linked with Monogram Pictures and Crystal Records, and the 20th Century Pioneers, Western musical unit at the 20th Century Tavern here and linked with 20th Century Records. Also recently added to the Joyce roster were the Three Hollywood Stooges, who come east this spring, and Herb Kenny, the speaking voice with the Ink Spots, who was placed by Joyce with Aladdin Records.

### Here and There:

Eight-act vaude bills, which have been playing on Sundays at Loew's Lyric Theater, Bridgeport, Conn., for the past five months, were suddenly discontinued after last week's performances on orders received from the Loew office. The house, which is a 2,170-seater, has been playing to only fair business.

Walter's Night Club, Bridgeport, Conn., changed hands last week when Carl Rust took over. Rust used to be with the Longchamps Restaurants and waiter-captain at the 21 Club in New York. The name of Walter's has been changed to Trianon Restaurant.



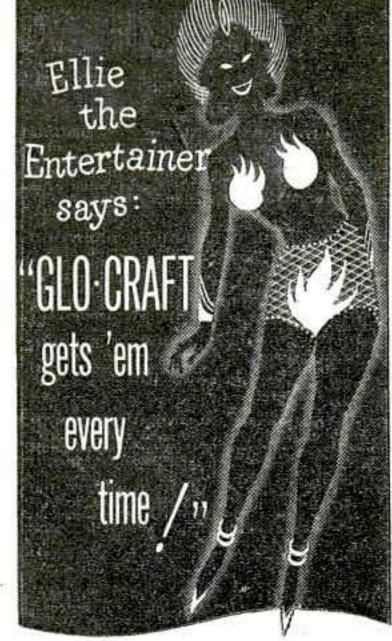


NIGHT CLUBS-VAUDE GROSSES

The Billboard

## January 21, 1950

SELAN'S



Black Light Materials for your act including original Glo-Craft Paints and Fabrics and Black Light Units may be obtained from SWITZER BROTHERS, Inc. 4732 St. Clair Ave. **Cleveland 3, Ohio** "The First Name in Fluorescence"

FRANK WALKER the Showman's triend WELCOMES YOU TO THE **ALEXANDRIA HOTEL** 

## **Inevitable Post - Holiday Dip Drops Stem Take to 401G**

able reaction hit the Stem combo houses after the two big holiday weeks, with the result that the overall take sank to \$401,000 after the previous week's \$613,000.

Radio City Music Hall (6,200 seats; average \$134,000) went back to \$120,-000 with its Nativity and On the Town, against the previous week's \$177,000. The show started with \$172,000 respectively.

Roxy (6,000 seats; average \$78,000) dropped about 50 per cent when it with Vic Damone and Prince of Foxes, against the previous stanza's \$115,000 and an opening of \$150,000. The new show, preemed Friday (13). Whirlpool.

Capitol (4,627 seats; average \$55,week with the De Marcos, Eddy Duchin, Mitzi Green and Adam's Rib. went to \$80,000.

Paramount (3,654 seats; average \$73,000) drew \$85,000 for its third the yearly average for this theater. and Delilah. The previous week saw \$125,000 after a preem of \$132,000. week with Vaughn Monroe and Inspector General, after an opening of bill will be held over. \$90,000.

previous week's \$26,000. The new be touched again.

NEW YORK, Jan. 14 .- The inevit- | bill (reviewed this issue) has George Dunn, Keaton and Armfield, six other acts and The Nevadan.

## **Jane Russell** 66G in Hub

BOSTON, Jan. 14.-It is doubtful \$150,000 and went to \$155,000 and if anybody expected the avalanche of business which ensued at the RKO Boston brought in by Jane Russell on stage and the flicker The Outlaw. counted \$60,000 for its third week The first week, ended January 4, found the gross at \$66,000, within an ace of meeting Dick Haymes's house record of 1946. Haymes played to more people. But the prices for has Andy and Della Russell and Russell and The Outlaw were upped only about 10 per cent, (75 cents to \$1.10). This gross was on the basis 000) tumbled to \$65,000 for its third of five shows a day during the holiday week.

For the second stanza beginning The show started with \$112,000 and January 5 the house reverted to its customary four-a-day and grossed about \$36,000, which is nearly twice week of Russ Case's ork and Samson Third week began Thursday (12) and looked to hold up very well. In fact, the house is now on a day-to-Strand (2,700 seats; average \$22,- day basis practically, and if things 000) slid to \$50,000 for its second continue to go as well, there's no telling how many more weeks the

But the biggest splash of the en-Palace (1,700 seats; average \$20,- gagement so far was the smashing 000) got \$21,000 for Guy Kibbee, of the house day record. On New Johnny Downs, six other acts and Year's Day the cash register showed Traveling Saleswoman, against the \$14,000. That probably will never





ATTENTION ENTERTAINER

NEW parodies, FRESH monologues, ORIGINAL gags, BAND novelties, comic song titles, clever routines, jokes, mirthful patter, laugh-producing dialogues. All in the NEW sensational EMCEE magazine. Subscription only \$2. Add \$1 if you want four useful gag-packed back issues. Write NOW!

EMCEE, Desk 61 1508 South Homan Ave. Chicago 23, Ill.



## SCRIPTS AND LYRICS

Do you need show material? Do you need a lyric for your special act? Do you need a light comedy or dramatic bit for radio or television? Describe your style and need in detail. Ridiculously low prices for those entering television, radio, or show business.

AMY SHARRON NEW YORK, N. Y. **12 WEST 72 STREET** 

Wanted at Once-Good Trio Dance Music and Vocals, Commercial Music; \$120.00 per week, room and board. 24 hours' work a week, Sundays off. Wire THE RIVIERE HOTEL SWANTON, VT.

## **GIRLS WANTED**

Chorus, Specialty, Exotic or Strip Dancers in any line. Can give immediate work in Balti-more's famous Piccadilly Club. Can use any acts passing thru also.

PICCADILLY CLUB 115 W. FAYETTE ST. BALTIMORE 1, MD.

## G. R. Variety Club Installs

GRAND RAPIDS, Mich., Jan. 14 .--Edward K. Lane, of Sparta, Mich., was installed as chief barker of Grand Rapids Variety Club, Tent No. 27, at the recent inaugural dinner here. William McGraw, Dallas, executive director of Variety International, was speaker.

## **Alarmed Over** 2 A.M. Curfew

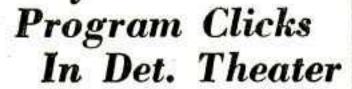
CINCINNATI, Jan. 14.-Rumors were circulating last week that some Newport, Ky., niteries may shutter as the result of a ban on all-night gambling in the town. Limited gaming, along with a policy of dining and name shows, will not produce enough revenue for the spots, observers believe.

The clampdown on gaming after 2 a.m., when casinos get most of their action from Cincinnatians, came after four new city commissioners took office Tuesday (3). They had been sponsored by the Newport Civic Association (NCA) in the November elections and were elected on a "reform" platform with limited gambling. The new ordinance directs that clubs must close between 2 and 6 a.m. weekdays and 2 a.m. and 1 p.m. Sundays. Cafes must close at midnight and may not reopen until 6 a.m. weekdays or 1 p.m. Sundays. Nitery licenses were limited to 45.

With a 4-1 NCA majority, council's first actions were to name attorney Malcolm Rhoads city manager and place a limit of 110 on cafes and liquor licenses, the old quota. There are now more than 130 liquor licenses in town as the result of the outgoing board repealing the limit several weeks ago. Rhoads said that in the future when a spot goes out of business, its license will be taken up until the number is under 110.

## **CRACK ALEXANDRIA SAFE**

CINCINNATI, Jan. 14 .- Two armed burglars cracked the safe of Club Alexandria, Newport, Ky., at 4 a.m. Monday (9) and made off with \$24,000 in cash and "pledged" jewelry of customers valued at about \$3,000. The burglary occurred after operator Arthur Dennert and his two managers, Nate Rosen and Harold Marks, had left. Upon hearing a knock at a side door, William L. Poole, watchman, opened it, believing the men the safe, police said.



DETROIT, Jan. 14. - Recent experiment with an early American dance program at the Wisper and Wetsman-operated Eastown Theater indicates this innovation may have an important future as a businessbuilder, where other stageshow policies have failed to click. Over 1,300 people turned out for the show, despite a severe storm which kept many at home.

Clayton A. Perry, top authority in the old-time dance field, was booked in with his five-piece orchestra for the event by Joseph La Rose, Eastown manager, who concocted and executed the whole idea. Perry was for 22 years director of musical activities for the late Henry Ford. (He was the subject of a feature in the November 26 issue of The Billboard.) Caller Búrt Hall was booked, with an organized group of dancers in the now popular "square dance dress," to furnish the pattern and background, when the audience was invited to participate in subsequent numbers. The stage was well filled with couples from the house. In addition, the Monte Carlo Studios furnished a demonstration of square figures and the Virginia reel by groups of six juvenile dancers in special costumes.

Audience reaction was very enthusiastic, and plans for a repeat performance are being made. The square dance idea as presented here is popular in ballrooms, private parties, and various social groups, but is a novelty on the stage. Essential advantage is that the relatively few who are skilled enough to participate in a stage presentation are able to enterthe audience who prefer to watch at that stage.

to be milkmen. After gaining entrance the burglars tied Poole. A crowbar and drill were used to open

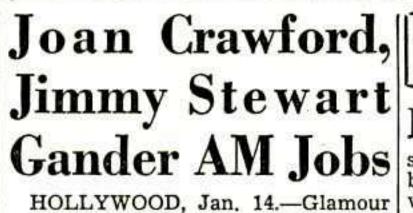








UCILLE AND EDDIE ROBERTS opened at the Monte Carlo, Pittsburgh, January 13, for two weeks, to be followed by the Whitehall in Palm Beach, Fla. . . . Augustus Rapp, old-time pro, has moved from Kalamazoo, Mich., to Colon, Mich. . . . John Calvert appeared at McKinley High School Auditorium in Honolulu, January 3-8, under the joint sponsorship of the Honolulu Teamsters' Union and Nuuanu YMCA. Opening night attendance was estimated at 1,200, with ducats pegged at \$2.40 and \$1.20.... S. David Walker, magicianmentalist, during a recent two-week stand at the Balkin Room, Miami Beach, Fla., appeared in two special shows at the Roney Plaza and Robert Clay hotels, that city, in conjunction with Eleanor Stone, singer. ... The Great Nahala, now playing a string of sponsored dates with his revamped magic-mental-spook turn, reports that he has booked with the L. J. Heth Shows for the 1950 season, with Richard Knollman inked to handle the openings. He will tote four fem assistants. One of his aids, Sallie Walker, is confined in a Maryland hospital with illness. . . . Gene Pronk writes from Lewiston, Me., under date of January 10: "We are in our fourth week with our lounge act at Hotel Marvin here, with at least another two weeks to go. From here we go to Portland, Me.; then to Boston for six weeks before moving into New York to continue with our big show in theaters, now using five people, but will carry 17 for the theaters. Recently finished the Schine Theater Circuit to good results. Played opposite Jack Baker (Silkini) in Syracuse. He packed 1,500 into the Paramount house, and I put 1,790 into the Schine Theater, next door, on the same night. Who said magic is dead?"



queen Joan Crawford is the latest Hollywood flicker star to bid for a regular radio series, inking a radio representation pact with the newly formed Robert Kenneth James Agency this week. La Crawford will be starred in a half-hour dramatic show to be based on famous plays, short stories and other properties. Show is being built by James Doolittle of the James office, and will be peddled for about \$9,500. Heretofore Miss Crawford has steered clear of anything but guest air shows. Another Hollywoodite to join radio's regulars this week was James Stewart, who was inked to a term pact on the Prudential Family Hour by the Benton & Bowles Agency. Stewart will appear as a permanent alternating star on the dramatic series, replacing Ronald Colman, who exited show to launch his new airer, Halls of Ivy. Stewart's first stint will be January 29.

## MARCH 13 HEARING

(Continued from page 4) express them, but whether Richards, whatever his own views, has and will adequately discharge the responsibility of a licensee."

This week's ruling marks the second time a date has been set for a hearing. The FCC originally slated one for March 23 and put it off after Richards's lawyers sumbitted affidavits that he was in poor health. The original charges were filed in early 1948 by the Radio News Club of Hollywood.

## North Carolina Charter

RALEIGH, N. C., Jan. 14.-The

Burlesque -By UNO\_

RIALTO, Chicago, is due to reopen January 27, with burly stock under new management thru bookings by Lou Miller, New York, whose opening principals so far include Al Rio, Jack Richards, Mervin Harmon, Melaine LaBeau and Nat Osborne, house singer. Phil Rosenberg, Hirst circuit exec is in Chi supervising arrangements for the change. . . . Members of the Roxy, Montreal, cast, Gayety vaude acts and sundry nitery performers were roused by fire early Monday (January 1) at the Broadway Hotel. Walter Brown, Roxy comic, was taken down a fire ladder from the fifth floor and sent to the hospital. He went back on the job after treatment for cuts. Harry White and his 14-year-old son and Ollie Beck, of Haynes and Beck, lost personal property but escaped uninjured and helped to wake others in time.... Sharon LaRue is doubling between house strips and the chorus at the Gayety, Washington. Christine Carol is another house strip. . . . Mandy Kay and Beulah Ferguson are with the Manhattan Sketch Book video program. . . Ruth Allen left a featured spot on a Hirst unit January 7 for Chicago niteries.

**TENANA** and Fifi, her monkey, opened at the Howard, Boston, January 9. . . Daisy Mae Treche, Fredi Karroll, Joan Alcott, Marie Sims, Lorayn Mallstrom, Adele Nihleen and Dorothy Stevens are new Montgomery-ettes at the Hudson, Union City, N. J. . . . Georgette Bouchea and her self-made flashlight exotic dance opens January 23 at the Blue Marlin, Worcester, Mass. ... Winnie Garrett, who missed her opening performance January 6 at the Roxy, Montreal, thru the grounding of her plane coming from Baltimore, is due to open January 20 for four veeks at the Club Samoa, New York. . . . Leah (Torchy) Wakefield, while at Zucca's, Los Vegas, was picked by Arthur Hornblow and John Huston, of MGM, for a screen test. . . . Lois DeFee and June March are at the Paddock Club and Sheila Ryan at the Gables, Miami Beach, Fla. . . . Anita Marie and Bubbles Darleen are new at the Colonial Inn, Hallandale, Fla. Marcia Edgington left after two weeks to' return to Los Angeles and the Burbank there. . . . Linda Leslie, re- extra added attraction.

## Senate Vote **Promised** on **Excise Taxes**

## Showbiz Doubles Efforts

(Continued from page 3) that he hoped the House Ways and Means Committee would go into the excise matter in the regular manner by conducting hearings, but that if it does not do so, he will bring to the Senate floor a minor bill relating to

the import tax on copper. Last session the Senate Finance Committee added a rider to this House-approved bill restoring excise rates in effect before the war started.

The round-about method of considering taxes is necessary in the Senate whenever the House fails to pass a tax bill which the Senate favors. Under the Constitution, bills relating to revenue and expenditures can originate only in the House. However, once a tax bill of any kind passes the House the Senate is free to amend it as it sees fit.

Tho not expressing any administration excise view in advance of the President's tax message due next week, Lucas's promise at least assures a Senate vote on a matter which has been buried in committee since the war on instructions from the administration.

Support for tax cuts is growing on all sides. This week the board of directors of the Theater Owners of America (TOA) heard a report from Julian Brylawski outlining progress of the committee on legislation and taxes of the Council of Motion Picture Owners (COMPO). The committee is meeting regularly in Washington to map out strategy for a cut in the

MAGICDOM MOURNS the passing of the popular Detroit trixster and magic maker, Al Caroselli, who died at his home in Detroit January 8 of a heart attack. Further details in Final Curtain, this issue. Jean Hugard is in St. Clare Hospital, 50th and Ninth Avenue, New York, with a broken hip sustained when a taxi caught up with him. ... Milbourne Christopher presented his magic lecture demonstration at the Century Club, Scranton, Pa., January 12. He also displayed his rare magic prints and engravings on Richard DuBois's WOR-TV magic program recently. Christopher postals of meeting up with Mr. and Mrs. Robert Harbin in New York last week. . . . Gerber the Magician is in the heart of the Ozarks on his first lap of a tour for International

ADMISSION AVOID GATE-CRASHERS with STROBLITE IDENTIFIER Hands of patrons are stamped with a



harmless invisible ink which becomes visible under the Stroblite UV Lamp. Widely used in Ballrooms, Rinks, Pools, Amusement Parks, etc.

Write for Information

STROBLITE CO Dept. B4, 35 W. 52d St. New York 19



## WANEED

Exotics, Strips, Burlesk Comics, also good Chorus Girls for stock. Send photos. Write, wire, phone. Irving Reinhart, Mgr.-Walter Budd, Producer State Theater, Canton, Ohio

secretary of state has issued a charter to Show Productions, Inc., of Winston-Salem, N. C., to produce and Authorized capital direct shows. stock is \$100,000. The incorporators were W. R. Clitherow, Louis Marsh and Crist Blackwell, ali of Winston-Salem.

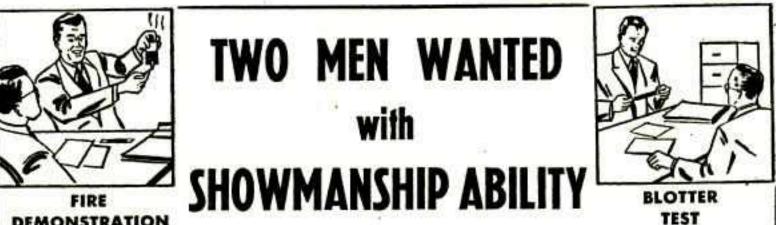
Harvester. . . . Wilbur the Magician (Gerald W. Peterson) infos from Ogden, Utah, that the magic lads in that sector are looking forward to Virgil's appearance in Ogden, February 21, with his full-evening show. . . . Emily Stanley, of Utica, Mich., widow of Guy Stanley, veteran pro magician, is handling the bookings for Harold Sterling in Michigan schools. . . . Syl Reilly is handling details for the 19th annual two-day magi-fest being presented by the Columbus, O., magicians at the Neil House, that city, February 3-4. A \$3-ducat covers everything, including the Friday night show and social party and the main performance Saturday night featuring John Giordmaine. Ten dealers will be on hand to display their latest wares, Reilly says.

## **Anticipation Blues**

HOLLYWOOD, Jan. 14. -Everything happens at once, as far as Tennessee Ernie (Ernie Ford) is concerned. In all his married years he had never left home. But then came his Capitol disking of Mule Train and he zoomed into popularity overnight. Ernie received a bid to appear at Nashville's Grand Ole Opry last Saturday (7) and while there he learned he was more than a father-to-be. His seven-pound son was born while he was away from home for the first time in his life. Mother and son are doing fine, but no one is sure about Ernie. Inspired by his wife, Betty, Ernie recently wrote and etched Anticipation Blues for Capitol.

admissions tax.

covering at the Earle Hotel, Philadelphia, from a wrist fracture suffered in a fall on stage during a scene with Harry Conley at the Troc, plans to go home to Omaha when able. . . . Jack Hayes is in his 30th week as producer-comic at the Third Avenue, Portland, Ore., where Betty Dickson is being held over another six weeks and Joy Powell is



DEMONSTRATION

Here is an opportunity for two men who have showmanship ability to train to make unusual earnings. We want men anywhere from 28 up to 65. Luke Ervine, former student in dramatics, earned \$1,033.26 in one month. Wiley Berry's amateur acting ability helped him earn over \$18,000.00 last year.

Professional or amateur actors and show people have an unusual opportunity to make big money in our sales field because of their poise, controlled facial expressions, trained voices and appearance. Our sales work is interesting and profitable. We offer excellent commission rates.



## IMMEDIATE OPENINGS

Write or wire today stating age, name and

qualifications if you are free to travel.

PRESIDENT, PANTHER OIL & GREASE MFG. CO. Dept. K, P. O. Box 711, Fort Worth 1, Texas



CELLOPHANE TEST





## LEGITIMATE

January 21, 1950

Communications to 1564 Broadway, New York 19, N. Y.

## 75% Try-Out Fee Cut OK'd **By Scripters**

NEW YORK, Jan. 14 .- A proposal by the recently formed Committee of Theatrical Producers ((CTP) was acted upon favorably by the council of the Dramatists' Guild Tuesday (10). The Guild voted to support CTP's all-over effort to cut legit production costs by conceding a 75 per cent cut in authors' royalties up to a three-and-a-half-week pre-Stem try-out period.

The Guild is the first union to make a practical break toward a reduction of skying try-out costs. It hopes others will join in the financial medication of the fabulous invalid.

### Standard Accounting System

The concession, however, will be granted only to producers using the standard accounting system, blueprinted by CTP and adopted by most theatrical accountants. The system sets a per diem limit of \$15 on outof-town living expenses for members of the production staff. Weekly managerial office expense for a straight play is pegged at \$100, for a musical \$150. This set-up was invoked by CTP in order to restrain possible managerial horseplay with backers' money and encourage investment confidence.

Standard Guild contracts predicate authors' royalties ranging from 5 to 10 per cent of the b.o. gross. A cut of 75 per cent of those figures obviously present a hefty saving in production. The concession will go into effect June 1 and run for a one-year trial period. Meanwhile, CTP will meet Monday (16) to consider an approach to other theatrical crafts for co-operation. In their view, reduced production nuts signpost more plays and more employticket prices.

## **Sides and Asides**

## Three Complete the Cast of Pemberton Piece

Final additions to Brock Pemberton's cast of "Mr. Barry's Etchings," starring Lee Tracy, are Tom Reynolds, Nick Ferber and Michael Folly.

## Jenkins Off for London To Produce Gide Opus

Set designer George Jenkins sailed Thursday (12) for London to produce as well as design a West End presentation of Andre Gide's dramatization of "The Trial" for an early March opening.

## "Great To Be Alive," Meredith Insists

Burgess Meredith, undismayed by the rapid shuttering of "Happy As Larry" Saturday (7) after three performances, is sticking close to the Stem with another vehicle in view. Perhaps intrigued with his singing chores in "Larry," Meredith is reported to have discussed an appearance in Vinton Freedley's forthcoming musical, "Great To Be Alive." There is little likelihood it will come alive.

## Warner's Eying "Salesman" for 600G?

A local rumor (via Hollywood) has Warner Bros. in the mood to pay 600G for the pic rights to "Death of a Salesman." Jake Wilk, Warner's Eastern production manager, says he hasn't heard about it and that the report doesn't ring true to him. However, "Salesman" management admits that Warner's are in the market for the play, but has no comment on the rumor, since other bids are under consideration. Whatever deal is made will be predicated on the control of the screen version by Director Elia Kazan and Author Miller.

## Eastman's "Pacific" Hits the Road

As previously reported (The Billboard, December 31) but officially announced last week, Dickenson Eastman will be featured in the Ezio Pinza role when the national company of "South Pacific" takes to the road April 24. Janet Blair will have the Mary Martin assignment on the road. The troupe opens a two-week stand April 24 in Cleveland, followed by a fortnight in Kansas City, 10 weeks in Los Angeles, six more in San Francisco, a week each in Denver and Des Moines, another fortnight in St. Louis and a wind-up of 24 showings at the Texas State Fair in Dallas. Thereafter the troupe will make Chicago its home base indefinitely.

## **Kate Slices Another 82G Melon for Backers**

"Kiss Me, Kate" management sliced another backers' melon last week, another 82G in profits. This 12th divvy tops off a sock profit total of \$527,585 as of last December 31. Management figures the song-and dancer will make its first million by the end of summer.

## New L. A. Theater Will Open Jan. 24

LOS ANGELES, Jan. 14 .- An org styled the Century Theater Group, spearheaded by John Claar, local tele producer, announces completion of a 380-seat legit theater. The house opens January 24 with a revival of The Fabulous Invalid.

Some reported backers are Hedda Hopper, Louis Mayer, Red Skelton and Bette Davis. Individual interests are limited to \$500 Invalid skeds a cast of 62. Maria Palmer, Harlan Howe, Charles Victor and Edward Clarke are in it. Claar's associates in the venture are Peter Prouse, Del Sharbutt and Roy Rowan, all radioites.

## **Preview To Benefit Thesps**

NEW YORK, Jan. 14 .-- Gilbert Miller has set aside the proceeds of the Friday (20) preview of The Cocktail Party at the Henry Miller Theater for the 26th annual benefit for the Episcopal Actors' Guild. The proceeds will be devoted to the Guild's charitable and relief work and somewhat to a new project, the establishment of a library of theatrical reference. The last, to be tabbed the Actors' Book Shelf, will be located in the Guild Hall of the Little Church Around the Corner.

| BillDoard<br>TRADE<br>SERVICE<br>FEATURE | BROA<br>SHOV<br>Performa<br>January | WL<br>nces | 0G<br>Thri |       |
|--|-------------------------------------|------------|------------|-------|
|  |                                     |            |            | S     |
|  | DRAM                                | A          |            |       |
|  |                                     | Oper       | ned        | Perts |
|  | Cleopatra                           | 12-21,     | '49        | 28    |
| Death of a                               | Salesman                            |            |            | 388   |
| (14)                                     | Story                               |            |            | 340   |
| Diamond                                  | Lil                                 |            | , '49      | 182   |

## **Music Circus Bows in Florida**

NEW YORK, Jan. 14.-Richard Rodgers and Oscar Hammerstein 2d are reported to be the principal backers of the Miami edition of St. John Terrell's Music Circus series, which Lawrence Schwab teed off Saturday (7). Terrell made a considerable success of his "song-and-dancer under canvas" bills in New Jersey last summer. The Miami schedule includes productions of The Desert Song. The Chocolate Soldier and Rose Marie.

## ROUTES **Dramatic and Musical**

- All You Need Is One Good Break (Locust St.) Philadelphia.
- An Old Beat Up Woman (Shubert) New Haven. Conn., 19-21.

Arms and the Girl (Shubert) Boston. As You Like It, with Katherine Hepburn (Nixon) Pittsburgh.

Ballet Theater (Music Hall) Kansas City, Mo Ballets de Paris (Opera House) Boston. Barretts of Wimpole Street (Royal Alexandra)

Toronto. Blackstone (Aud!!orium) Memphis, 20-21." Blossom Time (Great Northern) Chicago.

Brigadoon (Colonial) Boston.

Death of a Salesman (Erlanger) Chicago.

Detective Story (Blackstone) Chicago. Happy Time (Plymouth) Boston. Harvey (Palace) South Bend, Ind., 18; (Quimby) Fort Wayne 19; (Ind. Univ. Auditorium) Bloomington 20-21.

Inherit the Moon (Wilbur) Boston.

Inside U. S. A., with Beatrice Lillie (Mayfair) Portland, Ore.

Kiss Me Kate (Shubert) Chicago.

Light Up the Sky (Studebaker) Chicago. Mad Woman of Chaillot (Shubert) Philadel-

- phia.
- Man Who Came to Dinner (American) St. Louis.

Merry Widow (Forrest) Philadelphia.

Mr. Barry's Etchings (Hanna) Cleveland,

Mr. Roberts (Lyceum) Minneapolis.

Oklahoma (Biltmore) Los Angeles. Philadelphia Story (Metropolitan) Seattle.

Private Lives, with Tallulah Bankhead (Me-morial Auditorium) Louisville, 18-19; (Mur-

at) Indianapolis, 20-21.

Schwartz, Maurice (Walnut) Philadelphia. Skinner, Cornelia Otis (Curran).

Streetcar Named Desire (Empire) 'Syracuse, N. Y., 16-18; (Auditorium) Rochester 19-21. Streetcar Named Desire (Ford) Baltimore. Yes M'Lord (Cass) Detroit.

## ment-and perhaps even a cut in Waring Sought for "Edge of Sword" Lead

John Huntington wants Richard Waring for the male lead stint in George Bellak's "The Edge of the Sword," with which the Abbe Players experimented successfully a couple of months ago. Balleteer Kathryn Sergava is set for the fem lead.

## Mollie Picon Opens "Sadie Is a Lady" January 27

"Sadie Is a Lady" is the title of the Yiddish song-and-dancer with which Mollie Picon replaces her current vehicle, "Abi Gesunt." The star preems her new musical January 27 at the Second Avenue Theater.

## New Firm To Stage Martin-Colby Farce

Peggy Wood, Roger Stearns and Joseph F. Moon are a new producing partnership to present "The House on the Cliff," a farce by Erik Martin and Charles Colby. Plans call for rehearsals to start in early February. Fay Bainter and Roland Young are slated for the leads and Rex Harrington has agreed to direct. The show is capitalized at 55G and the partners expect to have the full amount in the till within the next two weeks.

## Menotti's "Consul" Goes Into Rehearsal

Chandler Cowles and Efrem Zimbalist Jr. put Gian Carlo Menotti's drama-opera, "The Consul," into rehearsal Monday (16) with a Philadelphia break-in skedded for mid-February. Marie Powers, vet of Menotti opera fare, has a top role in this new one. Also featured and set for a Stem debut is Patricia Neway. Menotti will direct.

## **Cornell Taking to Sticks with "That Lady"**

Katherine Cornell shutters "That Lady" at the Martin Beck Theater, New York, Saturday (28) and immediately takes to the road. The star will reopen in Chicago Monday (30) and continue thru Milwaukee, Minneapolis, Des Moines, Omaha, Kansas City and St. Louis before turning east in the spring. Baltimore, Philadelphia and Boston are on the final agenda.

## Jory Rehearsing for "Devil's Disciple"; Due January 25

Victor Jory arrived from the Coast Thursday (12) for co-starring rehearsals with Maurice Evans, Dennis King and Marsha Hunt in Shaw's "The Devil's Disciples," third on the New York City Theater Company's rep list at the City Center. Jory will play the Rev. Anderson. "Disciple" opens Wednesday (25) and plays thru February 5.

## **Bentley Heads New Chi Office**

Bill Doll & Company, Stem press agents, have opened a Chicago office at 4434 West Lawrence Street. Byron S. Bentley, vet Midwest drumbeater, is in charge.

## Sylvia Sims Doubles Into Village Nitery

Sylvia Sims, of the "Diamond Lil" troupe at the Plymouth Theater, New York, is doubling to head the new floorshow at the Club Chantilly in Greenwich Village.

| Know My Love  | 86    |
|---|-------|
| (Shubert)<br>Mister Roberts 2-18, '48                 | 451   |
| (Alvin)<br>That Lady                                  | 63    |
| (Martin Beck)<br>The Corn Is Green 1-11, '50          | 4     |
| (City Center)<br>The Member of the Wedding. 1- 5, '50 | 12    |
| (Empire)<br>The Rat Race 12-22, '49                   | 28    |
| (Barrymore)<br>The Velvet Glove                       | 24    |
| Coochy  |       |
| MUSICAL   | 12133 |
| Gentlemen Prefer Blondes12- 8, '49<br>(Ziegfeld)      | 44    |
| Kiss Me, Kate 12-30, '48<br>(Century)                 | 434   |
| Lend an Ear   | 452   |
| Lost in the Stars 10-30, '49                          | 88    |
| Miss Liberty 7-15, '49                                | 211   |
| (Imperial)<br>South Pacific 4- 7, '49<br>(Majestic)   | 324   |
| Texas L'il Darlin' 11-25, '49                         | 59    |
| (Mark Hellinger)<br>Touch and Go10-13, '49            | 128   |
| (Broadhurst)<br>Where's Charley?10-11, '48            | 528   |
| (St. James)   |       |
| ICE SHOWS   |       |
| Howdy, Mr. Ice of 1950 5-16, '49<br>(Center)          | 315   |
| CLOSED  |       |
| As the Girls Go11-13, '48<br>(Broadway)               | 420   |
| January 14, 1950                                      |       |
| Happy as Larry 1- 6, '50<br>(Coronet)                 | 3     |
| January 7, 1950<br>She Stoops To Conquer 12-28, '49   | 15    |
| (City Center)   |       |
| January 10, 1950<br>The Father11-26, '49              | 69    |
| (Cort)<br>January 14, 1950                            |       |
| COMING UP   |       |
| (Week of January 16)                                  |       |
| The Enchanged 1-18, '50                               |       |
| (Lyceum)<br>Allve and Kicking 1-19, '50               |       |
| (Winter Garden)<br>The Man 1-19, '50                  |       |
| (Fulton)<br>Dance Me a Song 1-20, '50                 |       |
| (Royale)<br>The Cocktail Party 1-21, '50              |       |
| (Henry Miller)  |       |
|   |       |



#### LEGITIMATE 51

## Off-Broadway Review

## **BLOOMER GIRL**

(Reviewed Tuesday, January 10) PRESIDENT THEATER A musical. Book by Sig Herzig and Fred Saidy.

Music oy Harold Arien, Lyrics by E. Y. Harburg, Produced by Sondra and Jay Gorney. Staged by Coby Ruskin. Sets by H. A. Conda'l. Costumes by Don Finlayson. Musical director, Asthur Lief. Dances by Rebocca Lee, Conductor, Paul Elisha, Accompanist, Joan Slessinger. Production manager, Norman Leigh. Stage manager, Mor-decal Stanislavsky. Presented by the Dramatic Worlshop and Technical Institute. Serena Applegate .....Jane Moultrie The Applegate Daughters

Horatio Applegate .....James Copeland Gus ......Bobby Brooke Evalina ......Jacquelyn Pipa The Sons-in-Law Joshua Diagle .....John Di-Ben! Herman Brasher ..... Dan Serritello Wilfred Thrush ......Charles Dicker Hiram Crump ..... Svd Briggs Dolly Bloomer ......Elizabeth Ross Jefferson Lightfoot Calhoun .. Phillo Matthews Prudence ......Diana Rogers Paula ......Aune Evans Heity ......Patricia Hacklin Sheriff Quimby ......Jack Liebling Deputies .. Travis Childs, Frank Moore, Frank Aletter Hamilton Calhoun ......Elliot Feder .... Tom Sullivan, Frank Aletter, Frank Moore Prisoner ......Lester Gilmore Governor's Aide ......Frank Moore

Continuing a practice to train and showcase its student actors for musical comedy jobs, the Dramatic Workshop of the New School for Social Research has come up with its most pretentious operation to date. The student thesps are offering a revival of Bloomer Girl, and considering the limited facilities of the President Theater's tiny stage, the telescoped version does all concerned much credit. As a matter of fact it is amazing how little of the trimmings of the original big musical director Coby Ruskin has had to eliminate in order to put it on in close quarters. The whole show is there, even to a streamlined edition of the second act ballet, and Ruskin has accomplished a fine job of adaptation in retaining the impression of the flavor and scope of a Stem - sized song-and-dancer. The production's technical staff also can take a particular bow on the same score. Bloomer Girl calls for some pretty elaborate backgrounds, and H. A. Condell has put plenty of imagination and skill in bringing them down to pint-size proportions. Don Finlayson's costumes are likewise colorful and effective, and when it is considered that sets, props and body drapings are completely student handiwork, the over all speaks highly for Workshop training.



#### THE CORN IS GREEN (Opened Wednesday, January 11) CITY CENTER

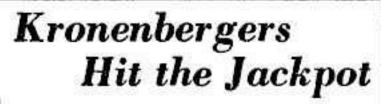
A drama by Emlyn Williams. Staged by George Schaefer. Artistic director, Maurice Evans. Setting by Peter Wolf. Costume director, Emeline Roche. Company manager, Ben Ketcham. Stage manager. Edward McHugh. Press representatives, Jean Dairymple and Marian Graham Presented by the New York City Theater Company.

John Goronwy Jones ......Gwilym Williams Miss Ronberry ......Carmen Mathews Idwal Morris ......Billy James Sarah Pugh .....Gwyneth Hughes Mrs. Watty ......Eva Leonard-Boyne Morgan Evans ......Richard Waring Glyn Thomas ......Sherman Lloyd Njohn Owen ......Richard Deane Will Hughes..... Louis Hollister Old Tom ......Ernest Rowan

BOYS, GIRLS AND PARENTS-O. Tolbert-Hewitt, Jeanne Beauvais, Betty Conibear, Olive Dunbar, Arlouine Goodjohn, James Goodwin, Sally Hester, Cavada Humphrey, Kayton Nesbitt, Louis Severn, Robinson Stone, Dafydd Thomas, Peggy Turnley, Gloria Valborg.

Ten years ago on an opening night at the National Theater the reporter opinion in these columns was that nobody could play the spinsterish schoolmarm of The Corn Is Green like Ethel Barrymore. She gave her Miss Moffat a radiance and authority which set an all-time standard. Nothing has happened in the interim to change this opinion, and that goes particularly for the current revival of the splendid Emlyn Williams drama which Maurice Evans and his associates are putting on at the City Center as the second bill of their rep season.

Eva Le Gallienne is now essaying teacher who dedicates herself to the role of the wise and devoted bringing educational light to a Welsh mining village. It is certainly taking nothing from Maurice Evans's very fine revival to remark that Miss Le Gallienne is no Barrymore. She plays the part clearly and competently, but the rich stature which permeated the original Barrymore portrait has been replaced by a hurried, nervous approach However, perhaps this is good for the play as a whole, for it shifts the focal point to the young Welsh coal miner she befriends, and essentially he has been the play's main issue from the beginning.



NEW YORK, Jan. 14.-Louis Kronenberger, Stem drama critic for Time mag, last week had his play, Apple of Discord, optioned by Robert L. Joseph for immediate production. Not to be outdone, on the same day Mrs. Kronenberger (pen name, Emmy Plaut) sold her own first stage opus, The Best of Care, to Courtney Burr for a 1950 fall presentation.

Care, according to Burr, is a period piece set in New York's elegant '80s. The play requires a small cast. Burr expects to get started on rehearsals an associate in production.

It is possible Burr will be represented on the local boards this spring with the Magnificent MacInnes, adapted from Shepherd Mead's novel.

## **Gordon Wins Decish** In 126G Tax Case

NEW YORK, Jan. 14 .- At long last Max Gordon is the top man in his case against the Internal Revenue Department. In Washington Wednes- life of Margaret Clitherow, 16th day (11), Judge Luther A. Johnson handed down a decision absolving the producer from payment of \$126,-000 in back taxes, including 25G in penalties.

The dispute arose over tax levies imposed on Junior Miss, which Gordon presented in 1941 for a run of 710 performances. The Internal Revenue Department contended that Miss was subject to corporate as well as excess profits taxes. Gordon maintained that it was organized as a joint venture and not as a limited partnership. The point was sustained in the decision. Judge Johnson ruled that he could not agree

## **Out-of Town** Review

## DESIGN FOR A STAINED **GLASS WINDOW**

(Tuesday, January 10)

WILBUR THEATER, BOSTON

Drama by William Berney and Howard Richardson. Directed by Ella Gerber. Scenery, costumes and lighting, Stewart Chaney. General manager, Arthur Singer. Press representatives, Philip Bloom, David Lipsky Stage managers, David Jordan, Simmons Jones. Presented by Jack Segasture in as-sociation with OBS Productions Henry Maye (Margaret's Stepfather) .....

| William Clitherow                       |
|---|
| Anne TeshCarroll McComas                |
| Robin Flemming (The Earl of Hartford) . |
|   |
| Margaret Clitherow                      |
| John Clithercw                          |
| Judge Clinch                            |
|   |
| Father MarshJohn McKee                  |
| First Guard Donald Barton               |
| Second Guard                            |
| Third Guard                             |
| Little William (Margaret's Youngest     |
| Child)                                  |
| Henry Clitherow (Margaret's Oldest      |
| Child)                                  |
| Peter Van LynchDonaid Ross              |
| Robert Hurleston                        |
| Aszore A Dog                            |
|   |

The high drama inherent in the Century English martyr, has been put into a new play by William Berney and Howard Richardson, authors of Dark of the Moon. Called Design for a Stained Glass Window, one of the season's more ponderous titles, the play is a dark and foreboding study of Catholic martyrdom in Elizabeth's bloody England. While it pretty well succeeds as a dramatic presentation of the facts of history, it hardly makes the grade as a theater piece.

Design is a long and studied play, or so it seems, with much detail of

#### Wide Cast Range

As is the case in most student productions, some of the players are good, some not so good and some pretty bad. However, in the current instance, the Workshop's girls and boys go at their assignments with such happy zest that obvious deficiences of some of them are fairly glossed over. Particularly noteworthy is the playing of Jane Moultrie, the mama of the Applegate girls, a lady who is evidently aware of song-and-dancer values. James Copeland makes a properly pompous and apoplectic papa. Jacquelyn Pipa is an attractive heroine, altho a nasal quality in her upper register doesn't give her songs the best projection. Philip Matthews registers a good voice and considerable promise for future musical assignments as the deep-South lad who woos her. There are good contributions, too, from Elizabeth Ross, as the lass who made bloomers famous, and from Yolanda McKool, as the strip-teasing hired gal. Tops, however, from this vantage point is the Pompey of William Lopez Daniels. Daniels has a splendid voice and a natural ease on a stage. He puts across The Eagle and

#### Waring's Play

So the revival has become much more Richard Waring's play than it ever was back in 1940, when he was acting Miss Barrymore's protege. His Morgan Evans was then one of the best performances of the season, and he has forgotten nothing of his original conception. Perhaps it is due to playing conditions, but his latest lad-from-the-pits-to-O x f o r d has gained in depth of interpretation. Several others on the cast roster are again playing their old assignments and, along with Waring, are recapturing some of the fine flavor of the original. Eva Leonard-Boyne is a delight as the reformed shoplifter-housekeeper who never did like her hussy daughter. Gwilya Williams is again responsible for the

Me and I Got a Song, two of the original show's sock numbers, in real Stem style.

### **Dances** Limited

Music-wise, the whole troupe is remarkably well drilled. They sing out the great Arlen-Harburg tunes and lyrics with fine effect. Somewhat less successful are Rebecca Lee's dance patterns. Such matters need more space than can be provided, even when reduced to a minimum. This is particularly true of the Civil War Ballet, which was one of the show's original high spots.

But over all, the musical play department of the Workshop can justly pride itself on Bloomer Girl. It is by far its best offering to date.

Bob Francis.

with the contention of the Internal Revenue Department "that the enterprise was consituted and operated in the manner of a corporation." Gordon was represented by Randolph Paul and Adrian W. Dewind.

## Kennedy Renews Rep Stand

HARTFORD, Conn., Jan. 14.-Harold J. Kennedy, who has been conducting a 10-week season of winter stock in the 500-seat Astor Theater in East Hartford, has signed a lease with owner Harry Post for an additional 10-week rep stand starting Monday 30. The guest star and resident company policy will be continued. The resident troupe will get a week's lay-off prior to starting rehearsals on the second session.

direction of the choral singing and Welsh dialect, and plays one of Miss Moffat's assistant educators. Gwyneth Hughes and George Leasdale are once more a helpful neighbor and a groom.

#### **Cast Good and NSG**

Of the new recruits, Robin Craven makes a wonderfully stupid squire who never realizes his degree of stooginess at the hands of the redoubtable Miss Moffat. Carmen Mathews is excellent as the flutery old maid who gets a new lease on life via an interest in the school. Darthy Hinkley is adequately tartish as the amoral little vixen who seduces the land and nearly ruins his career, but her contribution is far from being up to the quality of Thelma Schnee's original horrible little stinker.

Production-wise, the New York City Theater Company is to be again congratulated. Peter Wolf has designed and lighted an excellent background, and Emeline Roche has provided the right period costumes. In addition, it has had the staging assistance of Herman Shumlin, who so superbly directed the original. In sum, after 10 years Corn is still good seeing and hearing. It hasn't Miss Barrymore, but it's still a fine play Bob Francis, indeed.

16th Century mores and manners. It has many moments of taut drama. But the over-all tension which keeps a play in motion and an audience's attention at high pitch is lacking. Hence Design falls into fits of exposition and preparation which may be necessary to a recapitulation of history but are usually death to drama.

#### Synopsis

Briefly, this is the story of the now venerated Margaret Clitherow. whose canonization as a saint is being seriously considered by the Catholic Church. Unsure of her own faith and wed to a conformist whose own brother was a priest, Margaret became a staunch Catholic, had mass said in her own house (tho her husband objected), succored priests and other faithful, had her son sent to France for a proper education, went to jail for her defiance of Elizabeth's laws and finally was executed by being pressed to death for her faith.

Martha Scott is a lovely and believable martyr in the chief role, altho she permits her voice to fall so low as to be almost inaudible. Charlton Heston ably manages the confusion of her ambitious husband. Carroll McComus, making a return to the stage after a long absence, is fine as her good friend. Ralph Clanton is properly vengeful as her one-time suitor who became a favorite of Elizabeth's and presided at the death of Margaret.

#### Chancy's Sets Okay

Altogether there are some fine portraits sketched in Design by all the actors concerned. Ella Garber has done a fair tho obviously inexperienced job of direction. Stewart Chaney's sets, costumes and lighting aid greatly in establishing and maintaining the mood of gloomy England of the period.

Design is a serious drama which merits the most honest consideration. but as a contemporary theater piece it is lacking in the qualities of excitement and illumination which might make it come alive.

Bill Riley.



52 The Billboard **REPERTOIRE-ROADSHOW-FILMS-OUTDOOR THEATERS** January 21, 1950 Communications to 2160 Patterson St., Cincinnati 22, O.

## **Hub Drive-In Melee Starts As Politicos Change Office**

BOSTON, Jan. 14 .- A terrific fight | opposition of City Council, the police over licenses for drive-in theaters department and several hundred here marked the closing days of the householders. Curley administration. Mayor James M. Curley, who was defeated in a istered letter to Redstone advising him surprise campaign battle by John B. that he will revoke all construction Hynes, issued licenses to Michael permits. Opposition forces charge the Redstone, Brookline, president of a action was taken without proper drive-in theater corporation, to build notice to citizens of the district; no drive-ins at 775 Gallivan boulevard, proper investigation was made; that Dorchester and 1213 Veterans of it is a public and private nuisance; Foreign Wars Parkway, West Roxbury, on his last day in office. December 31.

As the permits were granted, a woman deputy sheriff attempted to serve out-going Mayor Curley with a court restraining order. Incoming Mayor John B. Hynes said he would revoke the licenses. Redstone said he had been advised by his lawyers that the licenses issued were legally given ly." and there was no cause for revocation.

#### Tax Drive-Ins

On January 3, Rep. Edward J. Mulligan, Dorchester, filed bills at the State house calling for substantial taxes on all drive-in theaters in the State. A second bill, filed by Mulligan, would govern the issuance of drivein theater licenses every two years by referendum in municipalities where those places of amusement are situated.

The same day, a bill that would ban construction of any drive-in theaters in Boston within a mile of any church or school was filed by Rep. Joyce, Dorchester. It would include any structure that had not been finished by January 1, 1950 and had as its target former Mayor Curley's grant of the two drive-in theater permits before he left office.

Incoming Mayor Hynes sent a regwill create a traffic hazard and that permits were issued before a hearing was held.

Redstone said he hoped Mayor Hynes would change from his opposition after studying the facts. He said, however, "that if any evidence is brought forth to show that a drive-in theater is a source of immorality, we will surrender the licenses voluntari-

City Councillor John J. Beades sent Redstone a letter, in which he warned that "any work or action taken will be done at your own peril." Beades is councillor of the district in which one of the theaters would be erected.

## **New Drive-In for Spring Glen**; Avon Spot Readied

GRATZ, Pa., Jan. 14.-Announcement of another new drive-in for Eastern Pennsylvania was made here this week. Eston Artz and Stanford Carl, of near-by Spring Glen, announced the construction of a 400car drive-in theater near the local fairgrounds. An early spring opening is contemplated.

At near-by Avon, Pa., grading was completed this week on the new Year's Campaign drive-in being erected there. The the-There are no drive-in theaters here ater will have a capacity of about 600 and Redstone has been trying for the cars and is located a mile east of past year to obtain permits over the Lebanon, Pa.

## **REP RIPPLES**

16mm. pix around Salem, Mass. He says that altho he has been showing a feature religious pic to good returns he plans to present regular film titles until a few weeks before Easter when he will go back to the religious type. . . . Will E. Tibbetts asks from Rockland, Me., about information concerning anyone who was with the Great Eastern Circus that operated out of Rockland at the turn of th. century. Shorty Mason was the show's agent, and Ed La-Barre, its manager, Tibbetts says. He'd also like to know if either Vic or John Delmar are still active. They were acrobats and appeared with a number of minstrel orgs. Tibbetts is featuring a one-man flesh show and has been in Quebec and Northern Maine for the past six months. He'd also like to know the final resting place of Price Webber, old-time legit actor. . . . George Clarity is breaking in a new hypnotic show around Albany, N. Y.

GEORGE E. HORTON is on his fourth amateur minstrel promotion in the Atlanta sector. . . . Arthur and Guy Sheldon have pix playing around Freeport, Ill. . . Carl Bradstreet, one-time rep and 10-20-30 advance agent, is promoting indoor fairs in Southwestern Vermont to reported good returns. . . . Graff Players are a new group for the Tacoma, Wash., area. . . . Delores, hypnotist, who has been working clubs and sponsor dates with a comedy hypnotist act, has enlarged the turn and will take on school and hall dates in the Carson City, Nev., area. . . . Riley's Wax Show and novelty unit has been playing to good returns in Wayne County, West Virginia. Show is moving toward Florida. . . . George Spicer, who has operated small shows in Canada for a number of years, reports that he will have a museum and wax show the coming summer. Spicer is currently playing to good results in Ontario.

ELAND THOMAS is showing F. HIGGINS, who has been promoting amateur flesh shows in the Portland, Ore., is mulling a short-cast version of "Uncle Tom's Cabin" to play school dates. . . . Vernon Davis is promoting indoor fairs around Watertown, N. Y. . . . Carol Players are in Oklahoma en route to the West Coast. . . . J. J. (Jeff) Freeley opines from Buhl, Idaho, that "with all the gossip in the big town papers, we have a few pretty good small tricks still in the sticks However, we've got to be a trouper and like the dust because lounge lizards and corner talksters would be afraid of the wildcats in this country. The same goes for the mike gabbers who go grey puffin' cigs and listenin' to the whiz of the disks. I have been enjoying good biz in schools and halls in small towns for 30 years. So, I ain't got no kick comin'."

## **Rosen's Norwalk Bid Gets Approval**

HARTFORD, Conn., Jan. 14.-Edward J. Hickey, Connecticut's State Police Commissioner, has given his official approval to an outdoor motion picture theater to be constructed at Norwalk, Conn., by Samuel H. Rosen, Middletown, Conn., on property owned by Daniel Deering, Norwalk.

The commissioner issued his finding after conducting two public hearings to hear protests to the theater and after making a personal inspection of the premises.

**Holt Switches to Cameo Spot** HARTFORD, Conn., Jan. 14 .-Buster Holt, who served as a drivein theater manager in the Maine area last summer for the Lockwood & Gordon Theaters Circuit, is now managing the circuit's Cameo Theater, at South Weymouth, Mass. At one time, Holt managed Lockwood & Gordon theater locations in the Connecticut area.



Ideal Pictures CORPORATION

"The World's Largest 16mm Film Rental Library," offers you

New Films! Over 100 new crowd-pulling titles for the 1950 season.

Exclusive Films! A complete list of great titles available only from Ideal.

Prompt, Efficient Service! 24 fully-equipped

Ideal offices in key cities to serve you.

Plus . . . Amazing, dollar-saving price reductions to Roadshowmen only.

## EARN EXTRA MONEY

For details on how you can easily go into the profitable "Roadshow" business for yourself, write to: Ideal Pictures Corp. 65 E. South Water St. Chicago 1, Ill.

For a complete list of Ideal's new films . . . exclusive films . . for your FREE COPY of Ideal's catalog, fill in the coupon...MAIL IT-TODAYI

| Ideal       | Pictures  | Corporation |
|-------------|-----------|-------------|
| <b>Luca</b> | I ICIUICS | Corporation |

65 E. South Water Street, Chicago 1, Illinois

Gentlemen: Please send me a list of Ideal Pictures Corporation's new films . . . exclusive films, together with description and rental rates . . . plus a free copy of Ideal's 30th Anniversary Catalog.

| Name    | and the second second |          |       |      |
|---------|-----------------------|----------|-------|------|
| Address | 11                    | -        |       | 1000 |
| -       | 22                    | 10<br>10 |       |      |
| City    |                       | Zone     | State |      |

**NAVID TIDD has 16mm.** pix in the Ponca City, Okla., area and will add flesh soon. . . . Gerald S. Mc-Carthy is promoting indoor fairs in the area around Bedford, Ind. . D. D. Nelson, currently employed by the city of Chicago, asks if there are any troupers in the Windy City who were with the Jimmie Warren Show of 1940. He'd also like to know what became of some of the performers with the old Guy Caufman Players. . . . Granada Players have taken on school and hall dates for a wider swing and will move into Pennsylvania from New York and then make two long jumps to get into Indiana. From this point they will begin a tour which will take them to the West Coast. Show is down to three people, with N. H. Twombly in advance.

## Wilders Corp. Chartered

TALLAHASSEE, Fla., Jan. 14 .--Secretary of state has issued a charter to Wilders Corporation, Miami, to operate drive-in theaters. Authorized capital stock is 100 shares, no par. Jack Moore, Arthur A. Carlson and Doris B. Luethi were listed as the incorporators.

## **Albany Drive-In Set**

ALBANY, Ga., Jan. 14.-Capitalized at \$25,000, a new drive-in theater is to be established here. It will be known as Albany Drive-In, Inc.

CARROLLTON, Ga., Jan. 14 .--Rube Richards, of Augusta, has completed plans for construction of a new drive-in theater-Carroll county's first—on the Bremen Highway, about three miles from here.

New One for W. Springfield

WEST SPRINGFIELD, Mass., Jan. 14.—An 800-car capacity drive-in theater, now under construction here, is expected to be ready for operation by early spring, according to George E. Landers, Hartford division manager for the E. M. Loew's Theaters Circuit, which will operate the location.

Skyway Okayed in Arkansas

FORREST CITY, Ark., Jan. 14 .--The Skyway Corporation here has been organized with capital stock of \$60,000 to operate outdoor movies. Incorporators are Walter Priddy, Don Montgomery and Carroll B. Cannon.

DICKSON CITY, Pa., Jan. 14 .- The Circle Drive-In here is closed for the season.

**16MM FILMS.RENTED** 

Over 400 Westerns to choose from at \$5.00 each, advertising loaned Free. Write for catalog. Complete new 35mm. drive-in theatre equip-ment, \$3,174 installed. Construction and operating instructions furnished.

ACE CAMERA SUPPLY 150 N. Irby St. Tel.: 2487-J Florence, S. C.

### HOLMES! HOLMES, SWEET

Rebuilt (like new) Holmes Educator 35mm. Portable Sound Projectors. Dual outfit, \$550; single, \$350. Send for 1949 catalog-chock-full of values in 16 & 35mm. equipment & supplies; also Chair Bulletin #15. S. O. S. CINEMA SUP-PLY CORP., Dept. L, 602 W. 52d St., New York 19.

BARGAIN-16mm. Projectors, Films Soundie, Musical Subjects, Glamour Gals, Swing Bands, 100 ft. each, for \$2.95; Used Victor and Kodascope Projectors, like new, \$150.00; West-ern Features, \$55.00 up; Empty 1600 Ft. Reels for \$1.50 each; Cleaning Fluid, \$2.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each. Mills Panoram Soundie Machines in Cabinet, \$125.00. Panoram Soundie Machines in Cabinet, \$125.00. Reversed Soundie Subjects available. SIMPSON FILMS, 155 High St., Dayton 3, Ohio.



BANKS-Monty, 52, actor, film director and husband - of British comedienne Gracie Fields, January 7 in Arona, Italy. Starting as a movie actor, he later produced 14 feature films and in 1928 went to London where he became a popular stage comedian, appearing in Not So Quiet on the Western Front, Charming Deceiver and So You Won't Talk. He also directed many films in England. Burial in Cesena, Italy.

BLASIUS-Oscar E., 87, retired head of the Philadelphia piano manufacturing company which bore his name, January 3, in Miami Beach, Fla. Survived by his widow, Clara, and a son. Burial in West Laurel Hill Cemetery, Philadelphia, January 9.

BUCHNAU-George L., 54, director of the Tennessee County Fair Association, January 1 at his home in Columbia, Tenn., of a heart attack. Early in life Buchnau managed the old Grand Opera House in Columbia and had booked orchestras in that city. Survivors include two sisters, Mrs. Mary B. Webster and Mrs. Florence Mabry, of Columbia. Burial in Rose Hill Cemetery, Columbia, January 2.

CAROSELLI-Alfred L., 63, vaude performer, legit actor and magician, January 8 in Detroit of a heart attack. He started in vaude in 1913 in the team of Caroselli and Fitzpatrick, doing a comedy-singing-dancing turn and blackface for about four years. He subsequently teamed up with the late Walter H. (Dom) Domzalski, as the blackface half of a comedy team. He then turned to legit, becoming a scene painter and playing bit parts in stock and on the road, chiefily in Canada and the Midwest. During the '20s he played the banjo in the Jean Goldkette and Danny Russo orchestras and fronted his own band at Webster Hall, Detroit, for several years. He next turned to magic and became nationally known as an inventor and manufacturer of tricks. He also operated a magic store in the cakewalk to Madison Square ducer with the Australian Broadcast-Detroit for some years, was a mem- Garden in 1889. They toured Europe ing Commission until 1943 when he management, and with De Wolfe ber of the International Brotherhood for 17 years and continued to work switched to commercial radio. He of Magicians, and past president of the Society of Detroit Magicians. Survived by his widow, Lillian, and son, Alfred, with Jack Rosevear's orchestra. Interment in Mount Olivet Cemetery, Detroit. CAVANAUGH-Margaret, 89, mother of Billy Cavanaugh, former vaude, burlesque and nitery performer, January 12 in Baltimore. Burial in Baltimore. CERMINARA-Salvatore, 67, musician, January 4 at his home in Atlantic City. In 1912 he became associated with Vessela's Band on Steel Pier and for eight years played in the orchestra at the Apollo Theater, Atlantic City. For the past five years he was a member of the Ocean City (N. J.) Orchestra and was a member of the auditing committee of the Atlantic City Musicians' Union, Local 661. Survived by his widow, Maria; two sons and a sister. Services January 7 in Atlantic City. CLAYTON-Marguerite Bitter, 50, concert pianist, January 9 in Los Angeles. Her husband and a sister survive. CORY-Charles E., former circus trouper, recently in Hendersonville, N. C. Survived by his widow, Mary. DAVIS-Helen, 43, carnival and circus trouper for 22. years, recently at her home in Tampa. Survived by her husband, Edward (Shorty), also a showman. ELKIN-Bristow, 51, partner in the Elkin theaters, Aberdeen, Miss., January 9 at his home in that city of a heart attack. Survived by two brothers, Earl and Arthur, and two sisters, Mrs. W. B. Cater and Kathleen. Burial in Odd Fellows Rest, Aberdeen. EMERY-Mrs. Isabel Waldron, 79, former actress and mother of actor John Emery, January 9 in Mamaroneck, N. Y. She was the wife of Edward Emery, leading man for many stars, including Ethel Barrymore. She played a lead role in the London production of Uncle Tom's Cabin. FISHER-John A., 81, ride manufacturer, in Steinhatchee, Fla., December 26. (Details in General Outdoor Department.)

## THE FINAL CURTAIN

ufacturer, in St. Petersburg, Fla., door Department.)

GAY - Casius Mason, 49, former band leader and musician, at his Morro Bay, Calif., home, January 10. His brothers were the late Byron and Ira Gay, well known in music and composing circles. Two sisters, Mrs. Bertha Dorsey and Mrs. Edith A. Barman survive.

GILMORE-Felix J., 74, father of Patricia Gilmore Madriguera, radio and recording artist and the wife of band leader Enric Madriguera, January 12 in Newtown, Conn. One other daughter also survives.

GOLDSTEIN—Hymie, 61, vaude and nitery booker, January 7 in New York. An agent for\_nearly 40 years, he had been president of the Associated Agents of America from the time of its organization in 1940. His parents, a son and daughter survive. HILL-Joseph J., 44, former director of We, the People radio show, January 9 in New York. He left The New York Sun to work in the radio departments of such agencies as Lord & Thomas, Young & Rubicam and Castor, Farrell, Chesley & Clifford. He also served as a music director on the National Broadcasting System. Among the other shows he directed were Duffy's Tavern, Screen Guild Theater and Manhattan at Midnight. His widow and son survive.

ILLIONS-Mrs. Florence Lusse, 51. wife of Harry A. Illions, operator of Celoron Park, Jamestown, N. Y., at Needles, Calif., January 10. (See General Outdoor for details.)

JOHNSON-Dora Dean, 78, member of the old vaude team of Johnson & Dean, recently in Minneapolis. Headliners in the 1890's, she and her husband, Charles Johnson, brought in the United States after that until a few years ago. Her husband, one the Stars and the Cashmere Boquet son and a brother survive. JOHNSON-E. Kendall, 48, rep of the Brown & Bigelow ad firm, January 8 in Utica, N. Y. He took over the management of Station WIXB in 1939. His widow survives. KELTNER-M. (Red), 53, former concessionaire, in St. Louis January 9. Survived by his mother Mrs. Lillian Hildebrandt, and two brothers, Robert and Jack, all of St. Louis. Buried in Veterans' Cemetery, Jefferson Barracks, Mo., January 1. LATHROP-Monroe, 86, film critic and former drama editor of the old Los Angeles Express and The Morning Tribune, January 5 in Hollywood. LEE-Thomas S., 45, radio and auto

FISHER-H. Wallace, ride man- of the Don Lee Broadcasting System, in Los Angeles January 13 when he January 2. (Details in General Out- | fell from the 12th story of the Wiltern Building. Until recently he was president of the Don Lee net.

> MARVIN-Russell S., 52, former circus clown and stunt car driver, January 10 in Worcester, Mass. He conducted a promotion agency in Baltimore until his retirement six months ago. Survived by a brother, Lawrence, of Worcester.

> MINTZ-Samuel, pioneer Detroit theater owner, in that city January 6. Survived by two daughters, Mrs. Milton H. Sims and Mrs. J. Shurly Horwitz, and a son, Marvin F., who now operate the theater property. Interment at Beth El Memorial Park. Detroit.

NELSON — Abraham, 59, former outdoor advertising manager for the Shuberts, January 8 in Chicago, He retired in 1947. Two daughters, a sis- Street and Only Yesterday. ter and four brothers survive.

vaudeville comedian, known professionally as Chic Thomas, in Chicago, January 7. Funeral and burial in Chicago.

PARENTI-Joseph M., 38, former trumpet player with Will Osborne's orchestra, January 4 in Bridgeport, Conn. Survived by his widow, a son and daughter. Burial in St. Michael's Cemetery, Stratford, Conn., January 7.

RAYA-Nick S., 89, retired screen actor, January 9 at his home in Los Angeles. Interment in Holy Cross Cemetery, Los Angeles.

REED-Walter (Chappie), 87, former singer and comedian, January 3 at his home in San Francisco.

RUSSELL-SCOTT - R., 58, Australian radio producer, recently in Sydney. A former movie actor, he went to Australia to act in The Student Prince and became a proproduced such radio shows as Calling show.

Lebanon, O. Survived by his widow, Ella; son, Howard; four daughters, Mrs. Emily Arthur, Mrs. Margaret Hendrix, Mrs. Mary Kildinsky and Mrs. Elizabeth Hudepohl, and a brother, Charles. Burial in West Chester Cemetery, Lebanon, January 9.

SMITH-Cyril, 46, comic singer of English dialect and long associated with Rudy Vallee's orchestra, January 8 in New York. Also a radio and television performer, he recorded such tunes as The Old Sow Song and How the Fight Started in the Saloon, among others.

STAHL-John M., 63, veteran Hollywood producer-director, in Hollywood Presbyterian Hospital January 12 of a heart attack. He had been hospitalized since New Year's Day with pneumonia. Stahl was a stage actor for 14 years before becoming a director with an independent movie company in New York in 1914. His best known directorial works included Imitation of Life, Seed, Back

STEPHENS - Earl Monty, 64, in NORTH - Charles T., 57, retired Birmingham Veterans' Hospital, Van Nuys, Calif., January 6. A long time member of the Pacific Coast Showmen's Association, he was a concessionaire with many West Coast shows. Interment at Showmen's Rest, Evergreen Cemetery, Los Angeles, His mother survives.

STERN—Jack, 55, owner of Homepix and former operator of the oldtime movies at Coney Island, New York, January 13 in that city. He also operated Proctor's Fifth Avenue Theater, New York, and the Capitol Theater, Albany, N. Y., as well as managing road shows. His widow, Nina, and a daughter survive. Burial in Mount Lebanon Cemetery, Queens, L. I., N. Y., January 15.

WALLE-Mrs. Louida Hilliard, 79, former musical comedy actress and contralto, January 7 in New York. She appeared in such shows as The Prince of Pilsen, The Merry Widow and Woodland, under Henry Savage's

SCHUMAKER-Mrs. Mary J., 54, widow of Edward Schumaker, former president of the RCA Victor division of the Radio Corporation of America, January 8 in Merchantville, N. J.

SCOTT-George T., 69, former owner of the shows bearing his name and concessionaire the past few years with various shows in the Northeast, recently in Seattle. Survived by his widow, Janet, and two sisters, Mrs. Jesse Peas and Mrs. Stewart Baptie. Burial in Spokane.

SMART-Robert W., 84, life member of the Butler County (Ohio) Fair Board and former well-known horsemagnate and son of Don Lee, founder man, January 8 at his home in

Hopper in Wang and Dr. Syntax. She also appeared with the McCall Opera Company. A brother, Mack Hilliard, manager of the Coronet Theater. New York, survives.

WALSH-Joe (Scotty), electrician for Wallace Bros.' Shows of Canada, December 24 in Toronto. (Details in Carnival Section.)

## Marriages

GARLAND-DEAR - Charles H. Garland, general manager, of station KOOL, and Avis Pitts Dear, January 7, in Phoenix, Ariz.

**KECK-DROWN**—Howard Brighton Keck and Elizabeth Drown, actress, in Reno, Nev., January 10.

TUCCI-BONATO - James Tucci, musician with Baron Elliott's band, and Ida Bonato, pianist, January 7 in Pittsburgh.

## **Births**

A son to Mr. and Mrs. Ernie Ford January 6 in Hollywood. Father is Tennessee Ernie, hillbilly song stylist who etched Mule Train and recently penned and cut Anticipation Blues for Capitol Records.

A daughter to Mr. and Mrs. Andrew Csida January 5 in Rosalyn Heights. L. I., N. Y. Father is head of The Billboard's advertising production department in New York.

A daughter to Mr. and Mrs. Paul Brady, January 1, in Flushing, N. Y. Father is a member of the Barton & Brady vaude team. Mother is the former Roberta Lee, dancer.

A son to Mr and Mrs. Jay Michael, January 4 in New York. Father heads General Artists Corporation's (GAC) publicity department.

A daughter to Mr. and Mrs. John P. Williams, January 1 in Dayton, O. Father is the exec-veepee of WIZE, Springfield, and WING, Dayton.

A son, Donald Lewis, to Mr. and Mrs. Allen Deggeller recently in Columbus, O. Father is a ride owneroperator and is connected with the Gooding Amusement Company, Inc., in Columbus.

## WILLIAM A. BRADY

William A. Brady, 86, dean of American legit producers, died January 6 at his home in New York. During his long career he produced some 260 shows, of which he held the complete rights to about 150. A versatile man, he was a candy butcher, an actor, dramatist, producer and a manager of prize fighters, including two world champions, James J. Corbett and Jim Jeffries.

Brady's first theater job was as an extra and handyman in a San Francisco production of The White Slave, the lead of which he later played. One of his first productions was a pirated version of Faust, and his first managerial duties in New York were in After Dark.

Brady produced Nero during his fight manager days, and in 1896 he leased the Manhattan Theater, where he put on The Turtle, Mademoiselle Fifi, Women and Wine, Papa's Wife, Way Down East (in association with Florenz Ziegfeld) and King John.

In 1910 Brady built the 48th Street Playhouse where some of his biggest money-makers were produced. Among his top shows were The Cotton King, The Man of the Hour, Old Glory, Pretty Peggy, Foxy Grandpa, The Pit, The Law and the Man, Bunty Pulls the Strings, Sauce for the Goose and The First Mrs. Fraser.

Among some of the stars whom he managed were Grace George, his second wife; Wilton Lackaye, R. B. Mantell, Wright Lorimer, Al Leach, Helen Hayes, Henry E. Dixey, Mary Nash, and Alice Brady, his daughter. Also active in films, he was once head of the World Film Corporation and president of the National Association of the Motion Picture Industry.

His widow, Miss George, now appearing in The Velvet Glove on Broadway, and a granddaughter, Barbara Brady, debuting in the same show, survive.

Services January 9, with burial in Sleepy Hollow Cemetery, North Tarrytown, N. Y.



OUTDOOR



January 21, 1950

Communications to 188 W. Randolph St., Chicago 1, Ill.

WIRTZ DENIES BUYING COLE

## Interested Only in Booking **Bulls and Animals To Bolster** Barnes Bros.' Chicago Date

## Tavlin, McEuen, Andrews Sell; Terrell Paid Off

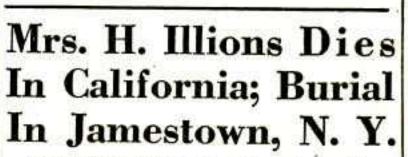
### By Hank Hurley

CHICAGO, Jan. 14 .- Arthur M. Wirtz, head of the Chicago Stadium Corporation, today emphatically denied he had, or would, purchase Cole Bros.' Circus. The Wirtz-Cole rumor was prevalent thruout the country this week, the deal having been made, the reports said, in Indianapolis Friday (6). From all indications the Cole show has been sold but the identity of the buyers remains a big secret. Charles H. Watson, Chicago attorney, who reportedly handled the legal work for Chicago clients in the sale, said: "Yes, the Cole show was sold in Indianapolis January 6.

am not at liberty to divulge the names of my clients who purchased the show, but at the moment I am listed as president of the Otis Circus Corporation, the purchaser, for legal reasons. I have no financial interest in the show nor am I interested in circus business."

Zack Terrell, from whom the show was purchased a year ago by Ed Mc-Euen, Roy McAndrews and Jack Tavlin, told The Billboard from his Owensboro, Ky., home:

"I don't know who bought the show. All I know is I got my money and I'm out of show business."

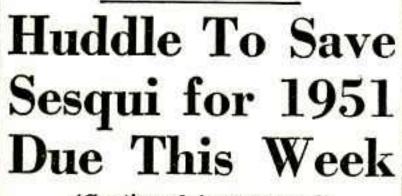


JAMESTOWN, N. Y., Jan. 14 .--Funeral services of Mrs. Florence Lusse Illions were held here this afternoon at the Henderson-Lincoln Funeral Home.

Pa. Farm Show Draws 525,000 In Five Days

HARRISBURG, Pa., Jan. 14 .-Pennsylvania's annual gate-free Farm Show, January 9-13, drew 525,000 in five days, a drop of 55,000 compared with last year, and 75,000 short of the anticipated attendance. Amateur rural talent and other non-paid shows and events jam-packed the 10,000capacity arena daily.

Attendance per day: Monday, 85,000; Tuesday, 115,000; Wednesday, 155,000; Thursday, 130,000; Friday (6 p.m. closing), 40,000.



(Continued from page 4) solution." The most vociferous warning of this kind came from Leo M. Bernstein, a Washington real estate man, who is one of the chief owners of the National Capital Sesquicentennial Leasing Bureau (NCSLB), an organization which had received a letter of intent to lease exhibit space for the Freedom Fair. Meanwhile, several Capitol Hill critics of the Sesqui Commission are continuing to discuss possible legislation to curtail sesqui funds, while, the Senate District Committee is pursuing the likelihood of airing the whole situation in an investigation. Meanwhile, the Federal Bureau of Investigation (FBI) is continuing its inquiry into charges by a Maryland contractor that Paul Alexander, a stockholder in the NCSLB had offered to get him contracts for sesqui buildings for a 10 per cent kickback fee.

## Calif, Expo Site Selected **By**, Ira Curry

Event Set June 2-Sept. 3

LOS ANGELES, Jan. 14 .- A World Transportation Fair here in 1951, featuring every known means of locomotion from birch bark canoes to jet planes, was announced this week by Ira W. Curry in conjunction with the opening of headquarters at the Cross Roads of the World in Hollywood.

Announcement was made following completion of negotiations by Curry for the leasing of 236 acres in suburban Torrance as an exposition site. Over 30 acres have been set aside for a midway, rodeo grounds, horse show arena and the re-creation of a frontier town, said Curry, who will act as general manager. One of the features will be a Kiddieland.

### 6,000-Seat Grandstand

Free acts will be spotted thruout

Wirtz returned from Miami Friday night (13) where he conferred (See WIRTZ DENIES on page 60)

## Fisher Brothers, Ride Manufacturers, and was transferred from the train to the Santa Fe Hospital in Needles,

STEINHATCHEE, Fla., Jan. 14 .--John A. Fisher, 81, and his brother, H. Wallace, executives of the Aero Joy Plane Company, died within a week of each other here. John, president of the company, succumbed in his home in Steinhatchee December 26 after an illness of several months. H. Wallace died January 2 in his home in St. Petersburg.

Surviving John Fisher are his widow, Charlotta, four sons and two brothers. Funeral services and burial were in Steinhatchee.

H. Wallace Fisher is survived by his widow, Katherin, and two brothers. Services and burial were in St. Petersburg.

John originated and held the patent on the Tumble Bug and Aero Joy Plane rides. For many years he and his brother operated the two rides at Cedar Point on Lake Erie, Sandusky, O.

## **Houston Fat Stock** Show's Horse Classes **Offer 36G in Prizes**

HOUSTON, Jan. 14.-Prizes totaling \$36,125 will be awarded at the Fat Stock Show and Rodeo here February 1-12.

Guest stars will include Roy Rogers, Dale Evans, Gabby Hayes and Foy Willing and the Riders of the Purple Sage. Bill Hames Shows will appear on the midway.

Officials of the show are W. A. Lee, president; W. O. Cox, general manager; Everett Colborn, rodeo producer; Leonard S. Patillo, director of publicity, assisted by Boyd Porter Jr., erland Participation Committee at the Harold Clark and Fog Horn Clancy. New York World's Fair.

Mrs. Illions, 51, wife of Harry A. Illions, owner of amusement parks here and in Buffalo, was stricken aboard the Super Chief train en route from Santa Monica, Calif., to her home in Jamestown Tuesday (10) Calif., where she succumbed to a Succumb in Florida heart attack shortly after being admitted. Her husband was accompanying her, and the trip had been okayed by a Santa Monica doctor.

Mrs. Illions had suffered previous heart attacks, including one while she and her husband were attending the outdoor meetings in Chicago last year, when she was confined to her hotel suite for several days.

Mrs. Illions was the daughter of the late Robert Lusse, head of the Lusse Bros.' firm, Philadelphia amusement ride builders, and served as executrix of his estate, including the Lusse plants in England and other countries.

In addition to her husband, she is survived by a brother, Raymond Lusse, president of the Lusse Bros.' firm; a nephew, Raymond Lusse Jr., both of Philadelphia, and a stepdaughter.

## A. Van den Hoek Dies at 64; Landscaped World's Fairs

NEW YORK, Jan. 14.—Aart Marius Van den Hoek, 64, director of horticulture for Rockefeller Center and internationally known for his landscape jobs at various exhibitions, succumbed to a heart ailment in New York January 4.

A native of Holland, but a naturalized American citizen, Van den Hoek had charge of the spectacular Channel Gardens and the roof-top plantation at Rockefeller Center. Prior to coming to Rockefeller Center he had been associated with the noted Hampton Court Gardens in London, supervised landscaping for the Philadelphia-Sesquicentennial Celebration in 1927, and was a member of the Neth-

#### **Commission's Clean Bill**

Walter M. Bastian, who was named general counsel to the Sesqui Commission last Friday (The Billboard, January 14), has submitted a report to the commission giving the commission a clean bill of health and declaring that nothing in the kickback charges reflects on anyone involved with the Sesqui Commission. Bastian, it was disclosed, had recommended in his report that hereafter all contracts for construction, exhibit space and the like be published.

Altho the commission's plans for the Freedom Fair are badly snarled, the commission is going ahead with preparations for other activities in connection with the 150th anniversary celebration of the founding of Washington as the nation's capital. Beginning Wednesday (18), a series of 13 free public concerts will be staged at the Departmental Auditorium, with internationally known concert and opera stars slated to appear with the army band and chorus. Invitations have been issued to the governors of each State to address the concert audiences. Helen Jepson will perform at the opener.

## Steel Pier Assessed at 120G

ATLANTIC CITY, Jan. 14.-Tax assessments for major amusement and hotel properties will remain the same this coming year. Last revisions were made in 1948. As a result, assessment on Steel Pier remains unchanged at \$120,000.

the 108 square block exposition city, Curry said, and will be changed at frequent intervals during the fair's 94-day run, June 2-September 3. A 6,000-seat grandstand and special stages will be erected for the event.

Fair's theme, Cavalcade of Transportation, will be presented on an outdoor stage. Officials adopted the slogan "If It Rolls, Floats or Takes to the Air, You'll See It at the Transportation Fair."

Exhibits of each classification of transportation will be treated separately, Curry said. In the section for autos, for instance, a special proving ground will be constructed. A model trailer city will be set up. Other major classificiations will include planes, busses, trains, boats, trucks, bicycles and motorcycles. Fuel and road building equipment also will play a major part in exhibits.

#### **Contrasts Urged**

Exhibitors of the various modes of transportation are being urged to contrast current models with those of ancient vintage as a special feature. Cash prizes will be the lure for presenting the oldest authentic model in each form of transportation. A special invitation is being extended to foreign countries to compete.

Transportation accessories will be housed in two exposition buildings each with 90,000 square feet of exhibit space.

In order to facilitate the flow of traffic to the grounds Curry will erect eight auto gates which will give access to a parking area on three sides of the exposition area and capable of handling 20,000 cars at a time. The area will be so designed, Curry said, that no matter where the visitor parks he will be no more than a few hundred feet from the nearest of nine entrances to the fairgrounds proper, "thus eliminating any inaccessible back end."

Inside the grounds transportation will be available to take visitors to any desired section and return them to the gate by which they entered.

Novelty and eating concessions will be spotted in the center of 60-foot roadways which will bisect the grounds.



55

## **Close-Ups:**

## Show Lots Training Prepared **Curtis Bockus for Exec Posts** By Jim McHugh-

S.

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

K NOCKS AND BANGS achieved in running the gamut from belly sticking to ownership provide the only authoritative study outline in alfresco showbiz as far as Curtis L. Bockus is concerned. The genial general agent and traffic manager for the James E. Strates Shows, who looks and acts much younger than his rightful 59, should know whereof he speaks since he has been kicking around show lots for the past 47 years.

It took Curtis four years to route himself thru the first grade, but he

has been traveling at a faster pace ever since. His rehashing of the first grade resulted solely from the migratory habits of his parents who moved from his birthplace, Lowell, Mass., to New Hampshire, then to Quebec and back to Lowell while Curtis was struggling with the alphabet. His exposure to travel apparently made an impression because he took it on the lam from home, which then was in Lynn, Mass., and the seventh grade to become a flunkey on the Ringling show. That was in 1902.

#### Theater Op at 17

Five years later, when he was only 17, Curtis brushed aside a business opportunity that required lots of faith and only \$100 in cash and which might have made him wealthy for life. He refused to put up a C-note to help finance a \$12,000 flicker house and



CURTIS BOCKUS

his proposed partner became a millionaire. At the time Curtis was an experienced opera house manager. In 1907 he had taken over the Family Theater, Woonsocket, R. I., from Kim Conklin and successfully presented stock burlesque and wrestling with Chris Jordan the main draw.

With Chick Bell, Curtis joined the Forepaugh Show as a candy butcher and trouped with that org in 1910-11. After that he messed around with a dozen little ones, progressed to sticking on the Con T. Kennedy Shows, and became acquainted with such characters as One-Eyed Bonnie, English Tom, (See Show Lots Training on page 71)

## Showmen, Bookers, Suppliers Find Biz Brisk in Columbus

val men, attraction bookers and supply house men converged on Columbus this week for the 25th annual meeting of the Ohio Fair Managers' Association held at the Deshler-Wallick Hotel.

mart for those who cater to indie Enright, Mrs. Gerald Frantz and and county fair men's needs, this | Mr. and Mrs. R. M. Andress, Gooding meeting, believed to be the largest Amusement Company, Columbus; Mr. ever held by the fair managers' group, was no exception. Those who Mrs. William Evers, Mr. and Mrs. had something solid and tangible to Asa Ross, Orville Groves, William offer in the way of entertainment Saylor and Clyde Butler, W. B. J. and supplies found the going good, Shows, Swanton, O.; Ray S. Howard, with trading in all departments re- Chester D. Howard and Louis Sanported on par with last year. A Showmen, Bookers, etc., page 75)

COLUMBUS, O., Jan. 14 .- Carni- number of carnival ops, attraction bookers and supply men found business considerably ahead of other years.

#### **Carnival Contingent**

The carnival contingent on hand for the meeting included Mr. and Mrs. Generally regarded as a fertile Floyd E. Gooding, Mr. and Mrs. J. F. and Mrs. William B. Jacobs, Mr. and

## FOR SALE SPITFIRE

Completely equipped with Ticket Box and Fence, K-7 International Tractor and Factory Trailer, A-1 condition. Ride has complete factory overhaul with all latest mechanical improvements. Ride at factory-Salem, Ore., now.

## FOR SALE MINIATURE TRAIN

Addison Model G-12, 4 Cars and Locomotive, 250 feet of Track and Fence. Complete with Ticket Box and Floodlights. All in good condition and ready to go!

WRITE OR WIRE

### FORSYTHE RIDES, INC. 202 MERCANTILE BANK BLDG.

BOULDER, COLORADO

TERMS TO RELIABLE PARTIES

## **BISCH-ROCCO AMUSEMENT CO.** FLYING SCOOTERS

PORTABLE --- STATIONARY --- ELEVATED Thrilling New Flying Disc • Kiddie Jef Airplane Ride • Kiddie Trolley Street Car

5441 Cottage Grove Avenue

Chicago 15, Illinois





## **3000 BINGO**

No. 1 Cards, heavy white, black back, 5½x7½. No duplicate cards. These sets complete with Calling Numbers, Tally Card, 35 cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 

3000 KENO

Made in 30 sets of 100 cards each. Played to 3 rows across the cards, not up and down. Light weight cards. Per set of 100 cards,

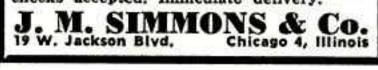
tally card, calling markers, \$3.50. LIGHT WEIGHT BINGO CARDS White, Green, Yellow, Black on White, postal card thickness. Can be retained or discarded. 3,000 size 5x7, per 100, \$1.25. In lots of 1,000, \$1 per 100. Calling markers, extra..50¢ Ping Pong Balls, printed 2 sides.....\$15.00 Replacements, Numbered Balls. Ea. 3,000 Jack Pot Slips (strips of 7 num-

bers). Per 1,000 M. W. Cards, 5½x7¼, White, Green, Ped, Salmon. Per 100 3,000 Small, Thin "Brownie" Bingo 1.25

2.00

Round White Cardboard Markers, 1800

All above prices are transportation extra. Catalog and sample cards free. No personal checks accepted. Immediate delivery.





## **Talent** Topics

are wintering in Bloomington, Ill. with their daughter, Joanne Siegrist Day; son-in-law, Elden Day, and 18-month old granddaughter, Dolores Ellen Day. The Days, known professionally as the Flying Eldonas, and the Siegrists again will appear as a Barnes-Carruthers attraction at 1950 fairs.

The Gabrielle horse acts are appearing between polo games at the Chicago Avenue Armory, Chicago. Their performances are being televised via WGN-TV, Chicago. Miss Gabrielle, on her high school stallion, Silhouette, is the featured attraction.

Acts to appear for the Boyle Woolfolk Agency, Chicago, on the 1950 fair circuit include the Four Cathalas, juggler-acrobats; Jean LaFollette, cyclists; Milburns, hand balancing; Carl Thorsen, juggler; Clemens Bellings, dog act, and the Dawn Sisters, comedy dancers. Dick Vernon has been signed to emsee one of the Woolfolk units.

Smith and Allen recently purchased a trailer and are wintering at Radio City Trailer Park, Des Moines. Also at the Des Moines camp are Willie, Bob and Hank, who are playing International Harvester shows in the vicinity; Matt Tuck and daughter, Rae, and Lew Fine and family. The Marinos, George and Butch, left the Iowa spot recently for a 10-week tour of International Harvester shows. George has built a new small trampoline that can be handled by one man and is working out regularly before using it in his act.

Al Ackermann's Six Tip Tops, tumblers, have signed with the Barnes-Carruthers office to appear at fairs.

Joe and Bebe Siegrist, aerialists, nitery in Miami Beach, Fla. . . . Sally Rand and her show opened with Leo Bistany's Orange State Shows in Miami Monday (16).

> Jimmy Rae, acrobat, opens in the Vienna Room, Boston nitery, January 26 and will follow with an engagement at the Shoreham Hotel, headed th Washington. . . . The Jumping year ago. Jupiters are traveling with the Harlem Globetrotter's basketball team, doing their trampoline act between the halves.

## **Gotham Corp. Buys Indian Point Land**

NEW YORK, Jan. 14.-Indian Point Corporation, liquidating real estate holdings of the former Hudson River Day Line, has sold a 59-acre section of Indian Point Park, at Peekskill, N. Y., to the Jackson Trading Corporation, of New York, for \$11,000 cash above a purchase money mortgage of \$7,333.33 held by the sellers. Major portion of Indian Point Park,

former picnic-recreation spot of the old Hudson River Day Line, covering 232 acres along the Hudson, and the above 59-acre plot were put on the auction block, October 19 by the Joseph P. Day firm, but bids were rejected as being too low. Highest bid offered at that time for the 59acre tract was one of \$11,000 tendered by K. B. Weissman, of New Rochelle, N. Y.

Also thrown on the market this past week was a 79-acre section of Lido Beach, Long Island, which was taken over by the navy during the war. This is part of the famous Lido resort adjoining the popular Long Beach and Atlantic Beach sections of the South Side of Long Beach. Bids are being received by the General Service Administration of the War Assets department.

## **Ohio Concessioners Elect Byers President**

COLUMBUS, O., Jan. 14.-Ohio Concessioners' Association, in its first annual meeting held Tuesday (10) at the Deshler-Wallick Hotel here in conjunction with the 25th annual convention of the Ohio Fair Managers' Association, elected Walter Byers, Columbus, president, succeeding Nat H. Cohen, who has headed the org since its inception a

Other officers chosen were Ernest O. (Red) Hall, Columbus, vice-president; Don Stewart, Columbus, treasurer, and Nat H. Cohen, executive secretary. According to Cohen, the OCA now boasts a membership of around 400. Approximately 560 concessioners operate in Ohio during the year, Cohen said.

At the Tuesday meeting, attended by nearly 100, OCA members discussed ways and means of bettering relations with the fair secretaries and fair boards, of improving the appearance of concession attendants and the concessions themselves, to reduce privilege fees wherever possible, and to standardize the light and power situation on Ohio's fairgrounds.

## **Plans, Rides Set** For Israeli Funspot

NEW YORK, Jan. 14 .- Plans for a combination recreation-amusement park in Jaffa-Tel Aviv, the first in the Middle East, have been completed and mechanical units purchased in the country are now en route.

Plans for the funspot were prepared by Elliot Carnay, New York consulting engineer. Carnay said the following equipment was purchased here: Merry-Go-Round, Ferris Wheel, shooting gallery, ball game, Penny Arcade, hi-striker, and a baseball batting unit. Kiddie rides purchased include airplane, boat, and fire engine units.



CENTRAL





Bob and Diane, skaters, lost their trailer recently in a fire at Minneapolis. George Plummer, who had been living with the duo, lost his clothes in the fire.

Babe Keating, mentalist, well known in outdoor show circles, is in her fifth week at the Sky Vue Club, Dallas. . . . Since closing their outdoor season with Dixieland Shows in December, Jimmie and Helen Watts have been playing night clubs. They are at the Key Club, Biloxi, Miss. . . . Mark Anthony, working in white face, and Bernie Miller, as a clown cop, played the Elks Club Christmas party in Monrovia, Calif. . . . Pete Hox and his partner, Ace Kilroy, formerly billed as Johnny Brown, played the Horsemen's Convention in Montebello. Calif.

Beebe's Hollywood Bears and the slap-stick acro trio, Coco, Steve and Eddy, were on a recent bill at the Palace, New York. . . . Toni the Monkey Girl and the Novellos, novelty ladder act, have been signed for Barnes-Carruthers fair dates by Sam Levy.

Harold (Hap) Linguist (Happy the Clown), who closed with Biller Bros.' Circus following the Macon (Ga.) Shrine date, stopped off for a visit with Dave Friedman at Charlotte, N. C., en route to Chattanooga, where he will play at the Moose Club indoor circus. . . . The Asia Boys, Chinese acro troupe from the Ringling circus, are at the Copa City



## Hermosa Beach, Calif., **Pier May Be Rebuilt**

HERMOSA BEACH, Calif., Jan. 14. — Plans to rebuild the city pier here received impetus when more than 1,500 signatures were affixed to a petition requesting the city council to take on a proposed bond issue to finance construction.

Sponsored by the Chamber of Commerce, the petition seeks a special election on a proposed \$195,000 bond issue and appropriation of \$100,000 from reserve city funds.

Plans call for metered parking areas, concession space, promenade and administrative buildings.

## **Iroquois Readies Centen** Plans; Owens Re-Elected

IROQUOIS, Ill., Jan. 14.—This city is working up plans for its centennial Fourth of July celebration to be held in Dunning Park July 2-4 this year. At the annual celebration board meeting last week Clint Owens was re-elected general chairman, with Frank Hill named secretary.

Hill said that this year's celebration will feature free attractions, fireworks, dancing, ball games, foot races, rides, shows, concessions and a queen contest.

## **New Building at Coney**

**To House Restaurant** NEW YORK, Jan. 14 .- Plans have been filed with the city's building department for a one-story restaurant building, candy store and soda fountain to be built on the site of fire-gutted Luna Park in Coney Island.

The new structure is part of the outdoor movie establishment skedded for this spot. Cost of the building is listed as \$12,800. Ball Park Movies, Inc., of Brooklyn, owns the store, which was designed by Harry A. Yarish, architect.

The park is scheduled to open Easter (Passover) 1950. About 50 disabled veterans of the Israeli Army will operate the amusement center.

Other planned features include an outdoor cafe with dance floor and stage, outdoor movies, ping pong and roller skating.

## **Dutch Shore Execs Bid** For Butin-Developed Spot

LONDON, Jan. 14. - William E. (Billy) Butlin, whose new Bahamas vacation village, off the coast of Florida, opens January 28, has been approached by city officials of Zandervoort, sea-shore resort of Holland, on a proposition to have him develop a \$1,000,000 holiday camp at that resort. H. M. Fenema, mayor of Zandvoort, is skedded to visit Butlin in England to discuss the project.

Butlin already has several big holiday camps and amusement parks in England and other parts of the British Isles, as well as in Ireland and on Continental Europe. The annual report of Butlin's Irish and Continental holidays, for the year ending October 31, 1949, shows a profit of \$85,915.60.

## **Bill Holland Sues Flicker** Firm, Producers for 250G

PHILADELPHIA, Jan. 14.-William A. Holland, Reading, Pa., auto racer, has filed a \$250,000 damage suit in U. S. District Court against the United Artists Corporation, distributors of the movie, The Big Wheel, and the firm of Popkin, Steifel, Dempsey Productions, producers of the film.

Holland also demands that distributors be restrained from showing the film. He contends that the film, based on last year's Indianapolis 500-mile classic, which he won, misrepresents the manner in which he took first place and has damaged his reputation .





Now for immediate delivery -a full and complete fine of New and Used Trucks and Trailers. We can arrange convenient payment forms for you.





**7 Out in the Open** 

"Big-Ride" Performance!

57

E. J. Warner, head of the New | tary club. Harry Storin, Carroll aid, will handle the promotional end. York poster printing firm bearing

> Sadie Schwartz, veteran ride operator, now retired and living in Detroit, left for a visit with the Max Goodmans in Miami, and then will head for Havana.

## **Nunis Dates Include** Monday (9) at St. Mary of Nazareth Two in Middle West

READING, Pa., Jan. 14.—Big car race dates announced by Sam Nunis Speedways include two in the Middle West, Cedar Rapids (Ia.) Fair and Minnesota State Fair, St. Paul.

Nunis said he will stage a race at Cedar Rapids on opening day, August 12, and on three days, August 26-28, at the Minnesota annual.

Eastern fairs inked by the Nunis org include the Reading (Pa.) Fair, September 17; Cleveland County Fair, Shelby, N. C., September 23; Eastern States Exposition, Springfield, Mass., September 22-23; Southern States Exposition, Charlotte, N. C., Oct. 7; North Carolina State Fair, Raleigh, October 21.

Still dates carded by Nunis include two meets to be staged at Lakewood Speedway, Atlanta, March 26 and July 4, and one at Reading Fairgrounds, April 2.

Nunis said he is also planning to stage stock car races with a field of 15 women drivers, headed by Mrs. Sara Christian, Atlanta.

## Linder Renamed President Of Canada's Stampede Mgrs.

CALGARY, Alta., Jan. 14.-Herman Linder, of Cardston, Alta., was Under construction are eight 28- re-elected president of the Canadian Stampede Managers' Association. Honorary president is J. Charles Yule. Calgary, and vice-presidents are Southern Alberta, Dick Sholton, Medicine Hat; Northern Alberta, W. J. Gourlay, Drumheller; British Columbia, Mike McCormick, Kamloops, and Saskatchewan, Ralph Des-Brisay, Swift Current.







(Inside width 90", height 851/2")

Fruehauf tramless closed vans. Drop frame, 4 sliding windows each side. Fully lined inside and insulated. Rear and side doors. Perfect for lunch wagons-any type display. War surplus - regular value \$4-\$5000. While few last

S1,000 F. O. B. SAN ANTONIO, TEXAS 3 at Indianapolis, Ind., \$1,495 each

## SUPERIOR

Indianapolis, Ind. 831 E. Washington MA-4575

## **PROMOTERS!**

Nationally known, highly rated concessionaire is interested in handling complete food and drink Concessions at Circuses, Sportsmen's and Home Shows or any other promotion. All new stainless steel equipment Services available from January thru May. For further Information, contact:

J. R. BEGAN ENTERPRISES BOSTON, MASS. **131 STATE STREET** 

### NEW 1950 EDITION NOW AVAILABLE CONCESSIONAIRES' GUIDEBOOK

76 Pages - All jam packed with money-mak-ing formulae, M.O. Ideas, Games and Con-cession Equipment. Send \$1.00 today for VOUR CODY

**CONCESSION SUPPLY CO.** Toledo 6, Ohio 3916 Secor Rd.



Featuring the sensational new Track and Baseball Combination Striker at \$300.00. Two other models at \$225.00 and \$250.00. Indestructible All Steel Base, Electrified Towers, 8 Cables, 2 Mauls.

G. W. TAYLOR PUNTA GORDA, FLA.

BOX 255

foot and 30-foot animated floats. which will be features of parades. In addition, there will be six smaller floats, bands and more than 2,000 mummers.

his name, will attend the North

Carolina, Virginia, Pennsylvania and

New York fair meetings. . . . Len

Humphries, Hamid-Morton Circus

exec, is filling in the off-season by

tub - thumping for Paramount's flicker, "Samson and Delilah" in

Canada. . ... Ernie Young, of the

Ernie Young Agency, Chicago, un-

derwent an abdominal operation

Hospital, Chicago. Young was ex-

pected to remain in the hospital

The Michigan Showmen's Associa-

tion will entertain the secretaries of

the Michigan Association of Fairs

and the Michigan Harness Racing

Association at the Hotel Fort Shelby,

Sunday (15). . . . Allen Erlacher,

who operated a candy butcher shop

at fairs and shows for several dec-

ades, has decided to retire from the

business. He is being urged to write

down the recipes for his unique crea-

Ed Carroll, owner-operator of

**To Full-Scale Status** 

NICE, France, Jan. 14 .- Nice, largest resort center of the Riviera,

will stage its first full-scale carnival

celebration since the war. February

about two weeks.

tions.

9-21.

Parades, will include the Grand procession on opening day; Battle of Flowers, February 16; Battle of Confetti, February 19, and Battle of Plaster Confetti, on closing night, which will be followed by elaborate fireworks and the burning of the big King Buffoon float.

Celebration will include balls and resort's casinos, as well as concerts time for the 1951 fair, the Agriculby military bands and other events. As usual, midways will spring up at | Washington County disclosed at its various spots.

Available

## New Stand for Hagerstown

HAGERSTOWN, Md., Jan. 14 .--A new grandstand will be erected vaude and circus programs at the at the Hagerstown Race Track in tural and Mechanical Association of annual stockholders' meeting here.

CONCESSIONAIRES!

Here is an easy-to-assemble, portable, sturdy, light-weight booth. Comes unfinished, not printed in smoothly sanded plywood, complete with bench and shelf in cabinet for developing,

and door in rear. Can be finished natural or

Shipped knocked down, ready for assembly.

25% deposit required on all out-of-town orders.

NEMES FURNITURE FACTORY

Phone: BUckingham 1-2666

F. O. B.

Chicago

CHICAGO, ILL.

## ASTRO FORECASTS

#### All Readings Complete for 1950

**Crystal Balls**; Imported

On hand in these sizes: 234: 3 inch; 3 9/16; 4 3/16 Write for prices. Single Sheets, 8/2x14. Typewritten. Per M. \$5.00 4-p. God Fish Pamphlet, 81/2x11. 12 Signs,

Covers. Ea

Samples of each of the above 4 items for... 254 No. 1. 45 Pages Assorted Color Covers .... 504

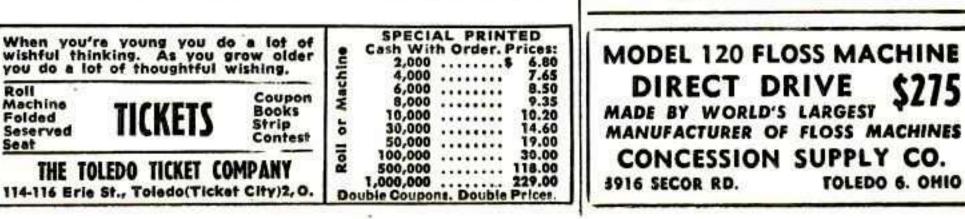
## NEW DREAM BOOK

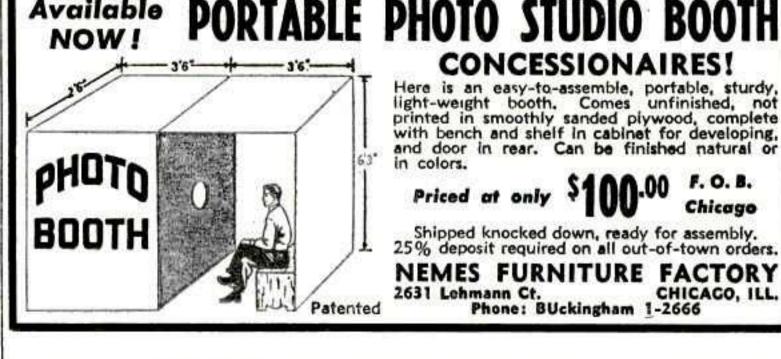
120 Pages, 2 Sets Numbers, Clearing and Policy 120 Dreams. Bound in Heavy Gold Paper Covers. Good Quality Paper. Sample. 200 HOW TO WIN AT ANY KIND OF SPECU-

LATION, 24-p Well bound, 84x11 .... PACK OF 79 EGYPTIAN F. T CARDS. Answers All Questions, Lucky Numbers,

etc. Shipments Made to Your Customers Under Your Label No checks accepted. C.O.D 25% Deposit, Our name or ads do not appear in any merchan-dise Samples postpaid prices Orders are P.P. Extra.

SIMMONDS & CO. CHICAGO 4, ILL. 19 West Jackson Blvd. Send for Wholesale Prices.





Roll

Seat

ROLLS 2,000 EACH

**Double Coupons** 

**Double Prices** 

No C. O. D. Orders

Size: Single Tkt., 1x2"

Machine

Seserved

Folded



TICKET

THE TOLEDO TICKET COMPANY

in colors.

Priced at only

2631 Lehmann Ct.

Books

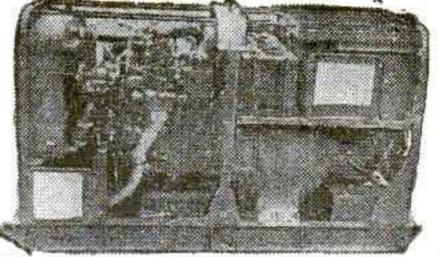
Strip



#### GENERAL OUTDOOR 58

The Billboard

## **Brand New Light Plants** 120-240 V.AC. 12.5 K.V.A. **Immediate Delivery**



ENGINE: 4 cylinder 4 cycle L - head, water - cooled, 35-Horsepower Oiling System: Pressure type to main, rods, and camshaft. Fuel System: 10.5 gas tank diaphragm type fuel Pumps. Ignition System: Battery Breakerpoint, coil type. Full automatic starter. GENERATOR: 120-240 single phase 60 cycle AC; rated power 12.5 KVA at 80% power factor. Voltage change is accomplished by changing jumper connec-

tions or terminal strip. Made by D. W. Onan & Sons. Controls: Speed fully automatic, starting full automatic, automatic cut-off '\* oil or water is low. Overall size: 7 ength, 671/2 in.; Width, 281/2 in.; Height, 281/2 in.; Weight, 1556 lbs. Complete set of tools and extra parts packed with each plant. These plants cost the governmer' several times our price. Packed in original overseas boxes and ready to operate, brand new. \$795.00 Our price F. O. B. Jackson, Miss.; San Antonio, or Florida.

### A. M. & S. COMPANY Phone 4151

404 Donnelly St.

Mount Dora, Fla.

STURDY

OAK

STAINLESS

STEEL HOOPS

 Multiplex Faucet Co. Serving the Trade 45 Years About a 4¢ Profit on a 5 Cent Sale!

## The Multiplex **ROOT BEER BARREI** IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL. It Advertises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

Exclusive! Draws any size drink continuously without turning lever off-10 to 15 drinks per minute. Draws delicious solid

drink with slight amount of foam when handle is turned to one side and a creamy drink when turned to other side.

Also DISPENSERS FOR COCA-COLA, ORANGE, OTHERS

Manufacturers: MULTIPLEX FAUCET CO. 4325-B Duncan Ave.

## TOP-POP HYBRID POPCORN CARRIES A MONEY



SALT LAKE CITY, Jan. 14.-Western Service Company. with A. J. Teece as general manager and Ed Vetter as principal owner, Sunday (8) lost and estimated \$57,000 in equipment in a fire at the firm's home office. The fire, caused by explosion of a butane tank, destroyed mobile equipment, merchandise and stock, and a portion of the building, which is owned by the Edward Vetter Investment Company, large holder of an interest in the concession company.

Western Service Company lost about \$47,000 by the fire, while another \$10,000 was lost by the parent company.

The concern holds contracts with Utah State Fair, University of Utah, and other enterprises and is the largest concessionaire in the Intermountain West.

## **Jones Beach Starts Expansion Program**

NEW YORK, Jan. 14.-Jones Beach expansion projects are in full swing, with mild weather favoring construction work on a big drainage system which will serve the entire beach area and which is costing the Long Island State Park Commission \$1,059,855.

Also under construction at the swanky Long Island south shore resort is a large brick building, on Parking Field 2 near the West bathhouse, which will house a food bar and other concessions.

Show Folks, AGVA Claim **Body of Charles T. North** 









Hauss-Slandard Chevrolet 1325 STATE ST. EAST ST. LOUIS, ILL.



## **GENERAL OUTDOOR**

59





Dept. 8-1-2150

Get in the BIG

EXCEL MFG. CORPORATION Muncie, Indiana



Phone: Harrison 3026 HARRY SOMMERVILLE

GIVE TO THE **RUNYON CANCER FUND** 

## AGENT

Show. Concession and Exhibit

Tents. Horse Troughs. Casting Nets, Ring Mats, Canopies and

Marguees built to your specifica

Arthur E. Campfield the

Phone PLozo 7-8039

45 W. SAIN STREET NEW YORK 19 N. Y

tions

Join immediately. Must be clean cut with car, tack cards, close contractor, follow instructions. Year round work, salary with times. Oscar Wiley, Clarence Auskings, Earl Backer, wire, phone

AMERI-CONGO ANIMAL EXPEDITION Sarasota, Fla., this week

TENTS 🚥 All Sizes-NEW AND USED-All Styles. BRIGHT FLAME-PROOF FABRICS-Khaki, Blue, Forest Green, Olive Green, Tangerine.

CAMPBELL TENT & AWNING CO., INC. ALTON, ILLINOIS 100 CENTRAL AVE. (Phone 38885)







FORT WAYNE, Ind., Jan. .14 .---Polack Bros.' Western unit launched its 1950 season to capacity business here Thursday night (12). Louis P. Stern, managing director, said the advance sale indicated all 13 scheduled performances would be sellouts. Promotion was handled by Sam Ward.

In the strong new line-up of acts bowing here were Melitta and Wicons, ground perch; Sikorska Duo, aerial perch; Lalags, aerialist; the Shyrettos, cyclists; Hubert Castle, tight wire; Emil Pallenberg Jr. and his bears; Linon, European pantomimist; Alfredo Landon's midgets, comedy acrobats; Nana Woolford's dachshunds; Rudy Docky's basketball - playing Boxer dogs, and from last year's show the Seven Ward-Bell Flyers, Rose Gould Trio and Frank Whitbeck's elephants, presented by James (Slivers) and Jo Madison. Show's flashy new opening number was produced by Gus Bell.

### **Repenskys** To Join

The Loyal Repensky family will join in Hammond, Ind., the show's next stand (January 23-29), with their big bareback riding act and their teeterboard acrobatic act, billed as the Seven Brannocks.

Clown personnel is mostly the same as last year, with Otto Griebling replacing Chester (Bobo) Barnett as producer and Rudy Docky added. Others are Harry Dann, Freddie Freeman, Chester and Joe Sherman, Billy Grififn and Bobby Kellogg. Arthur Springer is back as equestrian director and announcer, Bee Carsey as musical director and Wally Newbury as organist.

An Equine and Canine Parador-The Show With a Leaf of Gold -By Starr De Belle-

WON, HORSE & UPP COMBINED CIRCUS

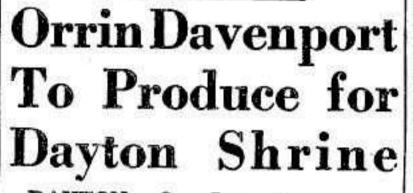
El Opera, Mexico. January 14, 1950.

To determine if Mexican territory might be profitable, the Won, Horse & Upp Circus crossed the border to play one bull ring which, if successful, would call for the booking of more such amphitheaters, and would do away with the expense of carrying canvasmen and seatmen. The boss well remembered the exploit of the late Bill Pickett, who years ago ired the natives by belittling all Mexican toreadors when he bulldogged a bull instead of fighting him. The Dusky Son of Oklahoma was lucky to get away alive.

To give the natives something sensational it was decided to reproduce an old Roman circus by throwing a man into a lion's den. Because one can't misrepresent advertising in this country, our agent, Les Bouroughs, canceled all lion-act paper, especially a 16-sheet of a gal working a mixed group of lions and tigers. We have only one lion, Lukewarm, who worked in a 10 by 10-100t net arena in an untamable act in the Side Show. However, the office was lucky in locating some one-sheets of a man in a lion's den on the shelves of a biblical lithographing company.

Before continuing, let me describe our man-eating lion, Lukewarm, who is 19 years old. He has hair only in spots, and because he is loaded with the cotton candy concession when not chained in the menagerie with our performing goats, the goats have eaten off the hair to get the sugar. Now for the true facts of the show's engagement here. On Friday night the bull ring amphitheater was packed with 15,000 natives who take a circus in a big way. They applauded the acts in true Mexican fashion but seemed to be restless while waiting for the feature, the throwing of a man into a lion's den. Suddenly our trainer was thrown in', the bull ring from a 16-foot-high balcony and simultaneously the maneater, Lukewarm, was sent thru the chutes into the arena. Slowly he galloped toward his trainer to go thru the routine of his untamable act to the roar of 15,000 Mexicans yelling "bravo." The din was so terrific that it was more than Lukewarm's heart could stand and he fell dead at his trainer's feet. Our announcer quickly told the crowd that the most terrifying beast that breathed fell dead thru fear when he faced the bravest man on earth. The natives went wild and carried the trainer on their shoulders as their hero for the day.

filled with 15,000 thrill-hungry natives. When the feature event was announced, the bull entered the arena from one end, pawing up the dust, snorting and bellowing. Our trainer, mounted on the show's elephant, Crumbwell, entered from a gate at the arena's other end. Instead of a battle of bulls getting underway, Crumbwell whirled around, tore down the gate and stampeded into the wide open spaces. There were no "bravos" or the carrying of our trainer on the Mexicans' shoulders. The show train hurriedly pulled across the border amid shots from a carronade.



DAYTON, O., Jan. 14.—Antiok Temple of the Shrine here has incorporated under the name of Red Fez Club, Inc., to produce and present its own circus at Fairgrounds Coliseum March 23 thru April 1. Polack Bros." Circus has held the Antiok Temple contract in recent years.

The Red Fez Club will buy its own acts for the 10-day engagement and will bring in Orrin Davenport to produce the show for 10 per cent of the gross. Judge Merritt Schlafman is chairman for the event.





(Continued from page 54) with Tavlin, former president-general manager of the Cole org. Contacted by The Billboard today, Wirtz said:

"I am not at all interested in buyink Cole Bros.' Circus or any other touring circus. I was-and still aminterested in trying to make a booking deal with Tavlin and the Cole show to use the Cole elephants, menagerie animals, some equipment and maybe some acts to strengthen our Barnes Bros.' Circus which we present annually in the Stadium." (Barnes Bros.' Show is booked into the Stadium by the Barnes-Carruthers Theatrical Enterprises of which Wirtz is a stockholder.)

#### **Only Talked Stadium**

Wirtz said if such a deal could be made with Tavlin it might be that the Barnes Show again would play Detroit. But, as of the moment, the Stadium head said, his talks with Tavlin concerned only the booking for the Chicago date.

"I have no more plans to confer with Tavlin," Wirtz said. "It's now up to Tavlin to work out a deal which would be satisfactory to me. In the event he has a proposition he thinks would interest me, I shall be glad to confer with him again."

Meantime Tavlin, from the Cole winter quarters in Ojus, Fla., 10 miles from Miami, refused to disclose the names of the new Cole Bros.' owners.

#### Stern on Hand

Arrival of Louis Stern here this week ended a 7,500-mile encirclement of the nation. After winding up the 1949 season at Charleston, W. Va., in mid-December, he went to New York, then to the Coast via Chicago and back eastward to Fort Wayne.

Mrs. I. J. Polack came from her California home this week to catch the opening here before going to the Eastern Unit in Saginaw, Mich., where it tees off Sunday (15). Other visitors were on hand en route to the Eastern Unit, including Kris Krenkel, assistant manager; Nate Lewis, equestrian director, and the Cycling Sidneys.

## Scatterday Signs With Kelly-Miller

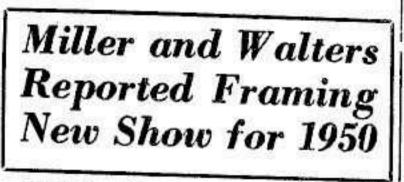
HUGO, Okla., Jan. 14 .-- R. O. (Dick) Scatterday, well-known national advertising representative, who for the past 10 years has been with Cole Bros.' Circus and previous to that with the 101 Ranch, Downie Bros., Gentry Bros., Seils-Sterling and other circuses, will this season handle national and local banners with the Al G. Kelly & Miller Bros.' Circus. He will also put out a program for national space, as well as various novel advertising tie-ups featuring the animals carried with the Kelly-Miller organization.

Art Miller, general agent for K-M, handled the negotiations with Scatterday.

## CHS, Div. 1, Re-Elects Powers

DETROIT, Jan. 14 .- Dr. Harrison Powers, South Bend, Ind., has been re-elected a director of division No. 1 of the Circus Historical Society, which includes the States of Ohio, Michigan and Indiana. Clyde Wixom, owner of the old Mat Wixom Great Show title, was re-elected driver.

Instead of leaving the country, as intended, the boss decided to stay here today thru special request. The burg's mayor wanted our trainer to fight a bull, he to choose his mount. Tonight the amphitheater was again



HUGO, Okla., Jan. 14. - Reports here are that Obert Miller and Herb Walters are organizing a truck circus which will play Midwestern spots this year. The show, to be titled Cole & Walters United Circus, will be a second unit of the Al. G. Kelly-Miller Bros.' Circus, playing towns considered too small for the Kelly-Miller unit.

Show will carry three elephants, out of the K-M herd, and also will have a hippopotamus which will be used as a separate midway attraction. Org will travel on nine trucks.

LONDON, Jan. 14.-Bertram Mills Olympia Circus and Fun Fair, which opened its 23d annual Christmas season at the big Olympia exhibition arena December 20, is presenting one of the best bills it has assembled since prewar days.

Program is running smoothly, with the Sensational Ortons, American high swaying pole duo, one of the hits. Due to an accident prior to leaving America, Mrs. Vern Orton was unable to perform during the first two weeks of the London run and her place was taken temporarily by Miss Luxem.

Show opens with the usual parade of performers and animals, followed by all the clowns in a medley of gags. First act on is the Ghezzi Trio, slap-stick tumbling and ladders. New group of 12 Mills Arabian horses are put thru their paces by Toni Smaha. Next on are the combined Lai Foun and Moy Long (10) troupes of Chinese contortionists and acrobats. Roy Holt follows with a good high school horse act. Michael, Tamara. and Sacha score in comedy trampoline routine.

#### Import Talent Clicks

From Switzerland's Knie Bros.' Circus comes Miss Helia with a group of five sea lions, one of which does tight rope walking. The Seven Ashtons, newcomers from Australia, click solidly in a topnotch Risley and tumbling act. Mills's veteran elephant trainer, John Gindl, presents six bulls, assisted by eight colorfully costumed girls.

The Great Arturos (4), brought over from America, provide the first big thrill with their stunts on the high wire. A five-minute intermission allows for setting up of the cage for presentation of 12 polar bears from Trolle Rhodin's Zoo Circus (Sweden), well handled by John Steinhoff. Then two French aerialists, Alma Piaia, center-ring attraction with the Ringling-Barnum show last year, and Maryse, trapezist, do their stuff.

The Golden Statutes offer a neat flash preceding the novel presenta- A. Yelding and F. Foster Jr.

made public at this time," he insisted.

#### No Basis of Fact

Taylin also denied that Wirtz had bought the show, saying the rumor Wirtz had paid Terrell, mortgage holder of the Cole show, the sum of \$125,000 for Terrell's equity had no basis of fact.

Tavlin said the new owners had bought out McEuen, Andrews and himself, but that he (Tavlin) was being retained in an advisory capacity and that he was trying to line up as many as 11 buildings, including Omaha, Chicago, Detroit, Indianapolis, St. Louis and Louisville to set the show for early spring and late fall dates. Under such an arrangement the Cole show would continue to tour under canvas during the summer, Tavlin said.

Terrell told The Billboard that he attended the Indianapolis meeting but "dealt only with lawyers."

tion, by John Grindl, of hefty Zeeland draft horses from Holland. Maurice and May, French serio-comic cyclists, dish out laughs and neat tricks. Jacky Lupesco, from the Swiss Circus Knie, scores with fast juggling on the slack wire.

#### Horses, Ponies in Finale

Feature joeys, Coco, Huxter and Michael and Company, are brought . on for a session while the Sensational Ortons get set for their spectacular swaying pole thriller, which is followed by the finale, a grand carousel, with Toni Smaha supervising evolutions of massed Mills horses and ponies.

Directors of the circus are Cyril B. Mills, Bernard N. Mills, Ronald R. Pickering and G. P. Ritchie, with Lord Burchley holding the post of honorary president. Administrative staff consists of Stanley J. Franklin, general manager; A. Stanley Bird, manager; Ronald C. Pickering, secretary; W. Buchanan Taylor, director of publicity, and R. H. Aylwin, press representative. Musical director is J. Lindsley, and equestrian directors are

약화 잘 잘 들었는 것이 없는 것 같아.



## CIRCUSES

61

## **UNDER THE MARQUEE**

Merle Evans, band leader, Harry his farm home near Marion, Ind., Thomas, equestrian director, Red reports that he will be back this Floyd, drummer, and Willie Krause, singer, all of Ringling Bros. and Barnum & Bailey Circus, were guests season after being with Cole Bros." of honor at a banquet given by Senor Sentenna, director of the President's Palace Band, in Havana the closing night of the R-B show. Evans was presented with a plaque and Floyd with a native drum, the latter a gift from the Havana City Municipal band.

Fortunately for the down-and-outer, bad luck seldom gets around to do its worst.

Pete Sun, who with his brothers operated Sun Bros.' Circus, was featured (with photo and write-up) as one of the executive committee of the Goodfellows Association of Toledo, in a recent special issue of The Toledo Blade. . . . Karl Waddell and George Perkins recently finished working on the Bozo Circus television show for Capitol Records in the make-up department. They are now at the Pub and Del Mar Club, Santa Monica, Calif.

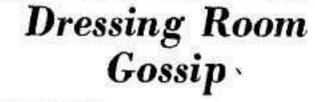
Cookhouse waiter will be happy if the weekly dime tipper doesn't come back in '50-bringing his family.

Steven Crowe, clown, the past two years with the Dales Circus, has added a new p.-a. system and painted his truck. . . . George W. Westerman again is in charge of the promotion of Polack Bros. for its Cincinnati engagement at the Taft Auditorium February 15-25. Floyd Arnold, the Musical Rube, who was in Sears-Roebuck store in San Antonio as Santa, is now playing vaude dates, working out of the Joan Franks' office, Dallas. He was in Dailey Bros.' Side Show the last five seasons.

season as press chief on the Clyde Beatty Circus. Parks joined org last Circus 13 years. . . . Dwight Pepple, general agent for Polack Bros.' Circus, left for the West Coast last week on a combined business and pleasure trip. . . . Don Lang, last season with Cole Bros.' press department, was in Chicago last week on a combined business and pleasure trip. . . . Jim Stutz cards that he attended the Blue-Gray football game and a New Year's celebration in Montgomery, Ala.

After reading about a beauty contest winner being made a movie star without her having some experience, its a sad state of affairs that the prettiest and most shapely gammed aerialist has to work her head off to get a ripple of applause.

L. D. (Doc) Hall, general agent for Biller Bros.' Circus last season, is wintering with his family at the Orange Grove tourist camp, Sarasota, Fla. . . . Howard and Gladys King, Wild Life Exhibit ops, spent the holidays in Portland, Ore. . . J. C. and Dot Rosenheim, with King Bros.' Circus the last few years, are visiting relatives in Cleveland. . When H. J. Rumbaugh opens the season with his circus, now in quarters in Punta Gorda, Fla., it will be known as Horne Bros.' Combined Circus. Last year the show carried the John W. Pawling Great London title. . . . Edward Riley, billposter with Ringling the last few years, is spending the winter at his home in Memphis. . . . Joe Simon, formerly with the R-B band, is now assistant manager of the Ritz Theater, Memphis.



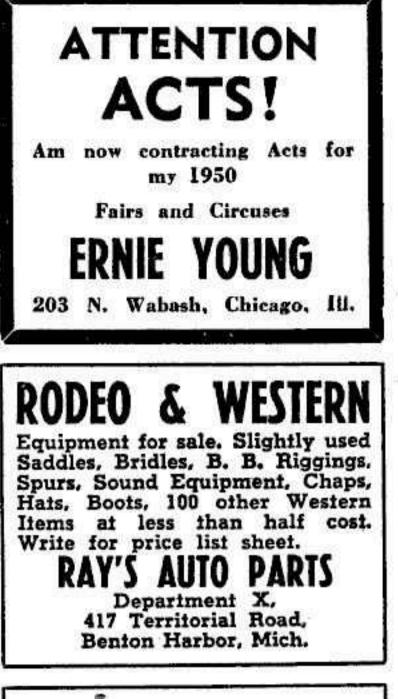
## **Gran Circo Americano**

New Year's Eve party was given by the Bontas, Jose Perez, Ernesto and Beatriz Bermal and Milton Pelies. Franky Campos did a swell dramatic monolog. Local musicians were off New Year's and Milton Pelies, Paco Pascuale and Jacques Gordon filled in. Org garnered much publicity in entertaining a number of orphans. Tom Hodgini and Eddie Pedrero are repairing trunks; Phil Bonta gave his cedar wardrobe box to Julio Farias. On the sick list: Bontas, Bermals and Farolito due to food poisoning; Miguel Dacal suffering from a bad shoulder; Bill Oqualo had a foot badly clawed by lion; Mel Henry nursing a non-serious monkey bite.—JOE HODGES HODGINI.

## **Circo** Atayde

Org had a good opening in Mexico City. Acts from the States are Francis Hogan and Roland Tiebor's seals; Truzzi, juggler; the Berosinis, high wire, and the Delbosqs with Serenado II, musical horse. Among Mexican acts are the Esquedas, flying; Caudillo Sisters, acrobats, and Esther Cardenas, wire.

Show is run in the European manner with one ring and box seats. Org has a blue top. Circus has been playing to capacity houses with two performances on weekdays and four on Sundays. The office is handled by Andres Atayde and Aurelio Atayde is equestrian director. A newsreel was taken of the show and magazine stories and pictures of the featured performers have appeared. A party, with dancing and refreshments, was given in the center ring January 6 .- CLARA DELBOSQ.



## HUNT'S CIRCUS WANTS FOR 1950

Lithographers who drive; Musicians (union) -Cornets, Trombone, Trap Drummer, Organist; Acts for Big Show and Side Show, Cooks, Animal Trainers and Help in all departments. Must be down to earth salaries. Apply by letter: Burlington, N. J.



Indoor Circus, Tickets, U. P. C.'s, Book. Strong auspices. Buford Gamble, Jack Mc-Claskey, Bill Browning, Harry Mason, con-tact me. Phones open Monday, January 23rd Six weeks' work. Circus Acts, contact Buck Cathey, 1408 Forest Ave., Dallas.

TOMMY STEVENS

PHONEMEN

Gaudy paint jobs account for the popularity of annex dancers and Side Show banners.

John Anderson, Enquirer Printing Company, during a recent Florida vacationing visited Rogers Bros.' Circus, wintering at Naples, Fla. Anderson says that five new bodies England. Jimmy and his father, Ira sive rebuilding program is underway have been built on semi's and that Millette, formerly presented identical two 28 closed semi's and a new light plant arrived during his stay. He cus). . . . Pat Valdo, general direcsays the show will have a new fivepole top, with a new managerie and Three new animal Side Show. cages have been constructed and the show will open January 30 at Naples. It has 14 weeks booked in Florida, Anderson says.

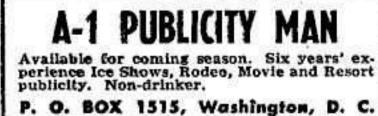
"I'm strictly a spiritualist," said an oldtimer. "I want to see the ghost walk on Sunday."

Ora Parks, who is wintering at



Strong Auspices. Indoor Circus. Pat Patterson, Al White and others contact

HARRY W. MASON Hotel New Chickasha, Chickasha, Okla,



CIRCUS WAGON VIEWS Great Wallace, John Robinson Parade 1910, Barnes. Ringling, Cole, HW, Sells-Floto, Barnum & Bailey, Sarasota Graveyard Wagons, Parades, Bandwagons, Tableaus, etc. Special: 5x7 Wagon Print, 104 and complete lists, also Circusiana. Write today.

ROBT. SAMS 45 BUSH BLVD. ENSLEY 8, ALA. WILL BUY anything pertaining to circus. 2745 BUSH BLVD.



On some circuses troupers are fined for talking to ballet gals, which goes to show the danger of doing something that comes natural.

Jimmy Millette, American aerialist who had been playing with the Wirth Circus in Australia arrived in London recently for winter dates in numbers (with the Ringling cirtor of Ringling-Barnum; Art Concello, general manager, and his wife, of the Big One, are back at winter quarters in Sarasota, Fla. . . . The date in Detroit. . . . Rose Behee, aerialist, has been working in the been added. Wallenda high wire act, which was one of the features of the Santos & Artigas Circus during its Havana from a Chicago vacation. Oscar run.

## **Mull Change in Moose Date**

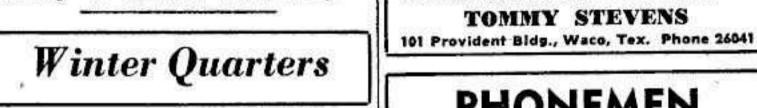
DETROIT, Jan. 14. — Dates of the Moose Indoor Circus, originally scheduled March 8-15 in the Michigan State Fair Coliseum, may be set back to the first week in May, according to Jack Wengrow, manager of the Johnson & Wallace Circus, and who has been the prime mover in the enterprise.

## **Circus Clown Club**

LOS ANGELES, Jan. 14.-Marie Cells, owner of the Cells Circus in Australia, is a new member, along with H. Robert Newell, Sydney, Australia. New American members are Forrest Brown, John W. Swann and Robert Adair.

Christmas cards were received from Bill Kasiska, Ray Bickford, Dr. Salem Karland, Erskine York, Willard T. Northroph, Phil Kallail, Bernie Dunn, Mrs. Stanley Christy, Stan Bult, Mrs. Leopold Gladue and Richard Arcand Jr.

Members will participate in the e/e The Biliboard, Box D-300, Cincinnati 22, 0. March of Dimes drive, with Bobby



## King Bros.

MACON, Ga., Jan. 14.-An extenat Central City Park quarters here. In addition to a new grandstand, six wagons and cages are being constructed.

Two new Diesel electric light plants Antoinette Concello, aerial director are due here February 1. Another stake driver built by Lewis Manufacturing Company, will enable the Chambertys, comedy casting act, show to send it ahead the afternoon will play the Orrin Davenport Shrine before to drive big top and kid show stakes. Several new tractors have

> Lucio Cristiani, associate owner, and his wife, June, arrived this week Cristiani, came up from Sarasota, Fla., with a new horse trailer to transport the ring stock carried by the Cristianis, Floyd King has returned from a trip to New York.

Recent visitors included Tony Diano, Gus Sun, L. D. (Doc) and Paul Hall, Robert (Rebel) Marchette and family, Sid Lovett and E. P. Gamble.

Kay, of the Clyde Beatty Circus, heading the club's effort.-MARGE V. KELLY.

**Tickets Only** Under auspices of the American Legion. Write or wire: LEGION OF STARS ROOM INDIANAPOLIS, IND. 319 YORK HOTEL Miami, Fla., Baltimore, Md., Legions to follow. NTED IMMEDIATELY Promoters and Phonemen for continuous dates. Can also place useful Circus People. All replies to BROS.' R. W. BRANDON-JULIEN WEST Calveston, Texas, Jan. 16-18; Texas City, 19-20; Pasadena, 21; or as per route. WANT PHONE MEN Banners and U.P.C. 40 weeks with large established Circus playing strong auspices. Start work Immediately. JACK LAMPTON 595 Greenlawn Ave. Columbus, Ohio PHONEMEN Newspaper Advertising. Labor Paper. All year work. You who know me, come on. JACK MARTIN

522 Market St. Chester 2-1516

"Chester, Pa.

## WANT IMMEDIATELY-CONTRACTING AGENT

For Indoor Circus. Must be high class fast worker, have car and able to contract strongest auspices. Good proposition to right party.

R. W. BRANDON, JULIEN WEST-WEST BROS.' CIRCUS

Galveston, Texas, Jan. 16-18; Texas City, 19-20; Pasadena, 20; or per route.

## PHONE MEN WANTED

Dedication album. Deal starts Jan. 23. 25 per cent commission. Write:

## DEDICATION ALBUM

217 East Huron St.

Ann Arbor, Michigan



## PARKS-RESORTS-POOLS

January 21, 1950

Communications to 188 W. Randolph St., Chicago 1, Ill.

## **Terperies Winner Over T-Men Round Two of** 20% Tax Case **Goes to NBOA**

## May Wind Up in High Court

(Continued from page 3) favor of the plaintiffs, Larry and Margaret Geer, co-owners of the Laramar Ballroom, Fort Dodge, Ia. The Geers sought a refund of the cabaret taxes paid to the Internal Revenue Department during 1948.

Judge Graven stated that "it is the view of the court that it was not the will and intent of Congress that North Shores Road. Architects are receipts from ballrooms of this type and kind of the plaintiffs would be subject to the tax imposed by Section 1700 (e)." He further stated that all evidence presented showed that there is a definite trade distinction between a cabaret or roof garden and a ballroom. The legal history of cabaret taxation, presented by Christopher Boland, Washington attorney who assisted Roberts, clearly showed that the cabaret tax should not apply to ballrooms, Judge Graven asserted.

### Reverses Decision

In his opinion, Judge Graven reversed a previous decision by Judge Sherman Minton of the Seventh Circuit Court of Appeals and now a member of the U.S. Supreme Court. In the Minton opinion, rendered early in 1948, it was held that Ted Jankowski, operator of the Avalon Ballroom, LaCrosse, Wis., was responsible for payment of the 20 per cent tax. Following this precedent, the T-men started a drive to reclassify all ballrooms as sources of cabaret tax revenue. Graven emphatically distinguished between the evidence as presented in the Minton decision and in the recent hearing before him in Fort Dodge, Ia. (The Billboard, December 10). In the recent hearing Graven pointed out that a large amount of oral and documentary evidence, clearly showing the trade distinction between cabarets and terpalaces, was presented by the plaintiff. Nothing of this nature was presented in the Avalon Ballroom case, he added. In the Avalon trial, the legislative history of cabaret taxation was traced back to 1942, while in the Fort Dodge case Roberts and Boland went back to the inception of nitery taxation in 1917. Graven said that after reviewing the cases. he distinguished between them and held the Avalon decision as not controlling.

## **Gladieux Brothers Get 10-Year** Lease on Toledo Beach; Plan May 30 Bow for Renovated Spot

TOLEDO, Jan. 14 .- The Gladieux brothers, Virgil A., and Nelson W., have signed a 10-year lease to operate Toledo Beach and plan to spend \$125,000 as a starter in rebuilding and renovating the playground. The lease, obtained by the Gladieux brothers under the title, New Toledo Beach, Inc., was okayed by the Manhattan Building Company, owner of the 250 acres of beaches, groves and lagoons on Lake Erie, 17 miles north of Toledo. Plans are to open the funspot May 30. Virgil Gladieux, head of Buddies Lunch System, Inc., and president of the Toledo Sports Arena, is president

of the new corporation, and Nelson Gladieux, secretary-treasurer of Buddies, secretary-treasurer.

Work already has started on construction of a new blacktop highway leading into the beach area from putting the finishing touches on plans for a large, modern bathhouse.

Other improvement plans call for renovating the dance hall and expanding it; construction of a new 500foot boardwalk, a new roller rink and addition of many large outdoor ovens. Negotiations are under way, Virgil Gladieux said, to put various rides and concessions in on a percentage or lease basis.

In addition to the 11/2 miles of white sand beach there are approximately seven miles of sheltered lagoons ideal for boating. Picnics will be promoted Gladieux said.





## **Equipment To Be Sold**

MILWAUKEE, Jan. 14.--Waukesha Beach, located on Pewaukee Lake, about 12 miles from Milwaukee, soon will go out of existence. The funspot is giving way, after 50 years of operation, to a suburban real estate development, according to Harry J. Koepp, Pewaukee, who acquired the property.

Koepp said rides, concessions, park equipment and buildings on the 60acre park will be sold as soon as possible and the property and lake frontage will be subdivided.

## Smith Stays on as Prez

**Zeiher Named** 

**New Manager** 

**At Cedar Point** 

SANDUSKY, O., Jan. 14.-Edward A. Smith has resigned as general manager of the G. A. Boeckling Company, which operates Cedar Point on Lake Erie, but will remain as president and treasurer. Attorney B. G. Zeiher, Sandusky, recently named to the board of directors, has been made general manager. Smith resigned because of his age.

President Smith has been in charge of the resort since 1935, being advanced from auditor upon the death of founder, G. A. Boecking. Smith held the triple position of president, treasurer and general manager. August Kuebeler Jr. is executive vice-president and secretary.

Three Sanduskians resigned from the board of directors recently. They are Charles Frohman, Fred Zuck and J. Richards Dorn. Only two replacements have been made so far. Zeiher, the new director-general manager, and W. A. Hiles, vice-president of Central National Bank, Cleveland.

Rumors are a race track will be built on the resort grounds as part of the circuit which includes Cleveland, Columbus and other Ohio cities. Pari-mutuels would be part of the set-up.

**Big Convention Biz To Aid A.C. in 1950** ATLANTIC CITY, Jan. 14 .- If convention bookings are a criterion, prospects for this resort in 1950 seem bright. Albert H. Skean, manager of the convention bureau, said convention business this year will be as good as in the best post-war year. Skean's prediction is based on the booking of 27 large conventions for the resort's Convention Hall, plus some 150 others for hotels. Attendance at meetings and expositions carded for the auditorium will range from an estimated 1,000 to as high as 12,000. The meetings scheduled for hotels are expected to attract 50 to 2,000. In addition to the 1950 bookings, 18 meetings have been inked for 1951, five for 1952 and two for 1953.

#### Sweeping Victory

Roberts, when contacted by The Billboard, called the decision the sweeping victory, sustaining NBOA's stand."

"It substantiates the ballroom ops' contention that their places are not cabarets," he declared. "We believe that ballrooms should pay only the admission taxes, assessed on theaters, roller rinks and sporting events. We are pleased with the exhaustive 75page decision of Judge Graven. We feel that his reasoning will be sustained if the government takes the case to the Circuit Court of Appeals of the Eighth District in St. Louis."

At the termination of the hearing in Fort Dodge, T. E. Diamond, U. S. district attorney for the Iowa territory, stated that if Judge Graven reversed the Minton decision, the Treasury legal brass would definitely appeal. The government's reps have 30 days in which to take such action.

What effect the Graven reversal of the Minton decision will have upon fication efforts.

## **Kamagosa Sells** Wildwood Spot

WILDWOOD, N. J., Jan. 14 .- Sportland, major amusement center on the Boardwalk here, has been sold by S. B. Ramagosa to Lew Tendler and Harry Carliss, restaurant owners of Philadelphia and Atlantic City.

Tendler is the former well-known lightweight boxer. He and Carliss own the Lew Tendler's Restaurant, Philadelphia, and Mammy's on the Boardwalk in Atlantic City. This is their first venture into outdoor showbiz.

Purchase price for the funspot was not revealed. Original cost of the spot is estimated at almost \$500,000. Ramagosa also operated Casino Park here and other Boardwalk amusement interests. He has leased Sportland from the new owners and will continue to operate the center. In addition to the swimming pool, where water shows are staged, the funspot includes more than a dozen concessions.

The main road in the park will follow the contour of the lake and will be named Toll Drive in honor of Theodore K. Toll, former owner of the beach.

Toll, who sold the amusement center in May, 1949, had been connected with the park since 1900 when he went to work for Foster Phelps. Toll took over management of the grounds in 1908 and purchased the place from Phelps in 1913. The park consisted of only 20 acres at that time.

## Harrell Expanding Layout

CRESCENT BEACH, S. C., Jan. 14. -N. N. (Gabe) Harrell is adding a circus menagerie of 50 to 60 cages to his Monkeyland and layout of rides which he operated successfully on the beach here last year. This year Harrell plans to offer seven kiddle and two major rides in a year-round operation. George Usher, show painter, is painting a new 200-foot front and redecorating the monkey hotel and all fronts.

## New Kiddieland To Debut In Milwaukee Funspot May 29

S. Rose, ride owner and operator at State Fair Park here, announces he will install a Kiddieland in the funspot this season. Cost, Rose said, will be between \$35,000 and \$50,000. As a starter Rose plans to install six rides, including a Kiddie Bug,

the T-men's attempt to extend nationally the reclassification of ballrooms is not yet known. During the past four months, while the case before Judge Graven was being prepared by the Treasury Department's legal staff, certain areas across the country noted a lull in the reclassi-

MILWAUKEE, Jan. 14. - Charles boat ride, pony cart ride, auto ride and Kiddle Sky Fighter.

The area will comprise about 12,000 square feet and will be decorated in kiddie motif, including a special entrance, Opening date will be May 20. The Kiddieland will be set up on Midway Avenue behind The Milwaukee Journal building.

Meanwhile Jack Reynolds, Wisconsin State Fair manager, announced the elimination of concessions from six of the major exhibit halls on the fairgrounds, including the Dairy, Women's, Farm Crops, Wisconsin at Work, and Conservation and Youth buildings. The dairy building, Reynolds said, will be renovated at a cost of \$20,000.

## A. C. Luxury Tax Bite 113G Under '48

ATLANTIC CITY, Jan. 14 .- This year's local luxury tax collections, which provide a good yardstick for measuring business here during the past year, dipped \$113,562 below the take in 1948, according to City Comptroller B. M. Townsend.

Atlantic City's luxury tax is a 3 per cent bite applied to alcoholic beverages, hotel rooms and amusements, and a levy of 2 cents on each pack of cigarettes. Resort visitors ante up about 95 per cent of the total take.

Luxury tax collections for 1949 totaled \$1,455,325 against a total of \$1,558,887 collected during 1948. Peak month for 1949 was August, when the bite was \$259,173, while the low was registered in January, with a take of only \$59,290,

## Show Nets Cincy Zoo \$17,500

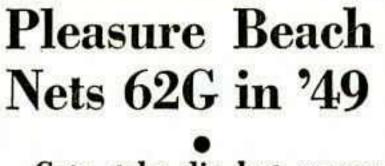
CINCINNATI, Jan. 14 .- A check for \$17,500, representing profits of the 1949 Food and Home Show, has been presented to the local zoo by the sponsoring Civic Asso-The 1950 show will be ciation. held the two weeks preceding Labor Day. J. F. Heusser, zoo director and manager of the show, reported that many exhibitors have already applied for space at the 1950 show.



## The Billboard

## PARKS-RESORTS-POOLS





Gate, take dip but concession earnings top '48 figures-new kid units added

NEW LONDON, Conn., Jan. 14.-In his annual review, Superintendent Meredith Lee of Ocean Beach Park here disclosed that compared with the seasons of 1947, a recordbreaker, and 1948, one of the park's most sucessful years, 1949 was dis-appointing, with attendance off 6 per cent from 1948 and income down 5 per cent.

Lee reported that park revenue, after deduction of federal taxes, was \$178,626.46, and the budget was not entirely expended, so a net profit of \$62,263.19 was available against interest and amortization payments on bonds. Due to a reduction in interest, which occurs annually at the rate of \$1,720, the charge against general taxes will be approximately the same as in previous years.

According to Lee, one new construction feature was added to the park during 1949-the picnic service center, a refreshment area west of the swimming pool. New installations included a number of kiddle rides, including a Little Dipper, and a Tilt-a-Whirl. Increased concession income was due largely to adult business done by these attractions.

Ocean Beach Park is owned and operated by New London. Winter activities at the park include basketball in the recreation hall.

C. I. Board of Trade **Re-Elects D. Rogers** 



- A 15 ALLEY PARK OPERATOR REPORTED \$33,000 GROSS RECEIPTS FOR 1949-HIS FIRST OPERATION.
- A GALLEY ARCADE OPERATOR GROSSED \$2,300 IN LESS THAN 3 WEEKS-"BEST GAME FOR ARCADES ANYWHERE," SAYS HE.
- A SINGLE ALLEY TAP ROOM PROPRIETOR GROSSED \$375.00 IN 18 DAYS OF OPERATION IN PHILA.
- IT'S EASY ENOUGH TO GET YOUR PROFITS STARTED, TOO, JUST DROP US A LINE-WE'LL SHOW YOU HOW.

## PHILADELPHIA TOBOGGAN CO. 130 E. DUVAL STREET

PHILADELPHIA 44, PA.

63

AMUSEMENT DEVICE MANUFACTURERS

COASTERS-LAFFING FIGURES-STUNTS





other concessions (no wheels).

Park in continuous operation

for 43 years. Only high class concessionaires considered.

References required. Write

**CITY OF NEW LONDON Concession Renfals at Ocean Beach Park** Sealed offers for the operation of the first floor of the Recreation Building (Arcade) at Ocean Beach Park, New London, Connecti-cut, will be received at the office of the City Purchasing Agent, Municipal Building, New London, Conn., until 11 a.m. (E.S.T.), Wednesday, February 8th, 1950, at which time and place said offers will be publicly opened and read.

Detailed conditions for offerors, including areas available, may be obtained from the office of the City Purchasing Agent, Municipal Building, New London, upon payment of \$5.00. Inspection of premises can be made during daily business hours, or by appointment with the Ocean Beach Park Super-intendent, phone New London 4379.

Signed: EDWARD R. HENKLE City Manager.



Lease-Commission. For more details contact

Main Street

J. TRYNADEL

NEW YORK, Jan. 14. - At the second annual meeting of the Coney Island Bcard of Trade, held in the Breezy Seven Seas Restaurant at Coney Island, attorney David Rogers was unanimously re-elected president.

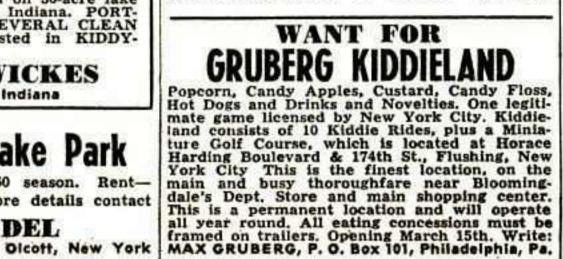
Other officers chosen were Murray M. Ponger, vice-president; Hyman Minken, treasurer, and Harry Feld, executive secretary. Henry L. Fry was re-elected chairman of the board of directors, members of which are Dr. Harry Schwartz, Charles Marowitz, Max Pollack, Sigmund Halpern, Sam Fruchtman, Jack David, Sam Spiegel and Aaron Moshel.

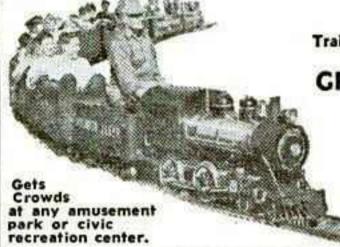
The organization's projects for improvements in business and civic conditions in Coney Island will be disclosed at the installation of officers, which will take place during February.

## **Gruberg Preps New** Kiddieland in L. I.

NEW YORK, Jan. 14 .- Max Gruberg is speeding work on a new kiddieland he is laying out in the Fresh Meadows sections of Queens County, Long Island. Park is located at 174th Street and Horace Harding Boulevard, one of Long Island's major traffic arteries, near the shopping center of the fast-growing suburban spot.

Gruberg has 10 men installing underground power cables and will set up 10 rides, lay out a miniature golf course and install food, drink and concession stands. Park is slated to be completed in eight to 10 weeks, but may open week-ends, weather permitting, prior to season opening.





## MINIATURE STEAM TRAIN

Train grosses next to Coaster in three big parks. 70 Trains now in operation.

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

Burns coal for normal steam operation. Make real - money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are un-excelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO. 224 W. DOUGLAS WICHITA 2, KANSAS

## WANT TO BOOK OR LEASE With Option To Buy

For 1950 season for permanent park the following Rides: Tilt-A-Whirl, Spitfire, C-Cruise, Cuddle-Up, Kiddie Roller Coaster, Buggy Cart Ride, Merry-Go-Round or other Major Flat Rides. Rides must be A-1. Eat, Drink and Popcorn stand for lease. Complete double Bat-A-Ball Game with 25 foot neon sign for sale or will consider trading on Good Ride.

### **KIDDIE PLAYLAND**

### D. L. Cotton

5021 EL PASO DRIVE, EL PASO, TEXAS

## **High Quality KIDDIE RIDES**

ROTO WHIP - SPEED BOATS - PONY CARTS GALLOPING HORSE CARROUSEL

**Illustrated Circulars Free** 

W. F. MANGELS CO., Coney Island 24, N. Y.

## LALLE'S NEW AMUSEMENT PARK, INC.

Now booking Concessions for 1950 season: Baseball, Cats, Cork Gallery, Pitch Till You Win, Palmistry, Darts, or what have you? Park is located 20 miles from Buffalo, N. Y.

Call, write or wire:

### LALLE'S NEW AMUSEMENT PARK, INC.

c/o Michael Guzzetta, Angola on the Lake, Angola, N. Y.

## MINIATURE TRAINS

The Custom Built to Order Line: Steam, Diesel, The Custom Built to Order Line: Steam, Diesel, Electric, Amusement and Industrial Types. Track Gauges, 12" to 36", portable, permanent. Special: 30 Pass, Gas Train, \$2,975.00. Port-able Train, \$1,995.00. Light Rail. Trade-ins accepted. Catalogue with 8"x10". Photos, \$2.00. IRON HORSE LINES 106 Main St. Wareham, Mass.

## RIDES FOR SALE

1947 Fly-o-Plane and Looper, also 24-Car Caterpillar; good condition, priced to sell. No reasonable offer refused. Will buy Merry-Go-Round Horses, must be jumpers and in good condition.

**Griffen Amusement Park Jacksonville Beach, Florida** 

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



## FAIRS-EXPOSITIONS

January 21, 1950

## **Record Throng at Columbus;** Scioto Cops Top Fair Trophy

## 1,360 take in Buckeye meeting-delegates favor repeal of federal admission tax, new State fair plant and spiritual services-all officers re-elected

ord-breaking throng of 1,360 showmen, bookers, supply house men and representatives from Ohio's State annual and 93 county and independent fairs gathered at the Deshler-Wallick Hotel here Wednesday and Thursday (11-12) for the 25th annual meeting of the Ohio Fair Managers' Association.

While the various sessions making up the two-day program were centered almost entirely on routine business and subjects, the meetings were run off on schedule and well handled. Considering the vast overall attendance, however, the sessions were sparsely attended. The banquet and ball, held in the hotel's main ballroom Thursday night, played to a capacity crowd of 1,007 persons, another record for the meeting.

### All Officers Re-Elected

At the voting at the Thursday afternoon session, the entire slate of officers was re-elected to serve another term. Slate comprised Lawrence P. Lake, Cincinnati, president; Clair L. Hill, Wellington, vice-president; R. S. Hull, Fremont, second vice-president; Mrs. Don A. Detrick, Bellefontaine, executive secretary, and B. U. Bell, Xenia, treasurer.

The convention went on record as favoring the repeal of the federal admissions tax and urged that efforts be made toward the purchase of a new State fair site and the eventual construction of a new State fair plant. The meeting also favored a ruling

COLUMBUS, O., Jan. 14 .- A rec- calling for all fairs in Ohio to conduct daily spiritual services. Considerable talk was also expended on ways and means of eradicating the pass abuse at the annuals thruout the State, but no definite plan was propounded.

> While there was considerable talk of a new State fair plant some months ago, convention consensus was that the issue was now as dead as the proverbial dodo bird and that it would have to be revived and presented again to the State Legislature before that body would consider the measure.

#### Scioto County Best

At the banquet Thursday night, Scioto County Fair, Lucasville, of which A. S. Moulton is secretary, was awarded the Myers Y. Cooper Trophy for being the best fair in the State for 1949. Twenty-five fairs in the State vied for honor, with four fairs, one in each population class, participating in the banquet finals,

Myers Y. Cooper, former governor of Ohio, served as toastmaster at the banquet and ball, with the principal speakers Gov. Frank J. Lausche; T. Russ Hill, president of Rexair, Inc., (See Record Turnout on page 66)





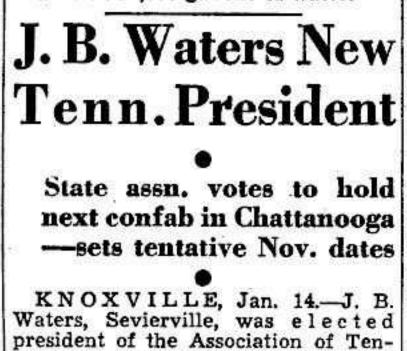
DALLAS, Jan. 14. - Santa Claus brought the State Fair of Texas a 728,700-pound steam locomotive for Christmas.

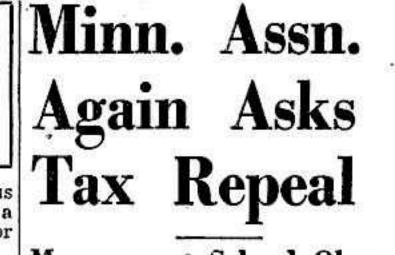
Last May the Texas and Pacific Railway (T&P) ordered retirement of 71 steam locomotives to make room for Diesels. By December, 23 of the engines were checked off. W. G. Vollmer, T & P president, about that time figured maybe one ought to be preserved for posterity. So he set aside No. 638 just in case.

Newspapers wrote stories about it to get public reaction. The vote was overwhelmingly in favor. Thereupon the T & P presented it to the State Fair of Texas at Christmas for a permanent exhibit.

R. L. Thornton, State fair president, said the fair would keep the engine for the benefit of future generations of railroad fans,

The engine originally cost \$116,781. It's salvage value today is around \$1,600. It is 99 feet long, 10 feet wide and holds 14,000 gallons of water.





**Management School Okayed** 

MINNEAPOLIS, Jan. 14.—Elimination of federal tax on outside gate admissions was again urged by delegates to the 91st annual convention of the Minnesota Federation of County Fairs, in the Hotel Radisson here, Thursday and Friday (12-13). The convention also voted for continuation of the fair manager's short course, which will be held in the Nicollet Hotel here March 20-22.

The organization requested preparation of legislation which would enable all Minnesota counties to levy a half-mill tax for fair purposes. The present law allows the levy in only some counties.

### To Study Liability

The delegates asked federation officers to make a study of rulings on fair liability in regard to possible injuries due to neglect of owners or employees of concessions and booking agencies. It was indicated if findings warrant a bill will be submitted to the 1951 State Legislature which would require bonding of such agencies for the protection of the fair.

In another resolution, the conven-State assn. votes to hold tion asked for a study of the percentage basis used in other States for premium reimbursement as a basis for possible future action in Minnesota. They also reaffirmed last year's resolution barring immoral exhibitions on fairgrounds.

In an open forum, following the annual secretary's breakfast Friday,

## 180G Net Profit Kan. Meeting For Minn. State

## St. Paul annual's yield down from 1948 — Lund elected board president

MINNEAPOLIS, Jan. 14. - Net profit of the 1949 Minnesota State Fair, St. Paul, was \$180,012.24, it was announced at the two-day annual meeting of the Minnesota State Agricultural Society, which closed today in the Hotel Radisson here. This compares with the \$251,560.91 net for the 1948 annual.

Attendance fell from 855,011 in '48 to 830,040, with much of the decrease attributed to four days of rain. Attendance at the grandstand attractions dropped to 273,054 from 307,069 in '48. Total income for the fair was Expenses aggregated \$954,804.12, \$774,791.88.

Robert A. Lund, of Thief River Falls, was elected 1950 president of the agricultural society, parent organization of the State fair. Norris K. Carnes, St. Paul, was elected first vice-president; Earle Brown, Minneapolis, second vice-president; Raymond A. Lee, St. Paul, secretary, and R. C. Sorenson, Minneapolis, treasurer.

Board of directors include J. J. McCann, Hibbing; C. A. Moore, Hutchinson; T. H. Arens, Aitkin; P. J. Holand, Austin; Henry W. Swenson, Chicago City; Charles Christianson, Roseau, and R. S. Thornton, Alexandria.

Speakers at the meeting included Leonard L. Harkness, State 4-H Club leader, who spoke on 4-H Has a Future; C. R. Cochran, State supervisor of agricultural education; The Future Farmer Program and the Minnesota State Fair, and Dr. Charles Nelson Pace, Family Holiday.

#### By Frank B. Joerling

TOPEKA, Kan., Jan. 14.-A record attendance, 76 out of 100 fairs being represented, was chalked up at the 27th annual convention of the Kansas 10-11. This is in line with the policy Fairs Association in Hotel Jayhawk here Tuesday and Wednesday (10-11).

Ray M. Sawhill, at the opening session Tuesday, announced his resignation as association secretary, a post he has held for 12 years. Sawhill, in his 69th year, said his resignation was due to age and the press of other duties. Everett Erhart, Stafford, was (See Kansas Attracts on page 66)

**Finke Resigns Post** With N. D. Annual; Son Succeeds Him

MINOT, N. D., Jan. 14.-Henry L. Finke, for the last 26 years secretary of the North Dakota State Fair, Minot, has resigned and the board of directors have named his son, Robert G. Finke, to succeed him.

The elder Finke's career with the fair board extends back to 1921 when as a Berthold, N. D., farmer and livestock raiser he was instrumental in organizing the fair association. The first fair was conducted in 1922, and in December of that year, Finke was appointed secretary.

Finke was born in Hills, Minn., in 1883. He came to North Dakota in 1902, homesteading in Berthold where | convention: two of his brothers, Jack and Fred, resided. In addition to Robert, Finke has another son, Gordon, Bismarck, N. D., and two daughters, Carol, La-Crosse, Wis., and Mrs. Dorothy Martin, Crosby, N. D. Mrs. Finke died in 1941.

nessee Fairs here Tuesday and Wednesday (10-11) in the Andrew Johnson Hotel at the association's 28th annual convention and its first in any city other than Nashville.

Vice-presidents named were Cecil Yates, representing West Tennessee; A. W. McCartney, Middle Tennessee, and Pat W. Kerr, East Tennessee. W. J. Huddleston, Cookeville, was elected secretary-treasurer to succeed Henry W. Beaudoin, Memphis.

The association voted to hold its next convention in Chattanooga, with dates set tentatively for November effected this year of changing the convention city from year to year. The earlier dates were decided upon because of the feeling it would be more advantageous to the fairs of the State to hold their convention prior to that of the International Association of Fairs and Expositions in early December at Chicago.

#### **Memphis First in Publicity**

Mid-South Fair, Memphis, was awarded first prize for publicity and advertising in 1949, with the Tennessee Valley Agricultural and Industrial Fair Association here and the Interstate Fair, Chattanooga, placed second and third respectively.

The Memphis Fair also took first prize for its premium book, with the Knoxville and Chattanooga annuals tied for second place. In the county fair competition Sevier County Fair won first for its premium book, with Putnam and Dyer second. Sevier County also was first in the photographic competition, with Smith and Dyer counties second and third. Putnam took first prize for publicity, with Sevier and Smith tied for second, and Dyer County was first for letterheads, with Putnam and Sevier next in that classification.

Carnival reps, showmen, concessionaires and suppliers noted at the

Jimmy Bush and John Portemont, Johnny's United Shows; Bernie Shapiro, Southern Poster Printing Company; Johnny J. Den-ton and E. H. Broome, Denton Shows; Shan Wilcox, Shan Bros.' Shows; C. T. Lowery, Capital City Shows; Paul Brown, Crowns Concessions; R. L. Overstreet and H. V. Rosen, Interstate Shows; W. R. Hammontree, Silver (See Townsees Floots on Face 52) (See Tennessee Elects on page 68)

the fairmen discussed ways and means of keeping carnivals from playing their towns a few weeks prior to fair opening. Also discussed were plans for urging the Legislature to appropriate enough money each year to grant each annual \$1,700, which is the maximum State aid set by law. In 1949 the top grant was \$1,500.

### **Re-Elect Officers**

All officers and directors were reelected for 1950 with George W. Larson, North Branch, renamed president; Allen J. Doran, Grand Rapids, vice-president; Earl E. Huber, Wheaton, treasurer, and George W. Gleix-(See Minn. Favors on page 67)

**30 Texas Annuals Announce Dates** 

DALLAS, Jan. 14 .- Dates for 30 Texas fairs during the coming year were announced at the annual convention of the Texas Association of Fairs and Expositions in the Baker Hotel here, Thursday thru Saturday (5-7).

The dates follow:

Southwest Exposition & Fat Stock Show, Fort Worth, January 27-February 5; Houston Fat Stock Show & Livestock Exposition, February 1-12; San Antonio Exposition & Rodeo, February 17-28; Williamson County Livestock

Show, Georgetown, February 28-March 2. San Angelo Fat Stock Show, March 2-5; Sweetwater Livestock Show & Fair, March 17-18; South Texas Livestock Show, Cuero, March 22-24.

Panhandle Plains Dairy Show, Plainview, April 10-14; Gladewater Dairy Show, May 4; Houston Industrial Exposition, May 10-14; Gladewater Round-Up Rcieo, June 13-16; White Heron Fish Fry, Anahuac, June 24. Top o' Texas Rodeo & Horse Show, Pampa,

August 1-5; Gillespie County Fair, Fredericks-burg, August 18-20; Richardson Community Fair, August 23-26; Lamar District Fair, Paris, August 28-September 2.

Cooke County Fair, Gainesville, September 4-9; Johnson County Fair & Rodeo, Cleburne, September 4-9; East Texas Fair, Tyler, September 11-16; Mesquite Fair, September 19-22; Hockley County Fair, Levelland, Sep-tember 21-23; West Texas Fair, Abilene, September 25-30; Comal County Fair, New Braunfels. September 29-October 1.

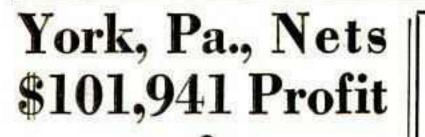
Central West Texas Fair, Haskell, October 1-7; Walker County Fair, October 3-7; Fayette County Pair, LaGrange, October 5-7; Fort Bend County Fair, Rosenberg, October 5-8; State Fair of Texas, Dallas, October 7-22; Brazorio County Fair, Angleton, October 10-14; South Texas Fair & Livestock Exposition, Kingsville, November 6-11.

Copyrighted material





65



Dips only \$4,344 under record '48 despite higher costs, inclement weather

YORK, Pa., Jan. 14.—The 1949 Interstate Fair netted \$101,941.40, despite bad weather and increased expenses, Samuel S. Lewis, president-general manager, announced. Total was, only \$4,344.39 below the 1948 peak.

Aggregate income was \$324.473.05, against expenditures of \$222,531.65. Income from the grandstand admission amounted to \$113,210.71; general admissions, \$87,586.57; auto admissions, \$12,787, and exhibitor ticket income, \$7,852.45.

Increased expenditures were the result of larger premiums and race purses, maintenance and repairs to buildings and grounds, higher wages and increased costs of material, Lewis pointed out.

Major improvements to the plant was the erection of the utility building, housing fire apparatus, first aid station and toilets. Other projects completed were the construction of sanitary sewers, additional roads, a new gate, reconditioning of the grandstand and repairs to the race track.

In addition, the fair management purchased a farm for \$77,000 and another block of land for \$2,500, to be used for parking.

Wetaskiwin Elects Whiteside

WETASKIWIN, Alta., Jan. 14. -W. Whiteside has been elected president of the Wetaskiwin Agricultural Society, succeeding R. Recknagle. Vice-presidents are E. A. Reynolds and Mrs. W. Nelles. Andrew Pater-

## York, Pa., Nets Oregon Group Votes To Favor Associate Members in Bookings

PORTLAND, Ore., Jan. 14.-Representatives of 43 Orgeon fairs and expositions attending the 22d annual meeting of the Oregon Fairs Association (OFA) went on record as favoring carnivals, booking agencies and other suppliers that are associate members of OFA to play their fairs. The resolution, unanimously adopted, came in the final hours of the three-day session in Hotel Multnomah meetings ended Saturday (7).

Herman H. Chindgren, Clackamas County, was renamed president for his 23d term. LeRoy C. Wright was re-elected vice-president and Vernon DeLong was named a director for three years, replacing Tony Smith, retired. No action was taken on the selection of a secretary-manager, the post now held by Howard G. Smith. It was voted to establish a permanent secretarial office in Portland. It also was voted to limit officers' terms to two years.

#### **Dues Increased**

Dues for active membership were increased from \$25 to \$50, and those of associate members -- carnivals, bookers and suppliers-were fixed at \$10.

State fair dates for 1950, September 4-11, were challenged by county fair managers. They contended the dates should be later so all county fair exhibitors might show at the Salem event. It was pointed out that some prize winners at the State fair had failed to even place at a later county event, placing the smaller event in a bad light. Discussion of State's dates are nothing new, having come up in previous years and with the same unsuccessful results.

son is treasurer. The 1949 fair, first in 22 years, was reported a financial success. Other resolutions passed were for the continuance of the "Fairmen's Nights Pageant and an Arabian-cos-Midway," a group of exhibits by fairs tumed street parade.

and associate member firms; appointment of a committee to continue the study of fair classification, and a suggestion that future meetings close with the Friday night banquet rather than continue into a half-day session Saturday.

(#)

#### **May Change Dates**

A move is afoot to hold the annual meeting in November rather than January. This year numerous members were unable to attend because of inclement weather. Announcement that a date change was under consideration brought opposition on the basis that the event would fall during the holidays. To beat this, it was moved the dates be between November 10 and Thanksgiving Day.

Mabel H. Chadwick, secretarytreasurer for over 20 years and now holding an honorary post, was presented with a check of an undisclosed amount as a token of appreciation for past services.

Eddie Burke, of Eddie Burke Attractions, San Francisco, offered two acts for the 1950 banquet and ball program and a trophy for the winner of the premium book and publicity competition, won this year by Clackamas County.

## New 75G Building To Be **Ready for '50 Indio Annual**

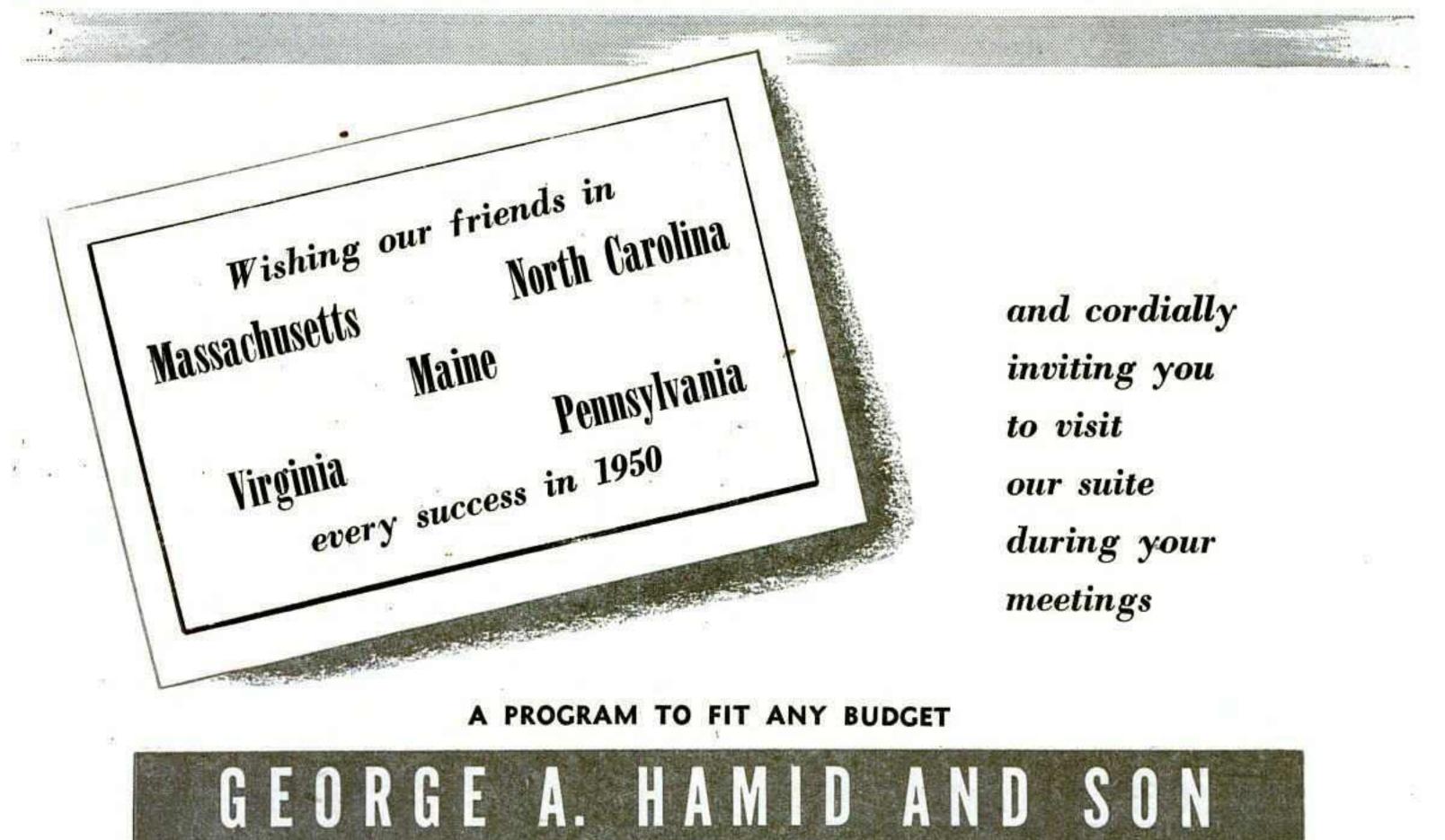
INDIO Calif., Jan. 14. - A new \$75,000 commercial and industrial bazaar exhibit building will be completed in time for the 1950 Riverside County Fair and National Date Festival, February 17-22, Manager Bob Fullenwider reported.

Highlights of the six-day event



Contact The ERNIE YOUNG AGENCY For Your 1950 Grand Stand Show if you are looking for NEW IDEAS. 203 N. Wab.sh Avenue, Chicago 1, Ill. Phone: CEntral 6-0661

## GIVE TO THE **RUNYON CANCER FUND**



**10 ROCKEFELLER PLAZA** NEW YORK, N. Y.



### **Record Turnout** Billboard TRADE At Columbus, O. SERVICE FLATURE

(Continued from page 64) Detroit, and Hugh Shields, humorist, Ridgefield, Conn.

Bob Shaw, of the Gus Sun Booking Exchange, emseed a highly entertaining floorshow made up of the Niesson Brothers, trampoline act, and Peggy Anne Louise, dancer, who appeared thru the courtesy of the Sun agency; Shirley Spelvin, contortionist, courtesy of Klein's Attractions; Barnes & Carruther's Lebrock and Bernice, cyclists, and the Prairie Ramblers, Betty Clooney, Bill Dahl and Bob Shreve, and Buddy Ross, who appeared thru the courtesy of Ken Smith, of WLW Promotions, Inc.

Banquet table favors were donated by Floyd E. Gooding Amusement Company and the Columbus Trading Company; convention badges, courtesy Enquirer Printing Company; convention decorations, courtesy V. S. Scott & Son National Decorations, and flowers, Wall Flower Shop, Columbus.

#### Gooding, Klein for State Fair

Gooding Greater Shows, Floyd E. Gooding, manager, was again awarded the Ohio State Fair midway contract for 1950. Gooding was one of the busiest men at the convention, being locked up in contractual sessions with fair board members practically thruout the run of the meeting. He contracted numerous Ohio county and independent fairs for the 1950 season, announcement of which will be made later. Carl Klein, of Klein's Attractions, Waterford, O., was again contracted to furnish the grandstand attractions for the 1950 run of the Ohio State annual.



## Meetings of Fair Assns.

Western Canada Association of Exhibitions, Royal Alexandria Hotel, Winnipeg. January 16-18. Mrs. Letta Walsh, Saskatoon, secretary.

South Carolina Association of Fairs, Jefferson Hotel, Columbia, January 18. Tom Moore Craig, secretary, Spartanburg.

Washington Fairs Association, Davenport Hotel, Spokane, January 19-20. Charles T. Meenach, secretary, Pullman.

Massachusetts Agricultural Fairs Association, Hotel Weldon, Greenfield, January 19-20. Robert P. Trask, 41 Tremont Street, Boston, secretary-treasurer.

North Carolina Association of Fairs, Sir Walter Hotel, Raleigh, N. C., January 20. Mrs. Clyde Kendall, Greensboro fairgrounds, Greensboro, N. C., secretary.

North Dakota Association of Fairs, Hotel Decotah, Grand Forks, N. D., January 20-21. G. A. Ottinger, secretary.

Illinois Association of Agricultura] Fairs, Hotel St. Nicholas, Springfield. January 22-24. Clifford C. Hunter, Taylorville, secretary.

Virginia Association of Fairs, Hotel John Marshall, Richmond. January 22-24. Charles B. Ralston, Staunton, secretary.

Rocky Mountain Association of Fairs, Rainbow Hotel, Great Falls, Mont., January 22-24. Clifford D. Coover, Shelby, Mont,, secretary.

Nebraska Association of Fair Managers, Hotel Cornhusker, Lincoln, January 23-25. H. C. McClellan, Arlington, secretary. Maine Agricultural Fairs As-

sociation, Falmouth Hotel, Portland, Me., January 25-26.

Oklahoma Association of Fairs, Skirvin Hotel, Oklahoma City, January 26-27. Vera G. McQuilkin; secretary.

Pennsylvania State Association of County Fairs, Bedford Springs Hotel, Bedford Springs. January 25-27.

Central New York Association of ...gricultural Societies, Hotel Syracuse, Syracuse, January 23. Robert S. Turner, Horseheads, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 30. J. O. Knapp, Morgantown, secretary.

Arkansas Fair Managers' Association, Little Rock, January 30-31. Clyde E. Byrd, secretary. Western New York State Fairs' Association, Hotel Lafayette, Buffalo, February 3. Glenn W. Grinnell, Batavia, secretary.

New York State Association of Agricultural Fair Societies, Hotel Ten Eyck, Albany. February 6-7. James A. Carey, Albany, secretary.

Mississippi Association of Fairs and Livestock Shows, Robert E. Lee Hotel, Jackson, Fe' uary 16. J. M. Dean, Jackson, Secretary.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29, at 2 p.m.



(Continued from page 64)

elected secretary-treasurer, replacing Sawhill. Under Sawhill's guidance, membership in the association grew from 35 to 100 members. Sawhill was tendered a vote of thanks by the association for his long years of service.

### Webster Is Prez

Guy W. Webster, Newton, vicepresident, was elected president for 1950. He succeeds Dr. V. L. Partridge, Coffeyville.

At the final business session Wednesday, John Redmond, Burlington, was honored by the association and will be the recipient of a gift at a later date. Redmond, one of the oldest members of the association, helped organize the Kansas association and is a former president of the org.

Principal speakers and their subjects during the two-day confab included Virgil C. Miller, Hutchinson, 4-H Clubs and Fairs; C. C. Kilker, Topeka, manager of the Kansas State Chamber of Commerce, The State Chamber Story; Jim Page, Coffeyville, Montgomery County Fair, How To Make a Fair Click; Mary Elsie Border, Manhattan, The 4-H Department at Your Fair; Ray M. Sawhill, The Chicago Convention of the IAFE; Walter Johnson, Kansas State road engineer, Kansas Long Range Highway Program; John Redmond and Warden L. Noe, Clarification of the Kansas Fair Law; Maurice W. Jencks, How To Make a Free Fair Pay; Conlee Smith, Wichita, The Kansas National Livestock Show; Jim Reed, publicity director for the State of Kansas, The Kansas Industrial Development Commission.

One of the features of this year's meetings was the question box. The questions were read and discussed at the open meeting.

FOR THE BEST IN OUTDOOR ADVERTISING



Sensational UKTONS CRISS-CROSS SWAYING POLE THRILLERS Currently: = MILLS OLYMPIA CIRCUS

LONDON, ENG.

**Represented** by AL MARTIN AGENCY Hotel Bradford, Boston

## ATTENTION:

Fair Associations of Western Iowa and Eastern Nebraska, Contact:

**Gust Karras Greater Shows** 

6 Rides, Featuring 1950 Tilt-a-Whirl FOR AUGUST BOOKINGS For reference. Mo. Valley, Iowa, and Onowa, Jowa. Write Gust Karras, 124 So. 8th St., Phone \$1427, St. Joseph, Mo.

## **Confab First Time in 20 Years**

Ernie Young Misses Minnesota

MINNEAPOLIS, Jan. 14. — Ernie | Preston annual.

Young, of the Ernie Young Agency, Chicago, for the first time in 20 years missed the annual convention of the Minnesota Federation of County Fairs, which closed here today. Young is recuperating from an operation in a Chicago hospital. Mrs. Ernie Young representing the office in his place, announced the signing of a revue into the New Ulm Fair and a water follies into Kasson's annual.

Auto Racing, Inc., repped by Mr. and Mrs. Frank Winkley and Mike Winkley, announced a list of new dates including auto races at Madison, which will mark the fair's initial presentation of that attraction. The Winkley unit will stage stock car races and their Wreck-'Em-Rodeo at Albert Lea, with big car and stock car meets at both Jackson and New Ulm. Dates announced outside Minnesota included two still dates at Sioux Falls, S. D., one stock and one big car, followed by five performances at the South Dakota State Fair. Another still date announced was for July 4 at Topeka, Kan.

Boyle Woolfolk and George B Flint, representing the Boyle Woolfolk Agency, reported signing to provide the grandstand attraction at the

## Vermilion Elects Robinson

VERMILION, Alta., Jan. 14 .-- W. Lyle Robinson was re-elected president of Vermilion Agricultural Society. Vice-presidents are W. H. Duncan, W. D. Williams and William Barr. S. C. Heckbert is secretary-manager.

## Assiniboia Rodeo Date Set

ASSINIBOIA, Sask., Jan. 14. - A two-day fair and rodeo will be held here in July under auspices of Assinibola Agricultural Society, civic improvement association, Kinsmen club and the Elks.

The first night thrill show in the history of the Minnesota State Fair, St. Paul, will be staged by Joie Chitwood's Auto Daredevils, repped here by Aut Swenson. The unit will perform on a Saturday night, which in the past was given over to a revue. In addition to the one-night show, Swenson will play two afternoon performances at the St. Paul annual. The org will play one night and one afternoon show at the Detroit Lakes Water Festival. Swenson announced he had also closed for the Chitwood unit to play the Cape Girardeau, Mo., Fair.

Other attraction reps and fair suppiers present:

Billy Williams and Gladys Lee, Williams & Lee Attractions; Frank and Jack Duffield and Art Briese, Thearle-Duffield Fireworks Company; Frank Prystas, Fair Publishing House; Mr. and Mrs. Carl Marlo and Mrs. Dorothy Zeigler, Marlo Show Productions; Walt Brodbeck Shows; Mr. and Mrs. H. L. Neigh-Teeuwen, Jack Engel and Walt Klauser, Crystal Speedway; Irving Grossman and Gene Loffler, Gus Sun-Irving Grossman Agency; Reginald Vocrhees and L. N. Fleckles, Voor-hees-Fleckles Agency; Mr. and Mrs. Rudy Rousse, Associated Fair Productions; Lee Lott, Lucky Lott's Hell Drivers; Sam J. Levy, Fred H. Kressmann, Rube Liebman and Phil Avery. Barnes-Carruthers Theatrical Enterprises; Leo Overland, J:mmie Lynch's Death Dodgers; Mr. and Mrs. Bernard Thomas and Don Adams, Art B. Thomas Bombshell Shows; Bebe Deamer, Donna Utecht, Harley Herwig, Gib Stahl and Bob Utecht, Creative Talent, Service; Francis Mullins, Powers Company, Van Olkon and Allen Doran, Animated Creations; Morris Bailey, Ernie Anderson and C. B. McGowan, Speed Unlimited.

William Lindemann and E. T. Eichelsdoerfer. Regalia Manufacturing Company; Col. William H. Donahue, Minnesota Saddle Horse Owners and Breeders' Association; L. E. Brewer, Brewer Rodeo; Dewaldo, of Dewaldo's Attractions; Fred O'Niel; Walt Bassett, Fred W. Smith and Al Sheehan, Al Sheehan's Artists' Bureau; George Day, Hall Electric Company; Art Antierson and Jim Brenner, Minnesota Novelty Company; Rudy Nelson and Frank Busta, Arrowhead Fireworks Company; David Stone, Fiddlin' Russ and Bobby Walker, radio station KSTP; Velda Brune and Ben Brune, Black Hills Rodeo; Juanita Keldahl, Juanita Keldahl Entertainment Service: Pete Leslie, Sure-Way Junction Boxes; Frank Waldener, Midwest Roadster Racing Association, and Sunny Bernet, Globe Poster Company.

**Record Banquet Turnout** 

The annual banquet, held Tuesday night in Hotel Jayhawk, attracted a record attendance of 500 persons. Acts included Cycling Lou Morgan, the Whirly Aces, Corky Edminster and his KNS Corral Gang, Maudie Carlson, the WIBW Round-Up Gang, Green & Dooley, the Great Huntington and Candy Candida of the Jimmy Durante Show. Jackie Swift, of the Gene Autry Show, was emsee.

Attraction personnel present at the convention and banquet:

Frank Sharp, Regalia Manufacturing Com-pany; J. C. Michaels, Sr. and Jr., J. C. Mi-chaels Attractions; Fred Herrin Jr., Para-mount Fireworks Company; Aut Swenson, Joie Chitwood Thrill Show; Clinton R. Swan, Swan's Ride of the Gay Minetees; Forrest C. Swisher, Robert Lumsden, Mr. and Mrs. H. C. Swisher, Parada Shows; Russell Green, E. G. Staats & Company; Harold Braucht, Color-craft Poster Company; Don Brashear, R. L. (Red) Bishop, American Midway Shows.

Mr. and Mrs. J. W. Mahaffey, Cherokee Amusement Company; Mr. and Mrs. Paul Long, Paul Long Rodeo; Roger Ward and Loren Leach, Greater Rainbow Shows; Roy Frear, Frear's United Shows; Mr. and Mrs. M. A. Srader, Patsy Srader, M. A. Srader Shows; Mrs. Ben Brodbeck, M. L. Brodbeck, bor, Hutchinson Tent & Awning Company; Col. Wilbur and Juanita Wilbur, Col. Wilbur Attractions; Corky Edminster, Radio Station KANS, Kansas Corral Gang.

Mr. and Mrs. Clay M. Evans, Evans United Shows; William Wheeler, Wheeler-Pittman Agency; Mr. and Mrs. B. B. Snow, T. J. Tidwell Shows; P. H. Bailey, Hollywood Daredevil Thrill Show; Mike Rockwell and E. J. Davisi, Rockwell Shows; M. M. Moser, W. W. Moser and J. D. Steinbeck, Central States Shows: Kenneth Armfield, Midwest Amuse-ment Company; Mr. and Mrs. F. C. Bogle, Bogle & Reese Shows, Inc.; Eldred O. Stacy, M. C. A. Artists, Ltd.

Alvin Vandike and H. A. Hansen, Victory Exposition Shows; Ernest G. Campbell, Campbell Tent & Awning Company; J. R. Leeright, J. R. Leeright Shows; Ben Truex and R. E. Harding, Ben C. Truex Fireworks and At-tractions; Mr. and Mrs. J. A. Schneck, Alamo Exposition Shows; Al Martin, E. D. McCrary, Frank Gaskins, Mr. and Mrs. Blackie Jett, 20th Century Shows: Harry Sommerville, Central Canvas Company; Vernon C. Sperry, Meadow Acres Ballrooms.

Tony Martone and Charles Klawson, Jayhawk Amusement Company; Mr. and Mrs. Tobe McFarland, Stewart-Stevenson Power Plants; Cecil Goree, State Fair Shows; Mr. and Mrs. E. S. (Ted) Webb, Webb's Concessions; Ben Truex and Tom Drake, Truex-Drake Enterprises; W. J. (Highpockets) Lindsey. Smith Amusement Company; F. C. Dowis, Dowis & Forsythe Rides; Scott Lamb, Tommie Cook, George Howk, L. K. Carter, George Carpenter and Ray Martin.



## The Billboard

## Minn. Favors Fed. Tax Repeal

(Continued from page 64) ner, North St. Paul, secretary. Reelected to the board of directors were Hubert Ransom, St. James; Joseph G. Germann, St. Paul; Clyde E. Kelsey, Wadena, and C. A. Anderson, Littlefork.

Keynote speaker at the Thursday session was Luther W. Youngdahl, governor of Minnesota, who lauded the fair boards for their part in the success of the centennial celebration.

Other speakers included Ed Ryan, sheriff of Hennepin County: President Larson and Vice-President Doran.

#### **800 at Banquet**

Close to 800 fair and attraction people jammed the Hotel Radisson's ballroom at the annual banquet and funfest to hear the speech of Dr. J. O. Chrisianson, superintendent of agricultural education.

Following the banquet, a floorshow, staged by Al Sheehan Artist's Bureau, Minneapolis, included the following line-up: Three Rythmettes, dancers; Jimmy Rae, acrobat; the Aquatennial Quartet, singers; Bob and Diane, skaters; Henry Gordien, magician and emsee, and Howard Nichols, juggler.

## Palmyra, N. Y., Re-Elects Directors, Sets 1950 Dates

PALMYRA, N. Y., Jan. 14.—Charles H. Johnson and John D. Meyers were re-elected directors of the Palmyra Union Agricultural Society fair here at a recent meeting of the board. August 22-26 were announced as 1950 dates.

Net profit of the '49 fair was \$1,549.32, with gross receipts of \$38,-512.57 and expenditures of \$39,963.25.

during the past year included installa-

## Tex. Assn. Airs Convention Discussion; 1951 Date Set

nual convention of the Texas Association of Fairs and Expositions position Shows. (TAFE), will be held January 4-6 in the Baker Hotel here and will mark the 50th anniversary of the organization. These dates were set at the close of the TAFE conclave here Thursday thru Saturday (5-7).

This year's convention program, Huffines, association president, was highlighted by a round-table discussion on Plans for 1950 Fairs, which was broadcast over Dallas radio Station WFAA. Participants in the program included Hermond Brown, Corsicana; Melvin Sisk, Sherman; Joe Mock, Marshall; Maurice E. Turner, Huntsville, and Mrs. Huffines, Richardson.

#### Thornton Welcomes Group

Keynote speaker during the business sessions was John K. Boyce, president, Tri-State Fair, Amarillo, who spoke on As the President Sees the Fair. Robert L. Thornton, president of the State Fair of Texas, delivered the welcoming address and President Huffines spoke on Your Duty as a Fair Manager. C. R. Heaton, manager of the East Texas Fair, Shows—Free Acts—Carnivals—Terms and Contracts.

Jack Brown, manager of the Fort ing the fairgrounds. Worth Chamber of Commerce, during the Friday session, outlined his plans for a manual on the Texas Association of Fairs. Joe Mock, manager of the Central East Texas Fair, Marshall, spoke on Organizing and Staging a Fair, and a Fairs and Exposition Check List was explained by Major improvements to the plant Otis Fowler, of Denton.

DALLAS, Jan. 14 .- The 1951 an- craft Poster Co.; Frank Sharp, Regalia Mig Co., and Alvin Vandike, Art Hansen, W. J. (Foots) Reeves, Dave Chisholm, Victory Ex-

W. H. (Bill) Hames, Theo Ledell, Ed R. Bruer, Bill Hames Shows; Mr. and Mrs. Ira Burdick, Mr. and Mrs. E. (Red) McFarlin, Burdick's Greater Shows; Buck Cathey, Cathey Stage Attractions; E. D. McCrary, Mr. and Mrs. Boots Cutler, 20th Century Shows; Mr. and Mrs. T. Riley Hickman, Victory Park, Mr. and Mrs. Joe Murphy, Mrs. Margaret Pugh, Mr. and Mrs. Charles (Chuck) Moss, Mr. and Mrs. Robert Harris, Mr. and Mrs. prepared by Mrs. Neeley (Jackie) C. Christ Ayers, Mrs. Hattie Longchart, Texas State Fair Park rides and concessions; Mrs. Phil Little, Jevlin Little, George Shaw, Floyd Shankle, Little Concessions; Fred Miller, Fly-ing Millers; R. F. Bishop, Bozo the Clown; Bill Moore, Mrs. Catherine Oliver, Mr. and Mrs. Eddie Vaughn, Tommie Stevens, Art Martin, Jack Edwards, Mr. and Mrs. Tex Chambers, Mr. and Mrs. Scott Lamb, E. Paul Jones, Mr. and Mrs. Harry (Brownie) Miller, Mr. and Mrs. J. M. McCurdy, Mr. and Mrs. Frankie Culver, Mr. and Mrs. H. E. Benson, Kenneth and Charley Guyton, Charles White, Jimmie Carter, T. C. Sands, Mrs. Whitie Archer, Dr. and Mrs. Elton Rasure, Mrs. Mabel Welchman, Mrs. R. K. Hoblett, Mrs. Eddie Yagia, Mrs. Pearl Vaught and Fred Tennant Jr.

## Lethbridge Registers 9G Net Operating Profit in '49

LETHBRIDGE, Alta., Jan. 14.-The Lethbridge and District Exhibition and Rodeo Association last week reported a net operating profit of Tyler, spoke on How To Secure \$9,008 for 1949. Figure was reduced to a net profit of \$2,119 after the association paid its share of improv-

A total of \$14,086 was spent on ground in provements in 1949, of which \$5.397 was paid by the city and \$1,800 probably will be recovered by the board by way of a federal grant, leaving \$6,888 paid by the association.

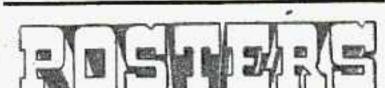
The beard now has accumulated assets of roughly \$25,000 in three years of operation. The three-day exhibition and rodeo in June showed a surplus of \$11,749. Total revenue was \$29,015 and expenditures \$17,266. Professional auto races sponsored by the fair board netted \$282. Secretary-Manager Charles E. Perry, said an 'agreement had been made between the exhibition board and the city council calling for a yearly grant of \$8,800 to be paid to the board for ground improvements and the caretaker's salary.

## **Neville Holds Ohio Race Post**

67

COLUMBUS, O., Jan. 16. - Joe Neville, Delaware, O., was re-elected to his third three-year term as a director of the U.S. Trotting Association from District 1 (Ohio) at an association meeting held here Tuesday (10) at the Deshler-Wallick Hotel in conjunction with the 25th annual gathering of the Ohio Fair Managers' Association. Opposing Neville for the post were, Corwin Nixon, Lebanon, O., and Edward Cobb, Washington C. H., O. Neville pulled 459 votes; Nixon, 251, and Cobb, 1. Neville, following his election, departed for New York, where he is slated to plane out today for England for a five-week vacation. While he won the election with plenty to spare, there was considerable pressure against him as a result of a trot meet he held in Lebanon, O., in the fall of 1948. On that occasion Neville is alleged to have called off a 19-day meeting at the end of the fifth day when inclement weather made it impossible for him to operate profitably.

At the Tuesday meeting the USTC protest board allowed Ernest L. Smith's protest against the purse distribution at the Lucasville, O., fair, The board ordered the Lucasville fair officials to pay \$250 more to the top-finishing drivers in a race held there the past season. Original purse for the race was \$500, but the event was split into two races. Under USTA rules the purse must be increased 50 per cent when a race is divided, but the fair had paid off on the \$500 figure. Smith is a standard bred owner and driver of New Holland, O.



tion of a new \$4,000 power plant, filling and grading the parking lot at a cost of \$2,100 and new stairways and exits costing \$1,000. Construction of new rest rooms was started in 1949 and additional facilities are scheduled for 1950.



#### ARIZONA

Mesa-Maricopa Co. Fair & Citrus Show. Feb 18-26. Marcel Delporte.

#### CALIFORNIA

- Imperial-California Mid-Winter Fair: Feb 25-March 5. D. V. Stewart.
- Indio-Riverside Co Fair & National Date Festival Feb. 17-22. R. M. C. Fullenwider Riverside.
- San Bernardino-National Orange Show March 9-19. R. Z. Smith.

#### FLORIDA

- Bowling Green-Hardee Co. Strawberry Festi-
- val: Jan. 16-21. G. W. Glendenning. Cocoa-Indian River Orange Jubilee. Feb. 24-March 1. Mrs. Marian Oxford.
- Dade City-Pasco Co. Fair. Jan. 17-21. J.
- F. Higgins. Daytona Beach-Halifax Fair, Feb 13-19. Turner Scott.
- Delray Beach-South Fla .: Gladioli Festival & Fair. Feb. 20-25. G. Moore Lapham. Lauderdale-Broward Co. Fair, Feb. 20-25
- Jack W. Finch. Eustis-Lake Co. Pair-Fla. Sportsmen's Expo.
- March 13-18. Karl Lehmann, Tavares, Fla. Fort Lauderdale-Broward Co. Fair. Feb 20-25. Jack W. Finch.
- Fort Myers-Southwest Fla. Fair. Jan. 30-Feb. 4. R. V. Lee. Fort Pierce-Fort Pierce Fair. Jan. 26-28. Daniel F. Westfall.
- Largo-Pinellas Co. Fair. Jan. 24-28. J. H. Logan.
- Miami-Dade Co. Fair. March 3-12. Robert C. Booth.
- Orlando-Central Fla. Expo. Feb. 20-25. Craw-ford T. Bickford.
- Plant City-Forida Strawberry Festival. Feb. 27-March 4. G. R. Patten.
- Barasota-Sarasota Fair. Feb. 13-18.
- Sebring-Sebring Firemen's Highlands Co. Fair Feb. 27-March 2. R. C. Baguley.
- Tampa-Florida State Fair & Gasparilla Assn.
- Jan. 31-Feb. 11. P. T. Strieder. West Palm Beach-Palm Beach Co. Expo. Feb.
- 18-25. Karl Lations. Winter Haven-Florida Citrus Expo. Feb. 13-
- 18. Philip E. Lucey.

#### TEXAS

Fort Worth-Southwestern Expo. & Fat Stock Show. Jan. 27-Feb. 5. Edgar Deen. - Houston-Houston Fat Stock Show & Live-

stock Expo. Feb. 1-12. W. O. Cox.

**Pop Questions** 

Two hours of questions and answers made up the program Saturday morning, with Jack Brown, Fort Worth, presiding and E. O. Wedgeworth, manager, Top o' Texas Fair, Pampa, as moderator.

Entertainment features of the convention included the annual banquet, where an estimated 200 fair and attraction representatives dined and were entertained by the Jimmie Juykendall Show. Following the banquet, over 600 attended the annual dance of the Lone Star Showwomen's Club in the Grand Ballroom.

At noon Friday, delegates and attraction reps were guests of the Dallas Chamber of Commerce at a luncheon followed by entertainment by the Lone Star Showwomen's Club under the direction of Mrs. Louise Hickman, president.

Attraction and show people in attendance included:

Ernie G. Campbell, Campbell Tent & Awning Co., Inc.; Harry Sommerville, Central Canvas Co.; J. M. (Pete) Lamb, Lamco Products; W. A. Schafer, George L. Smith, Peter T. Wolf, Jack Miller and C. Archie Hensley, Schafer Just for Fun Shows; Fred Herrin Jr., Andrew Platz, Paramount Fireworks Co.; Mr. and Mrs. Bob Hammond, Hammond Pla-Park Shows; Ed Staib, the Miracle Horses; Eldred O. Stacey, Music Corporation of America; Mr. and Mrs. T. J. Tidwell and Mr and Mrs. Doc Snow, T. J. Tidwell Modern Midway; Mr. and Mrs. John Delaporte, White Rocs Lake Kiddieland; Bud Palmer and Bernie Palmer, B. Falmer Sales Co.; Bob Lytel, Lytel Sound System; Linnie Stilwell, Cavalcade of Stars; A. H. Anderson, Anderson Street Decorations; Frank F. Weaver, Maralyn Matz, Weaver Badge & Novelty Co.; W. E. Ma-haffey, Mr. and Mrs. Ed. R. Mahaffey, Ma-haffey Bros. Tent & Awning Co.; Don Bra-shear, R. L. (Red) Bishop, American Midway Shows; Mervin Barackman, Starlight Amusement Co., and W. E. (Cowboy) Kilgore, Rose City Show.

Thomas H. (Tim) Morris, Show Business Forms Co.; Carl Atkins, Atkins Popcorn Co.; Joe Baker, Dailey Bros.' Circus; Jack Ruback. Mr. and Mrs. J. A. (Jim Schneck), Alamo Exposition Shows; W. G. (Buddy) Ryan, Consolidated Popcorn Co.; W. Atterbury, Sky King Attractions; Bob Perry, Perry's Lion Motordrome and Russo Trailer Sales; Mr. and Mrs. L. C. McHenry, Jess Wrigley, Crescent Amuse-ment Co.; J. George Loos, Greater United Shows; W. Jack Moore, Moore's Modern Midway; Mr. and Mrs. Tobe McParland, Stewart & Stevenson Diesel Plants; Mr. and Mrs. C. A. and Marianne Vernon, Charles Noell, United Exposition Shows; Mr. and Mrs. Don Franklin Shows; Mr. and Mrs. H. P. Hill, Hill's Greater Shows; Mr. and Mrs. Roland Smith, W. J. (Highpockets) Lindsey, Smith Amusement Co.; Harold Braucht, Bob Curran, Color-

## **Detroit Making Plans** For Anni Cele in 1951

DETROIT, Jan. 14 .- The City Plan Commission of Detroit has announced completion of arrangements for Detroit's 250th anniversary celebration in 1951.

The blueprints, prepared by Clyde M. Vandenberg, nationally known festival planner, at a cost of \$8,000, have been turned over to the operating committee, named the Detroit Festival of the Great Lakes, Inc.

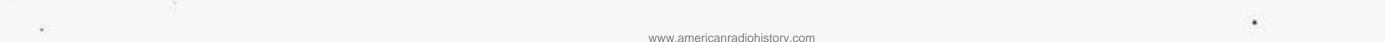
## **Rowland Williams Elected** Melville, Sask., President

MELVILLE, Sask., Jan. 14 .- Rowland Williams was elected president of Melville and District Agricultural Society, succeeding Fred Switzer. Vice-president is Alvin Alberts and Hector Loveridge continues as secretary-treasurer. Leo McDonald was elected to the new post of fair manager.

## **Limit Yuba-Sutter Exhibits**

YUBA CITY, Calif., Jan. 14 .- Exhibits of the 1950 Yuba-Sutter Fair will be limited to a 10-county area at the suggestion of the Western Fairs Association (WFA), Manager-Director Roy Welch reports. Exhibits will be restricted to residents of Yuba, Sutter, Colusa, Butte, Placer, Sacramento, Yolo, Sierra, Nevada and Plumas counties. Move was made to prevent overcrowding.





#### FAIRS-EXPOSITIONS 68

## The Billboard

## Dates for 25 Oregon **County Annuals Set At Portland Meeting**

PORTLAND, Ore., Jan. 14.—Dates for 25 county fairs were set at the 22d annual meeting of the Oregon Fairs Association (OFA) here Saturday (7).

Counties and dates follow:

Clackamas, August 30-September 2; Columbia, August 10-12; Coos, August 24-27; Crook, August 11-13; Curry, September 1-3; Deschutes, August 17-19; Douglas, August 17-19; Gilliam, September 22-24; Grant, September 21-23; Harney, September 15-17; Hood River, August 22-23; Jackson, August 22-26.

Josephine, August 17-20; Lake, September 2-4; Lane, August 24-26 Lincoln, August 24-26; Morrow, September 7-9; Multnomah, August 21-27; Sherman, September 15-17; Tillamook, August 16-19; Umatilla, August 17-20; Union, September 14-16; Wasco, September 1-3; Washington, August 30-September 2, and Wheeler, September 15-17.

Other events: Oregon State Fair. September 4-11: Pacific International Livestock Exhibition, October 6-14; Eastern Oregon Livestock Show, June 8-10; Eastern Oregon Wheat League and Mid-Columbia Livestock Association, June 5-7, and Pendleton Round-Up, August 24-27.

County fairs, for which dates were not set, include Clatsop, Jefferson, Klamath, Linn, Malheur, Marion, Polk and Wallowa. Others to be set are Linn Strawberry Festival, Northwest Turkey Show, Oregon State Corn Show and Pacific Coast Turkey Exhibit.

## **Aut Swenson Inks Topeka Date for Chitwood Show**

TOPEKA, Kan., Jan. 14. — Aut Swenson, of the Joie Chitwood Auto Daredevils, added three days to his route here when he inked a contract with Maurice Jencks, manager of the Kansas Free Fair, for three Joie Chitwood matinees, September 12, 14 and 15 at the 1950 Kansas Free Fair. During the 1948 Kansas Free Fair the Chitwood Daredevils, under Swenson's management, cracked the all-time record for Tuesdays at the fair.

## Showman Is Fairman's Partner, **But Are We Giving Him a Break?** By L. B. Herring Jr.-

(Excerpts from an address delivered by L. B. Herring Jr., during the convention of the Association of Tennessee Fairs in the Andrew Johnson Hotel, Knoxville, January 10-11. Herring is a past-president of the International Association of Fairs and Expositions, secretary of Mid-South Fair, Memphis, and former secretary of Beaumont (Tex.) Fair.)

. . Right here I would like to slightly move from my report on the Chicago convention and discuss this problem (kids' days) with you. Some of the fairs represented at this meeting have not set their dates because they are not sure that the dates they would select would permit them to have a carnival or similar attraction for entertainment of their patrons. This fact convinces me more than ever that we as fair managers must come to recognize the importance of the showman in our scheme of things. I have no connection with any show, but for many years I have had an opportunity to become familiar with the showman's problems. In a great many instances his investment is larger than that of the fair he is playing.

### Accepts at Face Value

When his agent appears before our respective boards he accepts us and our statements at face value. We tell him that we are going to have a Kids' Day, a Governor's Day, and so on. We tell him that the schools in the county will close on Kids' Day and that a big ceremony will be held on Governor's Day. He has every reason to believe us because our board is composed of the best citizens in the county. Bear in mind that we tell him this. We then ask him what he has to offer. The showman tells us that he has so many shows, rides and concessions and then the deal is made, but this time it is made on paper. The showman signs a contract to do what he has said he would do. In writing the contract someone suggests that the showman be required to post a bond or cash for the faithful performance of his contract. The showman agrees and for a time both showman and fair man are happy. The fair knows that it will have the revenue from the shows to operate on and the showman thinks he will have a good week in our town. So, the fair opens. Kids' Day was would be. The best the schools could do about turning out was to close one hour early due to the fact that too much time had already been taken from classes on account of illness or football or some other reason. So, Mr. Showman says maybe Govenor's Day will make up for this. But Governor's Day arrives and a telegram is received that due to the press of State affairs the governor regrets his inability to be present but wishes everyone in the county success, etc.

really, aren't we partners in this business?

The showman has a very short season in which to earn a return on his investment. He knows that he cannot continue to play our fairs with the same old equipment year after year. We all wan' something new and different and he tries as best he can to give it to us.

#### Willing To Co-Operate

In my many years in the fair business I have failed to find one single showman who was unwilling to cooperate to the fullest with our fair to make the venture a success. He wants your fair to be a success. He plays a different fair every week for months and in so doing gains valuable information on fair operation that will be helpful to you. Ask him how other fairs handle this problem and that situation. Very likely he knows that the solution to that one problem your fair is having will make it a much better date for him or some other showman next year. Take him into your confidence on matters in which he as well as you are vitally interested.

## Name Giles Reading **Prexy for 17th Term**

READING, Pa., Jan. 14.-At a meeting here Saturday (7), John S. Giles, Reading florist and former city police commissioner, was re-elected president of the Agricultural and Horticultural Association of Berks County for the 17th consecutive year. The association is the operating body of the Reading Fair.

also were re-elected. All were named bitions are scheduled for France, for one year terms.

## **Pennsy Org To Plug Pari-Mutuel Betting**

READING, Pa., Jan. 14.-Passage of a bill to legalize pari-mutuel betting on horse racing in Pennsylvania will be discussed at the 38th annual convention to the Pennsyl-. vania State Association of County Fairs at the Bedford Springs Hotel. Bedford, January 25-27.

Pennsylvania is one of the few States in the North Atlantic Seaboard region which does not have legalized betting, and Charles W. Swoyer, secretary of the States association, said . ere this week that many fairmen favor passage of a bill that would allocate one-third of the State's betting take to payment of a State veteran bonus, another one-third to schools, and another one-third to the support of agricultural fairs.

Swoyer said the roster of convention speakers will include State Sen. John H. Dent, who will present suggestions on the preparation of a mutuel betting bill to benefit fairs, and Henry Knauf, president of the United States Trotting Association, who will speak on the preparations which led to passage of a pari-mutuel bill in Illinois.

Other talks will be delivered by Miles Horst, State secretary of agriculture; John W. Wilson, manager of the Cetlin & Wilson Shows and F. E. Steedle, Allentown.

The convention sessions, which open Thursday (26), will be preceded by a meeting of the board of review of District No. 8, United States Trotting Association, and the annual meeting of the Central Fair Circuit, both scheduled on Wednesday (25).

## 22 Major Exhibitions **Skedded** for France

PARIS, Jan. 14.—During the first Five other officers and 19 directors six months of 1950 22 fairs and exhiincluding four international fairs, 12 national fairs and six international exhibitions.

Goshen, Conn., Names Vaill HARTFORD, Conn., Jan. 14.-Clar-

ence Vaill has been re-elected president of Goshen (Conn.) Agricultural not what Mr. Showman thought it Society, sponsor of the annual Goshen Fair. Other officers chosen were Samuel L. Blakeslee, vice-president; Edward N. Randall, secretary; Frank J. Seaton, treasurer; Julian Bentley, superintendent of grounds; Charles Wasinowski, assistant; Raymond Perregaux, superintendent of rentals; Richard Kobylenski, superintendent of electricity, and Macklin Cunningham, superintendent of parking. Alfred Wright, M. Cunningham and E. Randal were named directors for three years.

## **Tennessee Elects** J. B. Waters Prez

(Continued from page 64) Slipper Shows; C. V. Billcox, Dumont Shows, and F. A. Conway, Interstate Fireworks Com-

Mr. and Mrs. John Gallagan, Gallagan Concessions; Mr. and Mrs. R. E. Bradley, Brad-ley Concessions; Al Wallace, Wallace & Mur-ray Shows; Charles T. Shelton, Hatch Shows: A. T. Vitale, fireworks company rep; C. C. Groscurth, Blue Grass Shows; F. E. Spain, Marion Greater Shows; C. C. Leasure, Silver Slipper Shows; Harry Cooke, Cooke & Rose Booking Agency; J. A. Sparks, Sparks Shows; L. J. Heth and Joe Fontana, L. J. Heth Shows; Raymond Huls, Mr. and Mrs. H. L. Andre, Mr. and Mrs. William Andre; L. J. Keef and Jack Raney, Capital City Shows, and John J. Anderson, Enquirer Printing Company Company.

#### Out With the Chisel

Closing day finally comes around and we pull out the written contract and confront Mr. Showman with it. In it he promised us so many concessions at so much per, so many shows and so many rides. Mr. Showman explains that he is short five concessions and therefore does not feel that he should pay for something which he does not have He is told that his contract provided for so many at so much and on that basis the fair was planned and that he must pay for the five that he did not bring in. No excuse that he gives is acceptable to us. So, since he has another fair booked for next week and cannot take a chance on having all of his equipment tied up with a court order, he pays off and moves on.

V. L. Collier, W. E. Page and T. J. Page, Page Bros.' Shows; Oscar Bloom; Mr. and Mrs. Norman Anderson, novelty concessions; Frank E. Winnick; Morton Haddon, South Suburban Safeway; Mr. and Mrs. Emil C. Guidenzopf Sr., Regalia Manufacturing Com-pany, and Joe Duncan, C. A. Stephens Shows. ized that he could not stay in busi- Estevan Agricultural Society for the ness without playing fairs, but it fourth time. Vice-presidents reseems to me that we fairs are taking elected were Walter Gates, Harold a mighty long time to realize that Carlberg and Nat Davidson. Mrs. our fairs would be somewhat on the Ethel Dean was reappointed secre-

Returned to office with Giles were Chester W. Brumbach, first vice-president; H. J. Schad, second vicepresident; Charles W. Swoyer, secretary; Paul H. Esterly, assistant, and Luther E. Pflum, treasurer.

Directors re-elected were the six officers and Charles K. Derr, Heber Ermentrout, W. Arthur Morris, George L. Roller, Dr. H. B. Roshon, Ralph S. DeTurk, Newton W. Geiss, Alvin F. Kemp, C. Paul Lied, Jacob H. Mays, Robert P. Riegel, George W. Schuler and George Zerr.

## **Estevan Receipts Up**

ESTEVAN, Sask., Jan. 14. - The Estevan Agricultural Society reports assets of \$35,698. Receipts in 1949 were \$22,475, up \$1,000 from 1948, and expenditures were \$23,158, down \$800 from the previous year. Membership in the society jumped from 121 to 305 in 1949. Midway receipts were off \$100, gate receipts off \$200 and grandstand up \$1,350. Prize money, up \$700 in 1949, totaled \$3,615. Permanent improvements to grounds and buildings, under the society's 10year plan, have cost \$7,513 to date.

## **Invermere Renames Laird**

INVERMERE, B. C., Jan. 14 .- J. A. Laird was re-elected president of the East Kootenay Agricultural and Industrial Exhibition. Vice-presidents are G. J. Ferguson, R. B. McLeod and H. C. King. Mrs. F. R. Coy is secretary-treasurer. Annual fair will be held in Athalmer, B. C., September 1 and 2.

## Estevan, Sask., Re-Elects Rae

ESTEVAN, Sask., Jan. 14 .- E. P. The showman has long since real- Rae was re-elected president of the

Heading the list in importance are the annual International Fair of Lyon, April 15-24, with exhibits from all over the globe; the Lille Fair, June 10-25, and the International Fair of Bordeaux, June 11-26. National fairs will take place at Nice, Toulouse, Nantes, Orleans, Rennes, Poitiers, Macon, Angers, Bourges, Chalon-sur-Saone, Reims and Grenoble.

International exhibitions include a radio parts trade show, in Paris, opening February 3, and a photography and movie exhibit, also in Paris, March 10. Metz will sponsor a travel and sports show, April 1-12.

While all the above fairs are primarily industrial or craft exhibits, few cities in France stage such events without also providing entertainment in the way of carnivals or circus performances.

## **Board Approves Extension** Of Alpena, Mich., Annual

DETROIT, Jan. 14.-Extension of dates has been approved by the fair board for Alpena County Free Fair, Alpena, Mich., with opening set for September 2 and running thru September 6. Previously the fair opened on Labor Day. Midway contract was awarded to W. G. Wade Shows.

## Lethridge May Up Gate .

LETHBRIDGE, Alta., Jan. 14 .- Tho no official decision has been made, the Lethbridge and District Exhibition and Rodeo is contemplating increasing its gate admission from 25 to 35 cents.

## **George A. Price Resigns**

MARSHALLTOWN, Ia., Jan. 14 .--George A. Price, secretary of Central Iowa Fair Association the past seven years, has resigned. His successor has not been named. Price is a past president of the Fair Managers' Association of Iowa.

Copyrighted material



## CARNIVALS

Communications to 188 W. Randolph St., Chicago 1, Ill.

## **Thugs Invade** Serfass Home

Take 10G in cash, jewels after binding, beating Mrs. Serfass and guests

SANFORD, N. C., Jan. 14.—Armed thugs working with clock-like precision ransaked the home of Lloyd Serfass, owner-operator of the Penn Premier Shows, and escaped with about \$10,000 in cash and jewelry Thursday night (11) after binding, beating and threatening the life of his wife, May, a show aid and three guests.

The victims were discovered and released by Serfass after his return from a booking trip to Durham, N. C. The thieves were disappointed in his absence since they apparently had knowledge of the 1034-carat diamond ring he customarily wears. This, together with other bits of conversation remembered by the victims, all of whom were kicked and otherwise handled roughly, indicated that someone familiar with his business interests and habits planned the coup, Serfass said.

\$6,500 in jewelry, plus \$350 belonging to the Tampa Showmen's Association. Also robbed were three visiting members of a local fair committee. Stacy Budd, local tire dealer, was relieved of \$2,800. Max McLeod, Metropolitan Insurance company agent, lost \$100. John Salmon, head of the Sanford Ice & Cola Company, lost an undisclosed sum. Pete Bicio, an employee of the Serfasses, lost about \$70.

The thieves also unscrewed a highpowered telescopic sight from hunting rifle owned by Serfass but ignored all other valuables, including six fur coats owned by Mrs. Serfass. The robbers remained in the house for nearly two hours, from 8:30 to 10:20 p.m. They discovered a safe lodged in a closet wall, and after failing to learn the combination from Half Interest in Mrs. Serfass even tho they threatened her life, burst it open with crow bars. Local police have few clues to work with since the thieves wore gloves, were masked and beat any prisoners who appeared to be trying to include them in their range of vision. Their accents indicated that they were southerners, the victims said. The robbery followed the same pattern as the one which victimized the late Jimmie Raftery, owner of the shows bearing his name, at his home in Wilmington, N. C., about a year ago. This is the second misfortune to strike the Serfasses in less than two months. The first was the loss of their entire show, including some 37 ness to return to private industry. tractor-trailer units, in a winter quarters fire. The loss was only partially covered by insurance.

Truck Show May 1

PORTLAND, Ore., Jan. 14.-Davis Amusement Company, a new org is scheduled to open in this area about May 1. Owned by E. J., S. J., and Martha J. Davis, the shows will play Oregon territory.

According to Don F. Nelson, agent, org will move by truck and feature 6 rides, 20 concessions and 2 shows. The Davises formerly were with Browning Bros.' Shows.

## **Reid Awarded Fun Zone Pact** At Skowhegan

SKOWHEGAN, Me., Jan. 14.-Roy Symons, secretary of Skowhegan State Fair, Wednesday (11) announced the awarding of the 1950 midway contract to the King Reid Shows, a motorized org.

The Reid organization will replace World of Mirth Shows, a railroad biggie, which last year found it necessary to exit the annual be-The Serfasses lost approximately fore its conclusion in order to make the opening of Central Canada Exhibition, Ottawa. World of Mirth furnished midway attractions at the annual for six years.

The Skowhegan engagement will mark the first appearance in Maine of the King Reid Shows since 1942. The Reid organization normally confines its activities to New England and New York State. Its winter quarters are at Manchester Center. Vt.

Reid is understood to be making a pitch for other Maine fairs and celebrations, since many are early events and would fit well into the org's planned route.



MINNEAPOLIS, Jan. 14.—Moving into Minnesota for the first time in 1950, the 20th Century Shows already has closed five fair contracts within the State. Al Martin, co-owner, announced here at the annual convention of the Minnesota Federation of The five annuals County Fairs. signed are Albert Lea, New Ulm, Detroit Lakes, Bemidji and Wadena. Martin also reported signing the Grand Forks, N. D., annual, their first venture into that State. Also on hand here in behalf of 20th Century was Frank Gaskins.

Sunset Amusement Company, repped by Mr. and Mrs. K. H. Garman, owners, signed to play the oneweek Decoration Day celebration at the Austin, Minn., fairgrounds under sponsorship of the fair board there. While here Garman also was informed by phone that his org had been granted the contract for the Southeast Missouri Fair, Cape Girardeau, Mo.

Rogers Bros.' Shows announced signing for the midway at two fairs, Proctor and Glenwood. Org was represented by Earl Rogers, D. C. Rogers, B. Rogers and S. J. Cole.

Co-Owners John McDonald and Charles Carroll, of the Veterans' United Shows, announced signing for the midway at the Jackson fair, a new annual for the org.

Carl J. Sedlmayr, Carl J. Sedlmayr Jr. and Bob Lohmar, of the Royal American Shows, visited with members of the Minnesota State Fair during the convention en route to Winnipeg for the Western Canadian fair meeting. Alvin Merriam, owner of Merriam's Midway, reported signing to provide the midway attractions at the Cannon Falls annual and will repeat at Steamboat Day, Winona. Included among carnival representatives at the meeting wore: Noble Fairly, Stanley Warwick and William T. Colins, William T. Collins Shows: Mickey road independently in the spring but Stark and Joe Stoneman, Gold Bond Shows; Mr. and Mrs. Archie Nelson, Nelson's Shows Mr. and Mrs. L. C. Reynolds, World of Today Shows; R. E. Patterson, W. C. Dobson, Vern Eves and Jud Langenfeld, Dobson's United Shows; Rocco Sr. and Jr., and Mr. and Mrs. Leo Clibor, Rocco & Son: Mr. and Mrs. Jack Vomberg and Jay Burk, Badger State Shows, Mr. and Mrs. E. A. Bodart, Bodart Shows; Marvin Henderson, Home State Shows; Mr. and Mrs. William Wolf, E. R. Bussey and Eddie Coy, Wolf Greater Shows; L. D. Burke and Oliver Larson, Royal United Shows; Bernard Thomas, Art Thomas Shows; Bob Parker, Miami Diggers; W. A. Dickinson, concessions, and L. W. Hay, Moss Digger Company.

## **12 Hoosier Fairs** Signed by Gooding

COLUMBUS, O., Jan. 14 .- Twelve Indiana fair contracts, including one for two years, have been signed by the Gooding Amusement Company, Floyd E. Gooding announced this week.

Anderson Free Fair has been inked to a two-year contract. Other Hoosier annuals signed are La Porte County Fair, La Porte; Cass County Fair, Logansport; Johnson County Fair, Franklin; Bartholomew County Fair, Columbus; Jennings County Fair, North Vernon; Clinton County Fair, Frankfort; Ripley County Fair, Osgood; Shelby County Free Fair, Shelbyville; Fayette County Free Fair, Connersville; Rush County Free Fair, Rushville, and Noble County Fair, Kendallville.

Gooding also said his org has closed contracts with the Columbia City Old Settlers and American Legion Celebration and had been inked to provide the complete midway at the Northwestern Ohio Volunteer Firemen's Diamond Jubilee Celebration at Defiance, O., June 19-24.

Denton, Bloom **Merge Interests; Plan New Org** 

KNOXVILLE, Jan. 14.-Johnny J. Denton, owner-operator of three carnival units and the Cavalcade on Ice, and Oscar Bloom, owner-operator of Gold Medal Shows, merged interests this week and will come out in 1950 with a modern 15-ride, 10-show motorized org. Announcement of the deal was made during the Association of Tennessee Fairs meeting in the Andrew Johnson Hotel here, January 10-11, by Norman Anderson, public relations counsel. Current plans call for the combined orgs to play the South and Middle West under the Gold Medal Shows title. Denton's ice unit will hit the will join the shows in the fall as an added feature attraction at fair dates. Denton's property also includes the Johnny J. Denton Shows, Robertson Bros.' Shows and Anderson Greater Shows.

## Scott Lamb Leases **State Fair Shows** From Cecil Goree

TOPEKA, Kan., Jan. 14. - Scott Lamb, concessionaire, for the last several years with the Larry Nolan Shows, has leased the State Fair Shows for the coming season from Cecil Goree. Deal was made here Tuesday (10) during the Kansas Fair Association meeting.

Texas, announced he is retiring from sition, San Antonio, February 17. carnival business.

Western territory, including Oklahoma, Kansas, Colorado, Nebraska, Wyoming and New Mexico, and plans the show will be split into two units, to open about April 1. All equipment is stored in Perry, Okla., where Lamb will maintain winter quarters. Lamb and Goree are in Perry completing an inventory.

. .

**C. Walpert Buys Golden West Org** 

SAN FRANCISCO, Jan. 14. -Charles Walpert has purchased a half interest in the Golden West Shows, Harry (Polish) Fisher, general manager, said this week. Papers were inked here giving Walpert the interests formerly held by Harold H. Shapiro, secretary - treasurer, and Nathan Cohn, Fisher's son.

Press of his San Francisco law practice was given as the reason for Cohn's bow out. He will, however, continue as attorney for the show. Shapiro is leaving outdoor show busi-

Fisher will continue as manager, with Walpert taking over as manager of concessions. No change in policy is anticipated, Fisher said, but new rides and midway attractions will be lined up before the org hits the road to play California fairs and celebrations.

Shows will maintain their present headquarters in San Francisco.

**Don Franklin Shows** To Open Season at **Tex.** Livestock Expo DALLAS, Jan. 14. - The Don Franklin Shows will open the 1950 Goree, who owns several hotels in season at the Texas Livestock Expo-Franklin will furnish all rides, shows Lamb will take the show thru and attractions for the 10-day event which closes February 26.

Following the San Antonio date, one under the management of Don the Blue Ribbon Shows. Bill Nor-Franklin and the other under management of Gus Tucker. H. Dale Smith, general agent, is booking both units. Morris, formerly with the Tidwell Smith formerly was with Wallace Shows, is ride superintendent.

Tex. Show Women's **Memorial Services** Impress; 200 Attend DALLAS, Jan. 14.—Over 200 show people Thursday (5) attended the

Lone Star Show Women's Club services here in the Baker Hotel in memory of deceased showmen buried in the Lone Star Showmen's Rest. Program included an organ prelude by Mrs. Cleo Hoyt; invocation by Honey Vaughn; songs by the Dudley M. Hughes Quartet, an address and benediction by Rev. W. W. Phares, and impressive candlelighting services by T. Riley Hickman. Joe Murphy, Tex Chambers, Bob Harris, Charles (Chuck) Moss, C. Christ Ayers, Jack Ruback and T. C. Sands placed wreaths in memory of the deceased.

Bros.' Shows. Tucker for many years was with Eddie Roth when he had wood, formerly with the Sutton Shows, is Diesel electrician. Everett

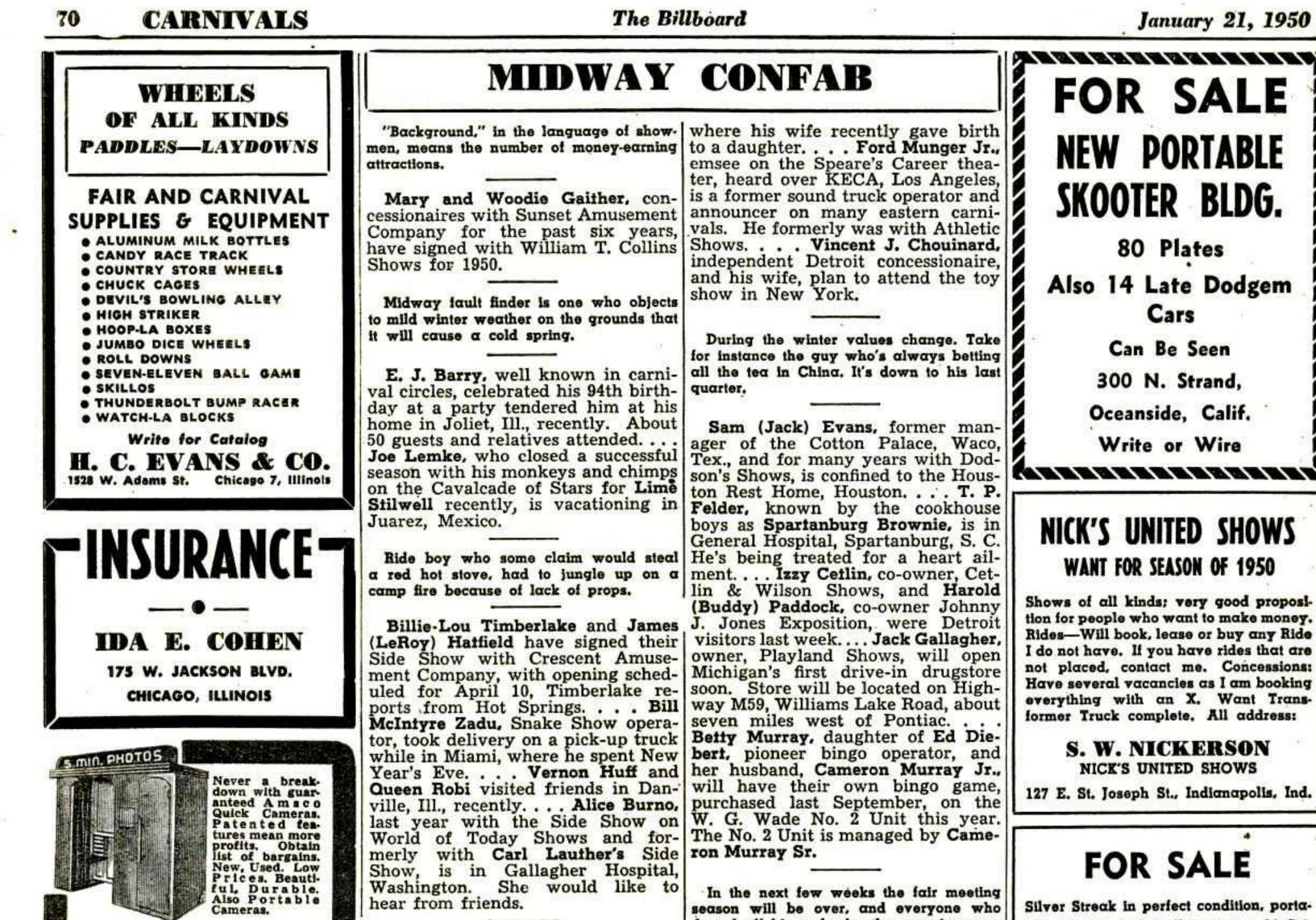
WOM Awarded Anderson, S. C.

ANDERSON, S. C., Jan. 14 .- With competition among Eastern railroad biggies more pronounced than it has been in the maneuvering for any other annual during the current booking season, the 1950 midway contract for the Anderson Fair was awarded to the World of Mirth Shows Wednesday (11).

In on the pitch for the date were the Cetlin & Wilson Shows, represented by Co-Owner Jack Wilson, which held the fun zone contract in 1948 and 1949, and the James E. Shows, represented by Strates Owner Strates, which played the spot prior to the C&W tenure. Owner Frank Bergen and Bernard (Bucky) Allen, concessions manager, represented World of Mirth.

Anderson was the only annual which all three orgs could fit into their schedules. World of Mirth had the necessary open week when officials of the Augusta (Ga.) Exchange Club Fair moved the dates of their event up one week to catch the army payrolls pouring into adjacent major military installations. The dates of the Anderson Fair are October 23-; 28.





American Stamp & Novelty Mfg. Co. Houston 6, Tex.(formerly of Okla. City)

## HIGH STRIKERS

New, novel High Strikers with Metal Pennants on the side with comic sayings on pennants. These metal pennants will be in various colors. We are using hardwood base, hardwood striking beam, best rubber cushion, and striker will be 28' high. Shipping weight approx. 225 lbs. Will also be made in smaller size for women and still smaller size for boys and girls. These 3 outfits in parks will have a top grossing capacity.

EARN MORE MONEY WITH OAKES GAMES

Ray Oakes & Son, Inc. Phone: Lyons 4811 8432 W. 44th Place

## POP CORN

It's time to mail us your permanent address. For 23 years we have been supplying the amusement trade with fine Pop Corn, both giant sized Yellow, medium sized Hybrids and White Hulless. Also Hoosier Pride Seasoning, Popsit Plus, Boxes, Bags, and Salt. Also Star, Excel, and Pop-a-Lot Machines. May we hear from you now?





## LESLIE'S TRAILER PARTS AND ACCESSORIES

Complete line of Trailer Parts and Accessories available at all times. Mail orders our specialty. Shipments made within 24 hours to all points in the U. S. A. Write for free catalog.

1920 Stewart Ave., S. W., on Highway 41 going south, Atlanta, Georgia. Fairfax 2626.

## SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR.

**H. W. TERPENING** 137-139 Marine St. OCEAN PARK, CALIF.

It's a wise front talker who doesn't suddenly remember, after a few shots at a show party, that he's really fond of a shapely bally gal.

Eddie's Hut, owned and operated in Gibsonton, Fla., by Eddie LeMay, well known showman, proved a holiday mecca for showfolk visitors as well as those making the city their winter quarters. Visitors included Mr. and Mrs. Lloyd D. Serfass, Bobby Barrow, Sam Prell, Art Frazier, Slim Kelly, Whitey Sutton, Cash Miller, Joe Hilton, Barney Williams, Glen Porter, Jack Norman and Jack Galluppo. . . . Joe E. Hilton reports from Miami that his Side Show is going well with Barney Tassell's Shows around that city. Hilton says that he plans to enlarge the shows for next season and that two new pit shows will be carried in addition to the Side Show.

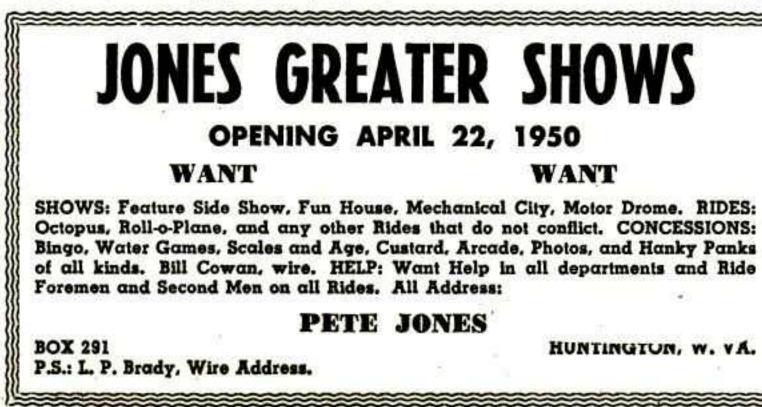
They used to say that a press agent was a guy who traveled to lie for his shownow he uses newspaper photogs to prove his storles.

Ralph Lockett, secretary-traffic manager Johnny J. Jones Exposition, was hosted by Howard Strickling, head of MGM publicity, and Perry Leiber, director of publicity for RKO, before leaving for the fair meeting in Richmond, Va. Lockett who worked in a day when it was conhas been wintering at Delano, Calif., 'sidered that there was a limit somewhere.

dusted off his rocks for the occasions can return them into hock.

Pat and Ginger Patterson and daughter, Sandra Sue, concessionaires of Kansas City, Mo., motored from their winter quarters in Harlingen, Tex., to Pasadena, Calif., to attend the Tournament of Roses parade there and spend New Year's Eve in Hollywood. . . . Mr. and Mrs. L. M. Nelson, owners, Blue & White Shows were hosts at a New Year's Eve party to personnel on the shows at Kingsville, Tex. Pete Schuh was toastmaster. Event terminated a successful two-week stand in Harlingen. In attendance were Ethel Schuh and son, Butch; Lottie and Charles Schneider, Raymond Schneider, Don Sudar, Chick and Aggie Gifford Jr., Billy and Curley Neal, Nick and Doris Nickell, Mr. and Mrs. Delbert Irons, M. Garza, Henry Leverett, Whitey and Bettie Cothern, Harry and Johnny Cothern, Mr. and Mrs. Roy Fass, Mr. and Mrs. R. K. Lang, Mr. and Mrs. Frank Parkhurst, Jack Tarver, John Gray, Arthur Yard, James W. Haynes, Earl Johnson, Carrell Korman, Mr. and Mrs. Jack LaRue and Alex and Lee Downing.

Modern gal show dancers are considered more glamorous than the old-timers



ble, 12 car. Arcade Equipment-20 Scientific Poker Tables, 15 Wurlitzer 14 foot Skee-Ball Alleys and complete Arcade Equipment. All the above equipment is in first-class condition and can be seen at Seaside Heights Pool & Casino, Seaside Heights, N. J.

MODERN AMUSEMENT CO.

## WANTED FIRST CLASS CARNIVAL

To play under sponsorship of Amvets Police Post, Buffalo, N. Y., some time during coming summer. First preference of June 26th to July 1st, 1950, or August 7th to 12th, or August 14th to 19th, 1950. For further details, get in touch immediately with:

EARL C. RAPP, Adjutant AMVETS POLICE POST NO. 17 BUFFALO, NEW YORK



623 Glenmore Ave.

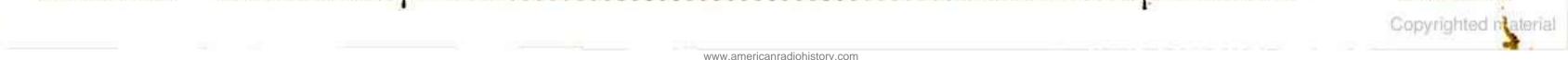
necessary.



1946 Spitfire, bottom load; also Bumper Outfit and Pop Corn. Please state in first letter route, percentage and other information

Baton Rouge, La.

ALBERT H. BLOCK Norfolk, Nebr. 1312 South 3rd St.



#### CARNIVALS 71

## **Show Lots Training Prepared Curtis Bockus for Exec Posts**

### (Continued from page 55)

#### Sleepy Eddic and Old Man Foster.

years with Oscar Lewando and many others, Curtis tried to enlist in the army as the World War I broke but was turned down. He turned to defense work and was employed by the Pneumatic Tool Division, Portsmouth, N. H. He joined the Boilermaker's Union and became financial secretary. Under the union's auspices, and with only \$49 for a bankroll, he staged an indoor bazaar that netted \$1,100.

With the success of the bazaar fresh in his mind, it didn't take Curtis long to figure an angle. He conceived the idea of framing a large carnival owned and operated by a powerful labor organization, the obvious thought, being that patronage in all of New England's towns would be easy to come by with union backing. The Metal Trades Council liked the idea and in 1918 Curtis launched the Metal Trade Council Shows. The council was composed of a number of separate unions and each felt it necessary to have representatives on the shows. To further add to the nut. it was mandatory that all employees be paid union wages. The structure was too costly and the org wound up the season without profit.

### **Relinquishes** Pig Iron

In 1920 Curtis and a partner, George Cates, took the shows out after the council quit. They called it the Metal Trade Shows. In 1921 Curtis bought out his partner simply by relinquishing his interest in the Ferris Wheel and changed the name of the unit to the Curtis L. Bockus 1935 when fire leveled it in winterquarters, just outside of Lewiston, Me. There was some insurance coverage but Curtis decided then and there that he did not want to fool around with any more pig iron. In 1936 Curtis recalls that he had a wrong idea for a circus. He formed a partnership with the late John Kilonis and each contributed the same amount of cash—none. Curtis says that the title, Bockus & Kilonis, was the world's worst, since it sounded more like the letterhead of sausage manufacturers than it did of a sawdust and spangles extravaganza. They had as a feature Schultz's 84 animals. The nut was around \$600 a day and it was impossible to gross more than

\$400 in any of the towns played. The org got as far as Haverhill, Mass., when a prowling child got After mud showing for several slapped by Nemo, one of Schultz's cats. Three weeks later the boy's parents obtained a \$15,000 judgment against the show and the venture was abandoned, not unhappily. The partners took the Side Show to Revere Beach, Mass., and managed to make a few dollars.

#### **Organized Zacchini Unit**

In 1937 Curtis managed Harry Winter's show. The next year he took out a small unit and promoted a park at Key West, Fla. In 1939 he organized the Zacchini Bros.' Shows. Curtis says that the org had a wonderful start with excellent equipment but not too much cash. He budgeted himself on \$50 a week for eight weeks and day and dated Royal American Shows in St. Louis, according to the wishes of the Zacchinis, and to the surprise of most folks managed to win \$1,800 on the engagement.

In Danville, Ill., faced with the necessity of putting up light and other deposits without having any money, Curtis hit on the solution of buying light plants. Jack Purcell later took over as manager and Curtis stayed on, cut himself in as fixer, and did all right.

### Joined Strates in '49

In 1940 he trouped with J. Harry Six Shows, but there was little dough around. Deciding then to go to work for a living, he connected with Mel Dodson and remained with Dodson's World's Fair Shows until they were sold. In 1946-'47 he was with Ralph Shows. He operated the org until Decker's Joseph J. Kirkwood Shows and with Endy Bros.' Shows in 1948. In 1949 he joined Strates, Curtis organized the Jacksonville (Fla.) Fair in 1946. He had Mel Dodson as a partner and this relationship lasted thru 1948. In 1949 he put the fair on with Strates. The Mayflower Hotel, Jacksonville, is where he resides with his wife, Ethel, during the off-season. The problem of bankrolling was solved early by Curtis in a most unusual way. He journeyed to the West Indies with a carnival that soon went broke. Completely stranded, he was sitting in a hotel lobby when he decided to put the bite on an elderly man whom he had never seen before. He told his story straight, and apparently with a great deal of conviction, and was loaned \$500 on his word alone. A few hours later a number of distress cables to friends in the United States bore fruit to the tune of \$1,500. He paid his benefactor back and so impressed the old gentleman that for many years Curtis borrowed working capital up to \$5,000 at a time without the transaction even being noted on a sheet of paper.



PROUDLY ANNOUNCE THE FINEST SHOW OF THEIR ENTIRE CAREER FOR

## SEASON 1950

We hold contracts for the finest route of still dates, celebrations and ten of the best fairs in Georgia and Alabama. Will open March 25th and close November 11th. Mr. Showman, if you have something new and are interested In making money let us hear from you (will finance reliable people with worthwhile ideas).

WANT WANT SHOWS High class Circus Side Show, Midget Revue, Wild West, Water Circus, Penny Arcade or any meritorious Attraction catering to ladies, gentlemen and children not conflicting with what we have. Murphy, please get in touch with us. (No Girl Shows)

CONCESSIONS Will place Legitimate Merchandise Concessions of all kinds-Watch-La, Long and Short Range Gallery, Bingo, Jewelry, Frozen Custard, etc. Positively No Racket and No Gypsies.

FREE ACT Will book outstanding high Aerial Act in keeping with our standard and reputation for carrying the finest free attraction in America.

**RIDE HELP** We carry nothing but the latest and most up-to-date Rides on the road (all office owned). Can place reliable Foremen and Second Men. Positively no drinking tolerated. If you can qualify, want a season's work, contact us at pace: Mr. C. M. (Red) Miller, Superintendent of Rides).

Address

## JOHNNY T. TINSLEY SHOWS

22-A E. Court St., Greenville, S. C.

Telephone #53572

mannan mannan manna manna

47th SEASON

F. M. SUTTON 47th SEASON PRESENTS -

**GULF COAST SHOWS** 

This is A Carnival With Shows, Rides and Clean Concessions, Light Towers, Flags and Plenty of Lights, Paint and Music.

WANT TO BUY-No. 5 Ferris Wheel. WANT TO BOOK-Tilt, Octopus, Rolloplane, Chairplane, Pony Ride. Will furnish New Tents and Panel Fronts for 10-in-1, Snake Show, Girl Show, Monkey Show. Will sell exclusive on Bingo, Popcorn, Long Range Gallery and Diggers.

## FOR SALE CHEAP

2 Lewis Diesel Light Plants on special built trailer with light towers on top. Beautiful outfit. Also have for sale 15 Horse, 3 Phase Electric Motor. Good as new. Cheap.

I will be at the Illinois Fair Meeting.

F. M. SUTTON SR.

W. G. WADE SHOWS Now Contracting for 1950 Season RIDES—SHOWS—CONCESSIONS Will give careful consideration to **RELIABLE PARTY WITH** HIPPODROME SHOW For Entire 1950 Season. Open in April-Close In October.

G. P. O. Box 1488 Detroit 31, Michigan



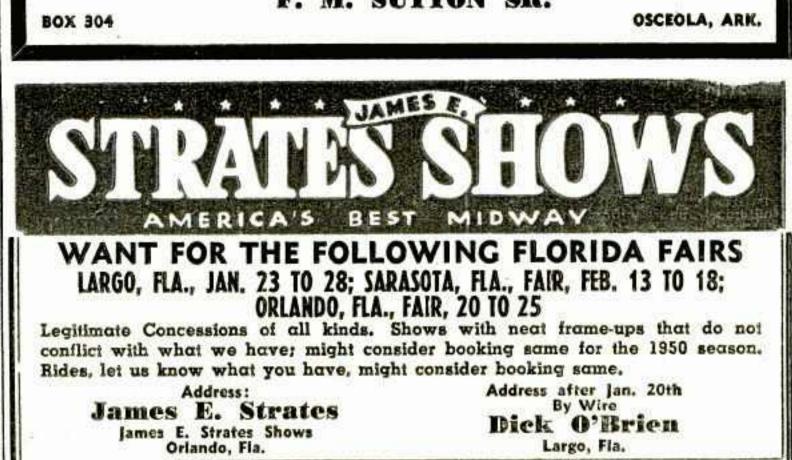
E. V. Benner, Saxton, Pa.

be seen.

#### Wife Outsmarts Him

To appease his wife and to demonstrate that her ambition was unwarranted, Curtis finally consented to frame a concession for her. He figured that giving her a dead item like candy and framing the store in a mildewed top would soon put her out of business. The top wasn't worth a quarter but Mrs. Bockus collected \$80 when a local delivery truck ripped it while passing by. What he thought would be a dead store grossed \$1,000 a week and it was only a matter of days before Mrs. Bockus got hep to the fact that the \$30 she was being paid didn't represent her legitmate percentage and she wound up with the usual percentage.

Among his compatriots, Curtis is known as a hard-working and astute agent. He functions as a kind of roving ambassador for the Strates org, ranging far afield, even into the Western Canada A Circuit territory.



## THIS IS IT MARDI GRAS BAZAAR

AUSPICES SISTERS OF THE POOR-FIRST SHOW IN DOWNTOWN AREA FIRST SHOW IN HISTORY OF WORLD FAMOUS MARDI GRAS

Now booking Shows, Rides and Concessions for Greatest Celebration in the World. Eleven days of carnival—hundreds of thousands of visitors—opening February 11th thru 21st. Located on famous Canal St. Want only well flashed Rides and Shows. If you aren't ready with lots of fresh paint and neon and clean ride help, don't bother. Concessions of all kinds within certain limits. Hanky Panks and all other Stock Concessions. Positively no Grift or Gypsies. Joe Exler, please contact at once. Address all replies to:

BAZAAR COMMITTEE, R. A. BARKER, Mgr., 1400 FRENCHMEN ST., NEW ORLEAKS, LA.

ATTENTION — ILLINOIS FAIR SECRETARIES — ATTENTION

HAVE A FEW OPEN DATES FOR 1950. CONTACT US AT THE ILLINOIS FAIR MEETING, JAN. 21-24, ST. NICHOLAS HOTEL, ROOMS 560-562-564.



RIDES - SHOWS - CONCESSIONS FOR 1950 SEASON ADDRESS: J. T. (WHITEY) RICHARDS, GEN. AGENT

**TURNER BROS.' SHOWS** 

PETERSBURG, ILL.

(PHONE: 230)



## Showmen's League of America 400 S. State St., Chicago

CHICAGO, Jan. 14. - Vice-President Lou Keller, in town on business from Hot Springs, presided at the regular meeting Thursday (12). The Buffalo Bill party will be held February 25. Bernie Mendelson, Whitey Lehrter, Walter F. Driver, Richard Miller, John Lempart, Harry Taylor and George Brooks compose the committee in charge.

Delbert Rohr, a new member, attended his first meeting. Frank Ehlenz is back from a trip to the West Coast. Pete Norman returned from a recent trip. Dick Miller is visiting in Chicago. S. T. Jessop is enjoying the Florida sun. 'Charlie Levin is back in town. Bob Parker passed thru Chicago, en route to Minneapolis. Mr. and Mrs. Fred Burrows are vacationing in Florida and Mrs. Ray Oakes is planning a Florida trip.

On the sick list are Ralph Wibberly, who will undergo surgery in Alexian Brothers' Hospital; Elmer Byrnes is reported showing improvement; Francis J. Bligh has been discharged from Hines Hospital but is still recuperating; Ernie Young is in St. Mary's Hospital, 'Chicago; Pege Andrish, 'William 'O. Perrot, William E. Saunders and W. C. Deneke are still confined.

Manual Blasco, Tom Sharkey and Mel Harris are dividing the duties of Jack Benjamin during the latter's' illness. John Lempart, Bernie Mendelson and Louie Berger were in Detroit recently. James Bowe, 'Oscar Bloom and William Roddy called at the club. Bobby Costello, recently discharged from the hospital, visited the club.

News of the death of Mrs. Harry .A. Illions came as a great shock. A message of condolence was sent Harry Illions.

## **CLUB** ACTIVITIES

The Billboard

#### Miami Showmen's Association Greater Tampa Showmen's 236 W. Flagler St., Miami Association

MIAMI, Jan. 14.—Carl J. Sedlmayr Sr., re-elected president, was installed at the clubrooms Thursday (5). Sedlmayr was presented with a trophy for his successful 1949 term. Others installed were George A. Golden, first vice-president; Leo Bistany, second vice-president; William Cowan, third vice-president; Ralph N. Endy, treasurer; Carl Hanson, secretary, and Howard E. Stahler, executive secretary. Chaplain Phillip Cook conducted the installation.

Sedlmayr spoke on the new club house, the Century Club, 1950 ticket sales, the year book and the membership drive.

Jack Gilbert, membership committee chairman, presented the organization with a television set.

The annual banquet and ball, held at the Beachcomber Night Club Tuesday (3), drew an estimated 500 members and guests. Don Lanning served as toastmaster.

Plaques for outstanding services were presented to various members by President Sedlmayr. Michael Roman received a gold life membership card. The Santa Clara football team, victors in the Orange Bowl game, were guests.

Included in the floorshow, following the banquet, were Dean Martin, Jerry Lewis and Mary Small.

At the Tuesday (10) meeting George A. Golden first vice-president, presided in the absence of President Carl J. Sedlmayr.

The softball game, played Sunday (8) between the Miami Showmen's Association and Greater Tampa Showmen's Association resulted in a 19-7 wictory for the latter. The teams will meet again in Miami at a later date.

At Tuesday's meeting talks were given by Ep Glosser, Lew Lange, Phil Cook, Irvin Biscow, Max Goodman, J. C. Weer and Mel Dodson. Membership applications of Louis Perry, sponsored by Jack Gilbert, and Robert Seery, sponsored by William Cowan, were received. Bill Bryant and Lyman Truesdale, of the relief committee, reported that Lewis A. (Stretch) Rice has been discharged from the hospital and is recuperating at his home, Joe Bellinger is in Pratt General Hospital, Coral Gables, where he underwent surgery. Bill Starr is in Basco, Ill., the guest of Ed Reynolds.

## Tampa, Fla.

#### Ladies' Auxiliary

The Tuesday (10) meeting in the clubhouse was presided over by President Mrs. C. J. Sedlmayr Jr. The invocation was given by Mrs. Hal Hall.

Members voted unanimously to award Sally Rand a gold membership card of special merit.

At an open house held by the men the past week-end, marking official opening of the club, our entertainment committee, Billie Cooper and Esther Young, provided talent for the floorshow.

Mrs. Al Wagner, first president and mother of the Michigan Auxiliary and now first vice-president of the Chicago Auxiliary, was guest of honor.

Bill Hicks was named manager of the newly formed softball team of the Auxiliary. We also have a squad of cheerleaders composed of Esther Young, Hazel Maddox, Betty Reynolds, Rosie Hunter, Blanche Lemish, Kay Yeanny, Zelda Hercha, Martha Sutrain, Helen Thompson, Vickie Sanfrantello, Helen Julius, Corrine Decca, Evelyn Clain, Shirley De Pauw and Mickey Wenzik.

A covered dish luncheon and social hour followed the meeting, the men joining the ladies.

## **Aransas Pass Showmen's** Assn. 2191/2 East Wilson Avenue Aransas Pass, Tex.

ARANSAS PASS, Tex., Jan. 14. -Club opened its new rooms recently with a barbecue, prepared and served by Mrs. R. A. Miller, Mrs. Bill Bonte

## January 21, 1950

## National Showmen's Association 454 Broadway, New York

NEW YORK, Jan. 14.-President Jack Perry presided at the Wednesday (11) meeting. Other officers attending were Third Vice-President Joseph A. McKee, President Emeritus George A. Hamid, Treasurer Jerry Gottlieb, Chaplain Fred C. Murray, Counselor Max Hofmann and Dr. Jacob Cohen.

Chairman John McCormick and the eligibility committee approved the following applications for membership: William McGregor, sponsored by Morris Glass; Billy J. Creedon, by Stanley W. Wathon; Leo Nacht, by Edward Nacht; John Christopher, by Ben Herman; Irving Levenstein, by George A. Hamid Jr.; Anthony Martello, by Dan Thaler, and James Isaacs, by Sam Cohen. Additional application for membership was received from Charles Brand, sponsored by Dan Thaler.

Donation for the Shut-In Fund was received from Harry Weinraub. On the sick list are John Nichols, at St. Raphael's Hospital, New Haven, Conn.; Thomas Pell, Peekskill (N. Y.) Hospital; Herman Robinson, Fort Howard Hospital, Baltimore; Eddie Davis, of Leon & Eddie's, who was in an automobile accident, and Herman Moskowitz.

Sympathy is extended to Harry A. Illions, whose wife, Florence Lusse Illions, passed away.

Ben Herman and his wife returned from a vacation in Pennsylvania. Benjamin Agin is home from Miami. Vincent Anderson left for an extended trip. Recent visitors were Sam Peterson, Sam Robbins, Morris Finkelstein, Henry Fein, Tom Quincy, Sam Solomon, Irving Goldstein, Louis Rosshandler and Louis Elias.

Next regular meeting January 25.

**Regular Associated Troupers** 106 E. Washington, Los Angeles

A SURE FIRE HIT? FOR YOUR \* **TELEBRATION, PARK OR FAIR BILLY OUTTEN** AND HIS TROUPE COMEDY . THRILLS . BEAUTY PLUS & FLAMING HI DIVE

Geo. M. Harton Agency PITTSBURCH 29, PA.

FOR SALE ROLL-A-WHIRL First class condition. Reason for selling, quitting Carnival business. An opportunity

to get the fastest money-maker in the Carnival business at a bargain. Best offer over \$2,000.00 takes it. Hurry! Write or wire.

JAMES DUDDY 3641 Midvaie Ave. Los Angeles 34, Cal.



us for 1950 verify by mail at once. Opening Last of March.

WRITE: TRENTON, ILLINOIS

#### Ladies' Auxiliary

Board of directors meeting, which drew five officers and 16 directors, preceded the regular business meeting. Sydney Thomas presented the club with a bouquet of dollar bills collected on Thomas Joyland Shows. Past Presidents Louise Endy and Raynell Golden made brief talks.

On hand for their first meeting were Sally Rand, Hazel Bolt, Rita Carson, June Weiner, Billie Cooper, Lillian Sylvester, Gloria Pierson, Ann Felice, Agnes Anderson and Regina McLinden. Ethel Weir read letters from Germaine Ciaburri, who is visiting in France; Stella Ackley, Bertha Melville, Mrs. Brundage and Mrs. Schaeffer.

Ada Cowan, Clarice Dunn and Lillian Tucker were appointed to audit the club's books.

## MODEL SHOWS, INC. WANTS FOR THE 1950 SEASON

SHOWS: Ten-im-One, Wild Life, Fun House, Mechanical, Girl Show if properly presented and well flashed, Illusion of any type, Monkey, Snake, Crime or any well-flashed Show capable of earning money.

CONCESSIONS: Any type of Stock Concessions, Jewelry, Custard, Candy Apples, Novelties, Long Range, Taffy Candy, Photos if well framed and flashy. Sell X on all of above, not over two of a kind on Stock Concessions.

RIDES: Little Dipper, Train, Kid Airplane.

RIDE: HELP-Foreman on Bodgem, must be truck driver; also Second Man. Second Men for Streamlined Caterpillar, Spittire, Octopus, Little Beauty Merry-Go-Round. Want Operator for the new 1950 [Rolba-Whirl and Kid Merry-Go-Round.

Agents for office-owned, well-flashed Hoop-La. Agents for all types Stock Concessions. Man and Wife to operate office owned Cook House. People who have contacted me before, do so again, please. Send pictures if possible. Pete Roberts, lost your address, come on February 11.

and Mrs. Art Martin and Mrs. Jack Edwards. About 200 guests were on hand. Club's membership rolls total 255.

The charity dance sponsored by the club to raise funds for baskets for the needy was successful, and club distributed 112 baskets and over 500 bags of candy, fruit and nuts for the children. Toys and clothing also were distributed. In charge of the Christmas fund campaign were Jack Edwards and R. A. Miller.

#### Ladies' Auxiliary

The Ladies' Auxiliary was organized December 12, with Mrs. Edith Walper in charge of election of officers. Elected for 1950 were Mrs. Clyde Hill, president; Mrs. Art Martin, first vicepresident; Mrs. Jack Edwards, second vice-president, and Mrs. Ray Bivins, secretary-treasurer. Installation was held December 23. Meetings are held each Sunday night.

## **Heart of America** Showmen's Club

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., Jan. 14.-L. K. Carter, new president, presided at the regular meeting, attended by 50 members. Al C. Wilson, secretary, and George Carpenter, treasurer, also were on the rostrum.

George Elser is on the sick list at Menorah Hospital, following an operation January 6.

Sam Ansher was skedded to leave for the West Coast.

Following the meeting, the entertainment committee, headed by Joe Clayton, served lunch.

#### Ladies' Auxiliary

The regular meeting was called to order by President Nellie Weber, with 28 members present. Charlotte Clayton was named warder. Loretta Ryan, secretary, read the minutes and also a letter of thanks to clubs which had sent flowers to the installation banquet.

New members were Betty Bazinet, Marion Chronic, Margaret Clausen and Mildred Bloom.

The door prize was won by Ruth Gordon.

LOS ANGELES, Jan. 14. - Nell Robideau, president, was in the chair Thursday, (5).

Guests on the rostrum were Joe Krug, president of the Pacific Coast Showmen's Association; Lill Schue, president of the Ladies' Auxiliary, and Julia Whitney.

Two new members, Ida Chase and Myrtle Hutt, were present to start the membership drive, which is under the chairmanship of Sis Dyer. President Robideau offered a \$50 prize for the member who obtains the largest number of applications, with a second prize of a paid-up membership for five years. Third prize, offered by Chairman Dyer, is a year's paid membership, and the club has set up a similar prize for fourth place.

Lucille King, founder of the club, is in the French Hospital here. Hap and Relly Young were confined to their hotels.

The birth of a son was announced by Matt and Evelyn Lantz. Ethel Krug exhibited a tablecloth and lace scarf to be sold at the bazaar.

BLUE GRASS SHOWS NOW BOOKING SHOWS - RIDES - CONCESSIONS P. O. BOX 621, OWENSBORO, KY.

## C. A. STEPHENS SHOWS

Booking Shows, Rides and Concessions for the 1950 tour. Winterquarters Address: Box 1017, Crystal River, Fie.

## CARNIVAL COMMITTEES

#### NEW RIDES FOR 1950 SEASON

Adult size Merry-Go-Round, Kiddie Auto Ride and No. 5 Ferris Wheel.

E. S. MYERS 345 High St. Hanover, Pa. ALVIN STEFFY 2180 Farfield Ave. West Lawn, Pa.

FINDLAY, OHIO



Opening March 25, Mississippi. Now booking Concessions, Shows with or without equipment, Arcade, Wild Life, Auto Ride, Major Ride. Want Manager for Athletic Show.

**ROXIE HARRIS** 

P. O. BOX 142



#### The Billboard

#### CARNIVALS 73

#### Michigan Showmen's Association 3153 Case Ave., Detroit

DETROIT, Jan. 14.—Robert (Bob) Morrison was elected president, replacing Jack Gallagher, owner, Playland United Shows, in the annual election in the clubrooms here January 9. Other officers are Fred Silber, first vice-president; Marvin Keys, second vice-president; Ora (Pop) Baker, third vice-president; Louis Rosenthal, treasurer, an office which he has held since the group was organized, and Paul (Jack) Greeley, secretary.

Members of the board of directors are Cameron D. Murray, Rudolph (Fat Norton) Nathansen, George Harris, Charles Schimmel, Roscoe T. Wade, Irving Borker, Max Berkowitz, Isadore (Paddles) Reisner, Sam (Pork Chops) Ginsburg, Andrew Schlesinger, Douglas Brown, Joe Bennett, Herb Pence, Mike Balog, Oscar Margolis, Charles Westerman, Edward Horwitz, Jack Gold, Edward Dennett, Adam Spitzer, Edward Gold, Max Kahn, Robert Templeton, Sam Siegel and Elmer Nagy.

#### Ladies' Auxiliary

Mrs. Rose Lewiston, wife of Harry Lewiston, Side Show operator, has been elected president for 1950, succeeding Mrs. Bessie Gallagher, wife of Jack Gallagher, Playland Shows.

Other new officers are first vicepresident, Clara Silber; second vicepresident, Peggy Cohen; third vicepresident; Leona Bennett; treasurer, Charlotte Richardson; secretary, Dorothy Gold.

Board of directors include Murial Miller, Sadie Schwartz, 'Frances Moran, Pat Crognale, Marion Dickstein, Lottie Johnson, Faye Stone. Anne Borker, Faye Green and Maud Pence.

#### Hot Springs Showmen's Association

#### International Showmen's Association 415A Chestnut St., St. Louis

ST. LOUIS, Jan. 14.—Robert Lohmar was elected president for 1950 at the Tuesday (3) meeting. Al Wagner was named first vice-president; Buddy Paddock, second vice-president; Euby Cobb, third vice-president; Euby Cobb, third vice-president and secretary, and Buff Hottle, fourth vice-president.

Other officers are: George Regan, treasurer; Floyde Hesse, financial secretary; Meyer Katz, sergeant at arms; Jack Moore, legal adviser; Joseph E. Flynn, physician and surgeon, and Albert H. Hoppe, funeral director. The board of directors will elect

a new chaplain to fill the vacancy caused by the death of James Brown. Members of the board of directors are: P. E. (Heavy) Waughn, Al Prosperi, Sid Sidenberg, William (Bill) Snyder, K. H. Garman, William (Red) McCoy, Carl J. Sedlmayr Sr., Carl J. Sedlmayr Jr., Sunny Bernet, Frank B. Joerling, L. C. (Curley) Reynolds, Sam Gordon, Mort Silvers, Floyd E. Gooding, John Fabick, L. M. (Pete) Brophy, Tom W. Allen, Jack Downs, Pat Purcell, Harry G. Lewis, Charles W. Oliver, Edgar G. Hart, John Shelley, Charles Chaney, Danny LaRouech, Ralph Hoffman, William Lipsky, Dwight Bazinet, Pete Byrnes Sr., Pete Byrnes Jr., Art Guiliana, Albert W. Hoppe, Buff Hottle, Harold Dunn, Edwin Justin, Euby Cobb, Leo C. Lang, George W. Regan, Cy Horwitz, Wesley Schumacher, Dave

Prevost, Dave Keifer, Edwin Schantz, James P. Murphy, Johnny Lantz, Sid Belmont, Pat Downey, Walter Payne, Russ C. Edwards and Fred Proper. Billy (Zoot) Reed was in the St. Lukes Hospital for an operation. Buff Hottle went to New Orleans; Tom Allen to Waynesville, Mo.; Orville Hagan and James Flanagan to Tampa. John Francis attended the Wisconsin fairs convention at Milwaukee. J. T. Richards, of Turner Bros.' Shows, stopped off at the club en route to

#### Pacific Coast Showmen's Association 1235 S. Hope St., Los Angeles 16

LOS ANGELES, Jan. 14.—A capacity crowd is expected for the annual Hi-Jinks to be held in the clubrooms, Charlie Walpert, chairman, advised members at the weekly meeting Monday (9). Tickets at \$1 each will be in the form of a donation to the Welfare Fund, Walpert explained. The affair will be highlighted by a kangaroo court in addition to dancing, a floorshow and buffet supper.

President Joe Krug presided at the meeting, assisted by Vice-Presidents M. J. Doolan, Larry Ferris and Hunter Farmer and Secretary Louis Manley. Members observed one minute of silent prayer in respect to the late Earl Monty Stephens.

Joe Glacy reported the club netted \$1,960 at the banquet and ball.

Edward Browning, Browning Shows, was elected to membership.

Chairman Ben Beno, of the house committee, requested that World War II members send in their photos to be hung in the clubrooms.

Short talks were given by Ernest Fitzgerald, Herb Usher, Doc Gilligan, Art Converse, Jack Siegel, Ed Mann and Joe Blash Sr. Drawing was won by Steve Vaughn.



EASTERN AMUSEMENT CO.

COMBINATION COOKHOUSE & GRAB

Beautifully framed and efficiently operated.

Seats 16. Want booking with medium-sized

**BOX NY-115** 

New York 19, N.Y.

Baltimore, Md.

1564 Broadway

427 East Baltimore Street

show.

c/o The Billboard

See us at Fair Meetings or write Winter Quarters

HOT SPRINGS, Jan. 14.—The Ladies' Auxiliary served a spaghetti dinner, with Caroline Holt in charge. The club has decided to hold its second annual banquet and ball the Thursday preceding Thanksgiving. Event will be at Belvedere Country Club. A weekly contribution of cigarettes for Ward 5A at the Army and Navy Hospital was authorized.

Mr. and Mrs. Larry Hall, Milwaukee, were welcome visitors. New member is A. J. Gibson.

Members of the board of governors include Lawrence Akers, L. J. Barber, Leonard T. Barnes Jr., T. N. Black, Dwight Bazinet, Fitzie Brown, James Bybee, Clyde Byrd, Keith Chapman, Tommy Cook, Louis Cutler Boots Cutler, Bill Dyer, Walter Ebel, James Ferron, Arthur Frazier, Morris Friedenheim, Thomas Fuzzell, John Gallagan, Charles Goss, L. L. Hall George Hamid Cal Hicks, William C. Hunnicut, Louis Keller, Doyle O. Kelley, Paul Olsen Charles Lenz, J. C. Mc-Caffery, John McCormick, Tony Mc-Donald, E. D. McCrary, Albert Martin, Eddie Moran, Lee Moss Alton Pierson, Marshall Purvis, C. R. Reger, Thomas Renaud, L. C. Reynolds, Carl Sedlmayr Sr., Frank Seibert, Clint Shuford, Al Sweeney, Charles Weaver, Don Weaver Jr., William Wilcox, Harry Weiss, Alexander Wilson and J. D. Prager.

HAPPYLAND SHOWS Now Booking for 1950 3633 SEYBURN DETROIT 14. MICH. Phone WAInut 17924 Producing America's Best SHOW BANNERS Order Now for 1950 Season SNAP WYATT STUDIOS Rt. 3, BOX 1180 Rt.

P. O. BOX 5415. NORTH BIRMINCHAM, ALA.

Columbus, Miss., from the meeting of the Indiana fairs association at Indianapolis.

#### Ohio United Showmen's Association

136 Tuscarawas St., W., Canton, O.

CANTON, O., Jan. 14.—J. Ray Meyers was elected president at the regular meeting Sunday (8). Howard Neil was elected vice-president; Ford Fosnight, secretary, and L. A. Hufler, treasurer.

W. T. Hopkins was elected chairman of the board and the following were named trustees: Charles Heinbeck, Dave Betz, Curt McClelland, Leland Wood and Louis Moore.

The secretary was authorized to
 send a telegram of congratulations
 to the Greater Tampa Showmen's Association on completion of its new
 clubhouse.

Happy Attractions were signed to play here May 8, with V. S. Scott closing the contract for that show. W. T. (Bill) Hopkins announced he will take out a new show under the name of Hopkins 3 Star Shows.

#### Lone Star Show Women's Club of Texas Campbell Hotel, Dallas

DALLAS, Jan. 14. — President Louise Hickman has been given much credit for the success of our annual dance held Friday (6) in the Crystal Ballroom of the Baker Hotel during the January 5-7 convention of the Texas Association of Fairs and Expositions. Hyman Charninsky's band provided the music. Several hundred guests attended, and as it is the social event of the season for show people, the ladies dressed for the occasion.

Riley Hickman acted as emsee and raised a large sum of money for the Jackson burial fund. A hula dance staged by two members brought the club a good donation which was divided with the Aransas Pass Club. A radio donated by Palmer Sales Company was won by Josephine Powell. A handmade afghan donated by Catherine Oliver was won by Daisy Parr. Announces a new outstanding and progressive Midway for 1950. 12 RIDES—TWIN FERRIS WHEELS—8 SHOWS—40 CONCESSIONS.

high class midway attractions

ATTENTION

FAIR SECRETARIES AND CELEBRATION COMMITTEES

NEW YORK, PENNSYLVANIA, VIRGINIA, NORTH AND SOUTH CAROLINA

WANT-Can place one or two more clean shows.

WANT-Concessions that do not conflict.

WANT-Electrician and Lot Man.

Box 106

FOR SALE—Smith & Smith Chairplane.

WANT TO BUY-Show Fronts and Tops.

If you have anything new or novel contact us, we are interested.

Address MICKEY PERCELL

Waverly, N. Y.



### J. A. GENTSCH SHOWS

NOW BOOKING FOR THE 1950 SEASON

Open March 13th, Forest, Mississippi State Stock Show, with four more State Stock Shows to follow and four more dates in Mississippi. Then booked solid Fairs and Celebrations until last week in August in Illinois and Indiana; Hoopston, Ill., 4th July Celebration, and back to Mississippi for the cream of Fairs until November 15th.

Want to book Stock Concessions, all kinds open; also Frozen Custard and Penny Arcade. Want to book Shows with own outfit only; Minstrel Show, Mechanical City, Motor Drome, Wild Life, Animal, Snake. Buster Hays, wire or call me. Want Ride Men in all departments, only if you drive Semi. All last year's employees, come on in; Winter Quarters now or en to all in Winona, Miss. All answer: J. A. GENTSCH, Winona, Miss., or see BILL LAMBERT, 2137 White Ave., Indianapolis, Ind., If in that vicinity.

### FOR SALE-COMPLETE CARNIVAL

Consisting of three Major Rides, two Kid Rides, Diesel Light Plant, also Transformer, Ground Cable, Junction Boxes, Office Truck, ten Concessions, Transportation for all. Must be sold by Feb. 1st to settle estate. Will sell all or part. Come, look and make offer. All mail and wires to

#### L. W. BORUP ADEL, GA.

P.S.: A steal, no foolin'.



CARNIVALS 74

#### The Billboard

January 21, 1950

LOS ANGELES, Jan. 14.—Regular (Associated Troupers (RAT) was host tto 250 members and guests at its ninth annual banquet and ball in Larry Potter's Supper Club in Studio City lnere.

With Sam Dolman as chairman, Eddie Harris and Dave Friedenheim co-chairmen, the evening's program was highlighted by dancing and a show featuring George (Cortelio and His Hollywood Canines; Hazel Scott, wocalist; Ting & Tung, Chinese comics and dancers; the Lottie Horner Girls ((5), and Jimmy (Grier's ork, Harry) Golub emseed.

Ruth Korte and Lillabell Williams were presented with life and fiveyear membership cards respectively.

Speech-making was truled out and conly introductions were made. Introduced were 'Nell Robideau, 'Troupers' president; Joe Krug, Pacific Coast Showmen's Association president and formerly head of RAT; Lillian Schue, PCSA Auxiliary president; E. K. Fernandez, Hawaiian showman, and 'Ied Nobriga, 'head of 'Territory Amusements, 'Hawaii. 'Wires were tread from Marie and Ten Levitt; Paul Pesica, Arizona Showmen's Associattion, and Lucille King, founder of the troupers' org and now a patient in French Hospital here.

Reception committee includea Martha Levin, Ethel Krug, Lucille, Dolman, Virginia Kline, Lillabelle. Williams, Bertie Harris, Marie Korte, Emily Friedenheim: and Marie Bailey.

### Wild West Party Set By Showmen League

CHICAGO, Jan. 14.- A Wild West party in thonor of Buffalo Bill, its first president, will be held by the Showmen's League of America Rebmuary 25 in the league's clubrooms here, it was announced this week. Event will be conducted along the lines of an open house, with members turged to bring wives or guests. Bernie Mentiolson heads the committee, with Whitey Cehrter :as «cochairman. Other committee members are Walter Driver, Ed:Sopenar, Harry 'Taylor, Jimmie (Campbell, George Brooks, John Lempart, Dick Miller and Andre Dumont.

## 250 Attend L. A. First Half of 1950 To Top 1949, Marks Awarded Banquetand Ball Second Half Hold Firm --- Cohen

#### - By Max Cohen-

#### **General Counsel**, American Carnival Association

EARLY in each year, it is customary for all and sundry experts to experts to expound their predictions of what may be expected in the year ahead, Having analyzed 47 of these opinions, we have compiled the following composite projection of anticipated facts, and from these an estimate of the conditions which may prevail during 1950 can be attempted. During 1950 the carnival industry may expect the following favorable factors:

Tax policies reasonably favorable to business.

Admission taxes to be reduced from 20 per cent to 10 per cent.

Excise taxes (transportation, communications, light bulbs, etc.) to be reduced to prewar rates. upon a selective basis.

Income taxes, no increase.

Population to increase 2.2 miltion.

Personal income to increase by between 5.4 and 5.9 billion.

Personal income expenditures

### **MSA** Auxiliary Heads **Installed** at Banquet

DETROIT, Jan. 14.-New officers of the Ladies' Auxiliary of the Michigan Showmen's Association (MSA) were installed Wednesday night (11) at the annual banquet in Club Bali, Detroit. Bernice Stahl was mistress of ceremonies, with Sadie Schwartz as installing officer and Pat Crognale as monitor.

Ann Borker, entertainment chairman, handled arrangements. Marjorie Manzell and Bea Maxwell sang several numbers.

to increase by 3.7 billion.

Cost of living to remain stable or show slight decline of 1 per cent, amounting to decline of 1.8 billion.

Industrial production to increase 8 billion.

Total spending to increase 6.7 billion.

New construction to remain as in 1949 at 19.2 billion; building activity to continue high, with additional funds to be provided by government for public housing and public works.

Wholesale prices to decline 1.9 billion.

Retail trade to increase 1.9 billion.

Government spending to increase, with 2.8 billion of insurance benefits to be distributed to veterans early in the year.

Civilian employment to increase by 1 million persons; total wages and salaries to be up 4 billion.

Corporate profits to be up 1.6 billion.

Strikes-None of consequence expected.

Credit continued in abundant supply and easy terms, with government giving increased aid to business thru R.F.C.

Money supply to hold near present record level, with liquid assets continued high.

Automobiles to be reduced in price in higher cost lines.

Foreign aid to be reduced.

New laws-Very few to be enacted.

the carnival industry are: Farm income will be lower than 1949 by 1.6 billion.

## **Three Annuals**

RICHMOND, Va., Jan. 14.-Allan A. Travers, general agent, announced the inking of three annuals for the John H. Marks Shows. They are Henderson and Monroe, N. C., and the South Boston (Va.) Fair. The dates were held by the Prell and Lawrence orgs in 1949, Travers said.

Previously announced annuals contracted by Marks include those at Fayetteville and Albemarle, N. C., and Galax, Va.

Travers said that the org would invade new territory for 1950 still dates. indicating that dates would be sought in the Northeast. A pitch is also to be made for late November fairs in Georgia.

### **Cavalcade Repeats** At Beaumont, Tex., **Eunice**, La., Fairs

CHICAGO, Jan. 14 .- The Cavalcade of Amusements recently closed to repeat on the midways of the fairs at Beaumont, Tex., and Eunice, La., Al Wagner, shows' owner, announced here this week before leaving for Detroit in company with Louie Berger, org's general agent, for the Michigan fair convention.

Wagner also disclosed that his org has been signed to repeat at fairs in Tupelo and Laurel, Miss. Previously, he had announced that the Cavalcade again would show at the Tennessee State Fair, Nashville.



TOPEKA, Kan., Jan. 14 .- Fred C. Adverse factors which may affect Vogle, with David Reese co-owner of the Vogle and Reese Shows, announced during the Kansas fair meeting here he had purchased the interest of his partner. Deal was consummated in Arma, Kan., Friday (6). He said for the time being the title would remain as is. Show will play in Missouri, Kansas and Nebraska. Reese, bingo operator for many years, has contracted for the bingo on the 20th Century Shows this season.

#### **Tivoli Exposition Signs** Linton, Ind., Celebration

LINTON, Ind., Jan. 114. - Tivoli Scotty Walsh, Electrician Exposition Shows will provide midway attractions at the Greater Linton Club celebration, June 28-July 4, it was amounced by B.J. Collins, org's general:agent.

Advance ticket sales will be conducted by the Winton (Club for the Sunday performance of Ice Revue of 1950, to the furnished with the Tivoli Exposition Shows. Over 5,000 ttickets are expected to be sold in advance. Other features of the celeibration include a car giveaway and mond Shows and Barlow-Scranton a parade July 4.

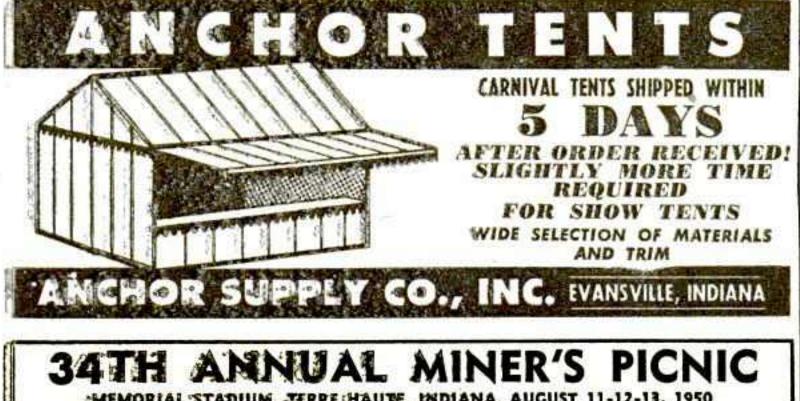
Dorothy Gold was presented the "Oscar" as "woman of the year." Gifts were presented all retiring officers. Retiring president, Bessie Gallagher, was awarded a life membership and a portable sewing machime.

"Guests of honor were Bob Morrison, new president of the MSA; Secretary Paul (Jack) Greeley, and Max Kahn, named as "the man of the year," who substituted for retiring president Jack Gallagher.

### For Wallace Bros., Dies

TORONTO, Jan. 14.—Joe (Scotty) Walsh, for the last 20 years electrician for Wallace Bros.' Shows of Canada, died here December 24 of heart disease. Funeral services were in St. Michael's Church here and burial was in Mount Pleasant Cemetery.

Walsh, before joining the Wallace org, was with the Mighty Doris Shows, Johnny Kline's Black Dia-Shows.



MEMORIAL STADIUM, TERRE HAUTE, INDIANA, AUGUST 11-12-13, 1950 New Booking for 34th Annual Miner's Picnic Want degitimate: Concessions. No flats or gypsies wanted. Biggest event in Middle West. No gate. \$2,000 in cash and merchandise given away. Want Fun House, Glass House, Monkey Show. Estimated attendance general public, 120,000. 3 Big Days—Friday, Saturday, Sunday, August 11-12-13, 1950. Wire, write or phone If AMES: AIKENS, 2323: N. 13th St., Concession Chairman. Tel.: Harrison 8181.

"No deposits accepted

Wages will average 2 cents per hour higher.

Due to some broadened coverage, Social Security will cost more.

Competition from television will increase, but this will be partially offset by reduced competition from radio and the movies.

Capital expenditures by corporations will be lower than in 1949.

Production costs are expected to rise slightly.

Exports will decline on account of the devaluation of foreign curтепсу.

Some increases in postal rates. In attempting to arrive at a conclusion, each expert, as well as each reader, must form his own opinion, and these reach from the most pessimistic to opinions of great optimism. Some of the experts have said that business in 1950 will not be bad; that it will probably be good; that one ought not to be too optimistic, etc.

However, the average of all the opinions considered, leads to the conclusion that business, in the carnival industry, at any rate, will be somewhat better than it was in 1949, with the first half of 1950 showing rising trends, and the second half continuing stable at high levels.

Here's hoping!

#### **Cetlin & Wilson Re-Ink Art Noble Midget Troupe**

PETERSBURG, Va., Jan. 14.-The Art Noble midget troupe will again appear with the Cetlin & Wilson Shows this year, it was announced here this week by John W. Wilson, org's co-owner and manager. The troupe was signed by Issy Cetlin, assistant manager and co-owner, at the recent convention of the Indiana Association of County and District Fairs at Indianapolis.

Following the Indiana convention, Cetlin went to Chicago on a buying trip and will then attend the meeting of the Michigan Association of Fairs at Detroit, January 15-17.

#### **Ruback Inks Attractions**, **Concessions for San Antonio**

DALLAS, Jan. 14.-Jack Ruback, here with his general agent, J. A. (Jim) Schneck, during the Texas fair meeting, contracted many attractions and concessions for the annual Battle of Flowers in San Antonio, for which he again holds contracts.

He also reported Schneck had contracted to furnish all the attractions at the American Indian Exposition at Anadarko, Okla., August 14-19.

#### Lynch Inks Two Annuals

FREDERICTON, N. B., Jan. 14 .---Bill Lynch, owner-operator of the Lynch Greater Shows, based in Halifax, N. S., has been awarded midway contracts for the Fredericton Exhibition, September 4-9, and St. Stephen (N. B.) Fair, August 21-26.





**Ethel Shapiro 7th Prexy:** 

## **NSA** Auxiliary Execs Installed **At** Colorful Ceremonial Dinner

NEW YORK, Jan. 14.—With Past-President Anna Halpin as presiding officer, Mrs. Ethel Shapiro was installed as seventh president of the Ladies' Auxiliary, National Showmen's Association, at a dinner at Rosoff's Hotel Monday (9) evening.

Pages, Mrs. Blanche Kassow and Mrs. Lillian Wallenstein, escorted officers-elect into flower-decked room where Past-President Blanche Henderson administered pledges to incoming officers: Mrs. Shapiro, president; Magnolia Hamid, first vice-president; Mrs. Margaret McKee, second vicepresident; Mrs. Ann Brown, secretary; Mrs. Jeanette Finkel, recording secretary; Mrs. Sidone Silvers, treasurer; Mrs. Betty Schatt, assistant treasurer; Mrs. Lydia Nall, chaplain; Mrs. Martha Susskind, hostess; Mrs. Ruth Gottlieb, vice-chairman, and Mrs. Queenie Van Vliet, chairman of the Board of Governors.

#### **Corsages** Presented

Mrs. Rae Gruberg presented the incoming president and her staff with corsages. The program opened with the singing the national anthem, followed by the invocation and a moment of silent prayer in memory of deceased members. Mrs. Dolly Udowitz delivered the address of welcome to members. This was followed by a toast to the new officers, offered by Mildred Ford. Mrs. Mollie Spitz made the presentation of the club's gift, a pair of inscribed sterling candelabra, to the out-going president, Queenie Van Vliet.

Next came one of the highlights, lighting of the candles of friendship. In the absence of Past-President Midge Cohen, who is on vacation, Mrs. Dorothy Packtman Goldberg officiated. Mrs. Bess Hamid lit the candle for the auxiliary of the Showmen's League of America; Mrs. Helen Young, for the Heart of America Showmen's Club; Blanche Henderson, for the Pacific Coast Showmen's Association; Mrs. Veronica Zucchi, for the Missouri Showmen's Club; Mrs. Edna Unger Fayne, for Greater Tampa Showmen's Club; Mrs. Dolly McCormick, for the Hot Springs Showmen's Club; President Ethel Shapiro, for the National Showmen's Auxiliary; Mrs. Cele Foreman, for Miami Showmen's Club; Mrs. Loretta Raab, for the Michigan Showmen's Association; Mrs. Annalee Wilkins, for the Caravans, and Miss Dolly Dawn, for the Lone Star Showmen's Association. Past-President Dorothy Packtman lighted another "for good luck."

dent) to the P. P. Nest and initiation of the new president.

Mrs. Ann Brown read messages from the National Showmen's Association, Mrs. and Mrs. Nat Grossman, Frank Rappaport, Midge Cohen, Flora Elk, Helena Wild, Mr. and Mrs. Charles Freeman, Mrs. Rose Bergman, Mr. and Mrs. Jack Rosoff, Mr. and Mrs. S. Grossman, Miss Shirley Letham; Mrs. Emile Hess, president of the Miami auxiliary; Mrs. Martin Weiss, Mr. and Mrs. Irving Rosenthal, Mrs. Flora Stark, Bob Poulson, Fred Murray, Mr. and Mrs. Leo Mehlman, Miss Mollie Rosenthal, Mrs. Vi Lawrence, Mr. and Mrs. Zack Jack Rosenthal, Mr. and Mrs. George Little, Morris Brown, Arthur Haplin, Joe Mc-Kee, Joe Rinaldi and Sam Shapiro. Mrs. Bess Hamid, honorary permanent chairman, then asked past president No. 1, Mrs. Dorothy Packtman Goldberg, to step forward and give her a framed, hand-inscribed scroll bearing the inscription: "With this gift we give to you, Dorothy Packtman Goldberg, the title of Permanent Honorary President. This is our way of expressing sincere appreciation for your efforts and wonderful accomplishments on behalf of the organization since its inception."

#### Show Clubs Send Flowers

Flower tributes were received from auxiliaries of the Michigan Showmen's Association, Lone Star Showmen's Club, Showmen's League of America, Heart of America Showmen's Club, Pacific Coast Showmen's Association, Miami Showmen's Association, Greater Tampa Showmen's and Caravans, and from Irene Moore, Bill Moore, Arthur Halpin and Sam Shapiro. Benediction was offered by the outgoing chaplain, Jeanette Finkel. In attendance were Fredi Coleman, Anna Connell, Anna L. Decker, Sadie Dobson, May Doscher, Esther Eichler, Adele Fabian, Palmino Fantino, Lillian Fleming, Fay Freeman, Anita Goldie, Ida Harris, Ruth Herman, Tess Janpol, Rhoda Korens, Sadie Lippner, Lillian Lorusso, Cele Merson, Elizabeth Metz, Pearl Meyers, Anna Nelson, Bella Olson, Ethel Ortelli, Anna Peterson, Catherine Rausch, Eleanor Rinaldi, Ruth Robbins, Helen Rothstein, Claire Schaffer, Mae Schoonmaker, Vivian Scott, Frances Simmons, Elizabeth Solti, Sylvia Stern, Julia Taffet, Minnie Taffet, Lee Trotta, Ethel Weinberg and Gene Winsor.

## Showmen, Bookers, Suppliers Find Biz Brisk in Columbus

#### (Continued from page 55)

ders, Howard Bros.' Shows Millfield. O.; W. S. Curl, W. S. Curl Shows, London, O.; Rodger M. Work, Playland Amusements, Garrettsville, O.; Lee Becht, Lee Becht Shows, Mount Healthy, O.; Jimmie Chanos, Jimmie Chanos Shows, Greenville, O.; Happy Powelson, Powelson Amusements and Happy Shows, Coshocton, O., and Curley Little, Queen City Shows, Cincinnati.

#### **Booking Office Reps**

Booking office reps on hand included Bob Shaw, Gus Sun Jr., Glenn Jacobs, Russell (Rusty) Bader and Virgina Nagel, Gus Sun Booking Exchange, Springfield, O.; Ken Smith; Earl Haupt and Bob Williams, WLW Promotions, Inc., Cincinnati; Henry

Joe Murphys Hosts At Dinner During **Texas Fair Confab** 

DALLAS, Jan. 14 .-- Carnival owners and general agents were numerous at the three-day meeting of the Texas Association of Fairs and Expositions here (5-7). Mr. and Mrs. Joe Murphy were hosts to 40 guests at a dinner in the Town and Country Lounge Thursday night (5). Follow- noted were Loyd Schermerhorn; Ining the dinner a social hour followed dian Creek Banch; Hamilton, Ø.; Buck in the Lone Star Show Women's Club Steele; Rose Steele and George Steele, in Hotel Baker. Ira Burdick, øwner Steele's Attractions, London; O.; of Burdick's Greater Shows, reported AT Jones; Al Jones Rodeo & Gircus, signing the following events: Hayes Etna, -92; John Gallagan, Gallagan, County Reunion, San Marcos; Blanco Concessions; Lipp's Bony Rides; Nel-Association, Missouri Show Women County Fair, Johnston City; Valley sons Breeze, Nelsons Breeze, Rides, Mills Reunion, Iredell picnic, Flores- Norwood, G.; Carl' Bradford, Family, ville Peanut Festival, Corsicana Fair, Bradford's Sheep Dogs, Wooster, O.; Bell County Fair, Temple, and Fayette County Fair, La Grange. Those attending the meeting here and then moving to Topeka, Kan., for the Kansas fair meeting included Alvin Vandike and Art Hanson, Victory Exposition Shows; W. J. (Highpockets) Lindsey, Smith Amusement Company; Mr. and Mrs. Tobe McFarland, Stewart-Stevenson Power Company; Don Brashear, American Midway Shows; Mr. and Mrs. B. B. (Doc) Snow, T. J. Tidwell Shows; Frank CI; Young's Starting Gate; AI Kauf-Sharpe, Regalia Manufacturing Com- man; Al Kaufman Company, Chicago; pany; Fred Herrin Jr., Paramount Kictley Sound & Photo; Pettibone Fireworks Company; Harold Braucht, Bros. Mfg. Company, Cincinnati;. Colorgraft Poster Company; Ernest G. Campbell, Campbell Tent & Awning Company, and Harry Summerville, Central Canvas Company. W. A. (Junior) Schafer was responsible for bringing the Longview Boys Band to the Dallas meeting. The band was named official band of the Texas Association of Fairs and Expositions. Schafer reported inking several contracts. He was assisted by George L. Smith, C. Archy Hensley, Peter T. Wolf and Jack Miller, who comprise his executive staff. Fred Tennant Jr., superintendent of comcessions at State Fair Park here, was much in evidence. The Tennants, Mr. and Mrs. Joe Murphy and Mr. and Mrs. Bob Harris plan to leave February 1 for a Florida vacation.

H. and Coreen Lueders; United Booking Association; Detroit; Mr. and Mrs, Dick Kurtze; WLS; Chicago; Leon Harvey and Jimmie Hetzer; Associated Agencies, Columbus, O, and Huntington; W. Va.; Chester Rotroff and Ralph Walsh; Rotroff Attractions, Ironton; Ø.; Charles Zemater Jr., Charles Zemater Agency; Chicago; Sunny Bernet, Jack Cervone and Betty Langfitt, Sonny Bernet Agency, Chicago; C. A. Klein; Margaret Klein, Jack Klein and Dick Kathe; Klein's Attractions, New Waterford, O.; Jerry Jackson; Vorhees-Fleckes, Chicago; Sam Levy Jr. and Billy Senior, Barnes-Carruthers, Thicago; Barney Rapp; Barney Rapp Agency, Cincinnati; George R: Riddle; George Riddle Entertainment Booking Service, Columbus; George Bowers, Frank Wirth-Enterprises, Inc., St., Louis; Howdy: Gorman; Capitol Attractions, Columbus; Boyle Woolfolk and Jinx Hoaglum, Boyle Woolfolk, Agency, Chicago,

Speed and thrill show representatives included Jimmy Van Cise; Earl Newberry; Bill' Reed' and Jimmie Lynch: Jimmie Lynch's Death Dodgers; Irish Horan; Lucky Hell Drivers and Jack Kochman's Hell: Drivers; Bill McGaw, Joie Chitwood's Hell Drivers; B. Ward Beam; Pete Grant and Morris Nelson; B: Ward Beam's Auto Polo; Robert G? Otto and Raymond E. Jones, Jones Speedways, Inc., Columbus.

Other show and attraction reps.

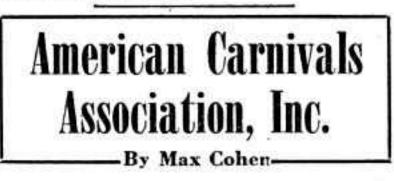
#### **Gifts Distributed**

Dolly Dawn entertained with several vocal numbers, dedicating her new Tenement Symphony to Vice-President Margaret McKee and President Ethel Shapiro. She was accompanied by Mrs. Walter Fleischer. The tribute to the club's organizers was given by Mrs. Cele Foreman.

Gifts of gold were presented on behalf of the club to out-going Secretary Fay Goldman, by Mrs. Helen Young; to Recording Secretary Lillian Elkins, by Clair Priddy, and to Treasurer Mildred Peterson by Mrs. Albina Hines.

Queenie Van Vliet addressed the assembly and presented gifts to her fellow officers and committee chairmen, and also presented her gavel to President-Elect Ethel Shapiro, who made a short address of acceptance. Mildred Ford then offered vocal numbers, followed by introduction of life members and presentation of a gold life membership card to outgoing President Van Vliet by another life member, Mrs. Jane Tubis.

A humorous reading in rhyme, written by Past-President Midge State Disability Law which became Cohen, in which all past presidents have a part, wound up with the acceptance of another P. P. (Past Presi- | to the tax provided by this law.



ROCHESTER, N. Y., Jan. 14.-We are pleased to report the issuance of membership cards to two members of the W. G. Wade Shows.

Data with reference to the new 1949 Wage and Hour Law and a resume of legislative activities by trade associations, as well as data relating to automobiles, furnished by the Automobile Manufacturers' Association, is on file at the association's office. The government Service Administration has furnished copies of its latest releases relating to surplus goods.

Indicators of business activity seem to predict that the first six months of 1950 will present satisfactory business conditions, with prospects for the last half of the year somewhat in doubt.

Latest news from Washington is that a 50 per cent reduction in admission taxes is probable.

Attention is called to new New York effective January 1. Members should ascertain whether they are subject

#### **Dave Chisholm Dances**

Dave (Davey) Chisholm, concessionaire on the Victory Exposition Shows, and righthand man for W. J. (Foots) Reeves, was spotted on the dance floor at the Lone Star Show Women's ball. Bill Hames and Theo Ledell, of the Bill Hames Shows, reported inking "quite a few contracts." Hames has contracted again for the Houston Fat Stock Show, February 1-12, and the Fort Worth Fat Stock Show, January 27-February 5. Jack Edwards, president; H. P. Hill, vicepresident, and Art Martin, secretary, of the Aransas Pass Showmen's Club, attended the meetings here and reported they signed 40 new members. Total membership now exceeds 200, Edwards reported.

Lloyd Jeffords, Jefford's Concessions, Portsmouth, Q.; Cherokee Hammond, Cherokee Ranch.

Fair and show suppliers included. John Anderson and Mr. and Mrs. Earl J. Coburn, Enquirer Printing; Company, Cincinnati; Continental. Sound Company; R. B. Powers Company; Ashley, @); Interstate Fireworks Display Company, Twinsburg, O.; Hudson Fireworks Display, Hudson, O; H. H. (Hank) Butler, Waverly, Ernie Desplenter; Desplenter Bros., Chicagot Dave and Louis Rosenberg. Triangle Poster Company, Pittsburgh; Nat Shapiro, Metropolitani Poster Company; MiltomE. Gaines and Korah McIntype; Gaines: Tent &: Awning: Company, London; O; Mr. and Mrs. Joseph: Caccavelle: Columbus; Hagler Sound' Equipment & Photo Finish; John H. Foster; Foster's Trophies, Greenville, G .; Brad Stevenson and Ed Harman; Safway Steel Scaffolds, Inc., Detroit.

### Winter Wonderland

MIAMI, Jan: 14. - Charlie Camphell, Sylva; N. C. who keeps track of such: things, repurts that this year's number of circuses, carnivals and animal shows wintering in Florida must set a recordi

All told seven circuses are in quarters in Florida. They are Ringling Bros. and Barnum & Bailey; Sarasota; Cole Bros., Ojus:: Beers -- Barnes; Miami; Dales, Lake City; Rogers Bros., Naples; Horne Bros., ibrmerly John Pawling; Punta Gorda, and Royal Bros., Sanford, Fla:

In addition, Campbelli says, there is the Royal American Shows, Tampa; and Howard Ingram's Ameri - Congo Animal Expedition; Sarasota:.



#### CARNIVALS 76

#### The Billboard

#### January 21, 1950

#### **Great Sutton**

SENATH, Mo., Jan. 14 .- Org is in quarters at the Dunklin County Fairgrounds here after closing a 37-week tour of five States and showing a total of 49 still dates, fairs and celebrations. Ten rides, 7 shows and about 35 concessions were carried thruout the season.

After a record spring season business dropped off sharply as the result of the polio scare, and Iowa fair and celebration dates proved unprofitable. As a result, F. M. Sutton, ownermanager, will keep out of Iowa in 1950, substituting those dates with Missouri fairs signed at the recent Jefferson City convention.

Among improvements for next year, Sutton plans to purchase 12 24-foot fluorescent light towers to replace the present six neon towers. In addition, fluorescents will replace neon and light stringers on all show fronts. Mary Webb's Circus Side Show will carry over 400 feet of New Jersey, Findlay Clark is troup- shows and 35 concessions. Another fluorescent lighting. Two new fronts skedded for the Girl Shows will be mounted on trailers for easier handling.

Past season's personnel, in addition to Owner Sutton, included Mrs. F. M. Sutton Jr., secretary-treasurer; Leo Allen, legal adjuster; Clyde Shubert, contracting agent; Ed Breckenridge, special events and promotion manager; Dutch Wilson, concession manager; Jimmy Nolin, lot superintendent, and Pat Brown, Diesel superintendent and electrician.

#### James H. Drew

SHELBY, N. C., Jan. 14.-Mr. and Payne and George and Kay Foth. Mrs. J. H. Drew Jr., and children returned to quarters here from their ised several new attractions. Jimmy tend fair meetings in the Middle mas's concession line-up. Dr. Fire-

### WINTER QUARTERS

#### W. G. Wade

DETROIT, Jan. 14 .-- W. G. Wade, owner-manager, spent Christmas at the Wade homestead in Adrian, Mich. Mrs. Mildred Miller, general secretary, is here after spending Christmas in New Orleans, and Harry Mammas also is here after a trip to Boston to have a truck body built to haul the new Rock-o-Plane. D. Wade, general representative; and Cameron D. Murray represented the org at the convention of the Indiana fairs association.

O., building a new attraction. The New York, Vermont, New Hampshire Lloyd Burges are in Mississippi, and Massachusetts. It will open about Frank and Wimmy Wozneck are in the middle of April with 8 rides, 5 ing in Georgia, Fred A. Miller has large cinder block building has been his horses at Gulf Stream Track, and Jack Daniels, Scooter foreman, is Plans are under way for another vacationing on the Gulf.

in New Orleans, and Bill Hollingsworth and family are wintering in barn property which Owner Roland Monroe, Mich. G. Wallace Wade Jr., Champagne recently sold to the Rois busy booking his unit. Carl and man Catholic parish adjoining the Loretta Pugh are wintering in Fort Myers, Fla., and Ben and Hazel do all its own repairs. Quarters are England at Gibsonton, Fla. The Harry Beaches are in Tampa along with DOUCETTE. the Bert Britts. The Halsteads are working along the Ohio River.

Recent visitors here included Slim Mid-Way of Mirth Pickett, Eddie Douglas, Ted and Hazel Buderiau, Mr. and Mrs. John E.

Ruth and Tom Hoctor have promhome in Georgia and then left to at- Mortenallio has joined Harry Mam-West. Steve Moreland will be in stone and Foreman Pat Ancher charge of rebuilding. George Bouic, report from Flint Park they are a unit manager of the Gooding rebuilding the dark rides and the Amusement Company, was a recent Glass House. R. V. Ritz is booking (WINGY) SCHAFER.

### Continental

LOWELL, Mass., Jan. 14.-Since closing the season at Center Sandwich, N. H., October 12, a crew of six has been repainting and reconditioning the equipment. Frenchy Doucette is in charge. Rolling stock has been painted white, lettered in gold leaf. The office wagon is a 30-foot drop frame Fruehauf trailer and the interior has been remodeled in modern fashion. Equipment such as business machines, etc., is of the best. Remodeling was done by Frenchy Doucette, Frank Forest and Harvey Leclair.

Org plans to repeat in same terri-Jim Mullholland is in Columbus, tory it established eight years agocompleted in Pelham, N. H., quarters. building, 60 by 100 feet of the same The Buster Crosslands are fishing construction. This is made necessary by the recent sale of the large car quarters. The org is in a position to seven miles from Lowell.-GERARD

TRENTON, Ill., Jan. 14.—Following the final date of the season in Senath, Mo., all equipment was moved into winter quarters here. Visitors here have included Mr. and Mrs. Bill Candler, Carl V. Pope and Mrs. Lil Campbell's two sons and her mother.

Here are the winter destinations of various personnel: Mr. and Mrs. Joe | ager of the shows the past two years. Wherry, Memphis; Mr. and Mrs. Lucky Thomas, Louisiana, with their animal show; Vaden Tankersley, Paducah, Ky.; Mrs. Esther Speroni, a few weeks vacation in various spots; the Harry Harrisons, Greenville, N. C .; Roy Spears, Mr. and Mrs. John Dealney, Norman Fleiss, Leha Graber and F. R. Shoultz, all St. Louis; Mr. and Mrs. Jack Owens, New Orleans; Mr. and Mrs. W. B. Reese, Tampa; Bill Davis and family, to play spots in Mississippi; Joe Garman, Texas; Elmer and Johnny Anderson, Pittsburgh; Mr. and Mrs. W. H. Ellis, East St. Louis, Ill., and Jimmie, Eva, Jimmie Jr., Georgie Melvin and Beatrice Rogers, Frank Lavall, Calvin Landrum, George and Lil Campbell, Dave Chambers, Rex Tankersley, Penny Rogers, Dixie Chambers, Mickey Campbell, Sparkie and Esther Speroni, Rosie Davis, B. C. and Nip Hines, all to winter quarters.—ROSIE DAVIS.

#### Larry Nolan

PHOENIX, Ariz., Jan. 14.—After a 38-week season, the org is in quarters here, overhauling and repainting equipment for a February opening. Gary Hern is expected soon to repaint show fronts. He also will have charge of the back end and produce four shows during 1950.

Johnny Ridder placed his Miniature Train and Octopus in storage here, signed for the new season and then left for Tucson to visit his parents. Others who have re-signed for 1950 and are wintering here include Joe and Iona Divino, Earl and Betty Wells, Jim and Pearl Willis, Bob and Margie Clarkson, Gus Hively, Charles and Lela Scott, Harry Neeley, Moses Delano, Le-Roy Huffman, Shorty Watkins, Bob Grimm and Mr. and Mrs. Ralph Shafer.

At the Christmas celebration, which included a turkey dinner, Jim Wells and his boys presented Owner Larry Nolan with a 32d degree Masonic ring.

Recent visitors included Mr. and Mrs. Henry L. Brunk, of Brunk Shows; Mickey Wilson, of Wilson Shows, and Charles Denny, of Denny's Shows. Owner Nolan's mother planed in from Denver for the holidays. Madlin Nolan has recovered from an eye ailment. Gus Hively is framing a new sit-down grab on a streamlined trailer. Chet and Bubbles Reese, off the road the past season, will be back in spring, as will Curley and Eloise Lowe.

#### **Smith Amusement**

ROGERS, Tex., Jan. 14.-Shows moved into local quarters after winding up the season at Belton, Tex. Personnel was grieved to learn of the death of Edward Yagla, general man-Personnel in quarters includes Mr. and Mrs. Glynn Edwards, Mr. and Mrs. Ernest Snyder, Mr. and Mrs. Bill Foster, Gordon Hall and Jack Cole. Owner Roland Smith and the writer will leave soon to attend the various fair meetings. Among those leaving here for their home or winter jobs were Mr. and Mrs. Lee Hayward, Fort Worth: Mr. and Mrs. Burl Owens, Pilot, Tex.; Mr. and Mrs. George Fortune, Houston; Chet McCoy, Fort Worth; Mr. and Mrs. Babe Flowers, San Antonio; Mr. and Mrs. Candy Adams and Mr. and Mrs. Corky White, New Orleans; Charles Pearson, Hot Springs; Mr. and Mrs. Bill Gooch, Kansas City, Mo.; Mr. and Mrs. John Hays, Aransas Pass, Tex.; Mr. and Mrs. Ray Long, St. Louis; Mr. and Mrs. Cecil Johnson, Ponca City, Okla.; Mr. and Mrs. Virgil Hutzler, Indianapolis; Mr. and Mrs. Slim Harrison, Fort Worth; Mr. and Mrs. Monk Hill, Killeen, Tex.; Mrs. Hy Lindsay, Del Rio, Tex.; Mrs. Eddie Yagla, Abilene, Tex., and Mrs. Roland Smith, San Antonio .--HY LINDSAY.

visitor. Owner Drew spent many concessions. Sam Hanson is looking years with the Gooding org .- H. after the general office here .- A. W. WHITWORTH.



**Tropical Hotel**, Kissimee, Florida

### NESSLER'S SHOWS

HONESTY AND FAIR DEALINGS IS OUR "MOTTO"

FAIR SECRETARIES AND CELEBRATION COMMITTEES IN INDIANA, ILLINOIS, TEN-FAIR SECRETARIES AND CELEBRATION COMMITTEES IN INDIANA, ILLINOIS, TEN-NESSEE, if you want a good, clean Show for your Midway, contact us at once. We carry no racket and a Free Gate. For references, any committee we have played for. Will be at ILLINOIS Fair Meeting, Springfield, III. CONCESSIONS—Everything open except BINGO, POP-CORN, SNOW and NOVELTIES. Mr. Lane, answer. RIDES—Book or lease OCTOPUS, SPITFIRE, ROLL-O-PLANE OR LOOP-O-PLANE OR ANY RIDE that will not conflict. WANT TO BUY TWO KID RIDES. CAR FOR ONE. MUST BE PRICED RIGHT AND NO JUNK. SHOWS—Will book for small percentage any Grind Show capable of getting money. Mr. Dunlap, answer. HELP—Foremen and Second Men on all Rides; must have licenses and drive semis. Drunks, do not answer. Counter Men for Bingo. Agents for office-owned Percentage, also Ball Game. MECHANIC AND ELECTRICIAN, must have your own tools and know what to do with them. ADVANCE AGENT FOR ILLINOIS, INDIANA, TENNESSEE. FOR SALE—Arcade, all ready to go to work, or will trade for Ride, or what have you? One Ell Motor, good condition, \$75.00. One 18x36 Bingo, in perfect shape. B. NESSLER, SANDOVAL, ILL.

#### WANTED—SIDE SHOW PEOPLE—WANTED

SEASON 1950

#### WORLD OF MIRTH SHOWS

TOP SALARIES PAID IN FULL EVERY WEEK. BEST OF TREATMENT WITH ALL the advantages to be found on one of the finest Side Shows playing the best Eastern territory. I am especially interested in any FREAKS, Oddities, Novelty and Working Acts that would be new over our route of fairs. I cannot use Midgets or Fat People, but would like to hear from Giants, Thin People, Armiess Wonders, clever Juggler or any other entertaining Novelty Act. Takayama (Joe Lee), can place you. Also have good proposition for couple who can handle and work new single ILLUSION Grind Show built on wagon; must be sober, energetic and people accustomed to making money. A Man who can prove himself willing and able to handle and care for big Pythons will be offered the opportunity to handle my Big Snake Show. His ability will determine his profits. All partles interested in a long, pleasant season with one of the largest railroad shows on earth. Write all details in your first letter and address mail to General Delivery, Gibsonton, Florida.

**GLENN PORTER** 

#### Model

BONHAM, Tex., Jan. 14 .-- President John Robinson returned from several Northern fair meetings and announced that he has signed contracts to present the shows at 22 fairs and celebrations in Missouri, Iowa and Texas. The season gets under way late in March. To play the schedule Robinson said that the shows will be operated as two units, with six rides per unit during the fair trek.

Equipment is being repainted and new show fronts are beng constructed in local quarters. Robinson said that and South Carolina.-TEX OVERa new Caterpillar, Barrel of Love and LAND. a Kiddie Merry-Go-Round will be added for this year's tour.

#### Peerless

LEAKSVILLE, N. C., Jan. 14 .-The org, which closed at Appomattox, Va., November 12, is in quarters here. Season, while not as good as the last two, turned out okay considering we lost a tractor trailer and wheel, also a Merry-Go-Round top by fire. Repair work is already under way. We expect to open early in April, playing our established territory.-WILLIAM J, MESPELT.

#### **Scotland Rides**

ELLOREE, S. C., Jan. 14 .- Transportation equipment is being overhauled and repainted and this year's color scheme will be red and yellow. Org plans to play the same territory it made last season, including celebrations in Pennsylvania, Maryland





77

#### **Palmetto Expo**

CHESNEE, S. C., Jan. 14.-After touring 39 weeks in South Carolina the holiday season over, work on rides and Georgia, show is now in quarters and trucks has been stepped up. 'The here. New ticket boxes and arches for the rides are being built under shop, including living quarters for the supervision of the writer, Roy T. Johnson. R. L. White, electrician, has built seven light towers, each being illuminated with eight floodlights. He is transferring transformers and switch boxes from a trailer to a light truck. Alfred Brooks is with Mr. and Mrs. Halstead, who will helping him on the new junction boxes and painting show panels, show, will do all the painting and while Johnnie Bryan repaints trans- decorating. Mr. and Mrs. Ben Wolfe portation equipment. Colors of black and white have been chosen for all but are now back in quarters. vehicles.

ceived delivery on a new tractor and many of the Cole Bros.' Circus pertrailer, which will be used to transport the new Ferris Wheel. Plans this State, then play Georgia, North Louisiana. Concessionaires at guarters include Mr. and Mrs. Al Trivudey, Mr. and Mrs. R. Keegan, Mr. and Mrs. R. L. White, Mr. and Mrs. John Cain, Mr. and Mrs. Odel Swicegood and Bama Gillam. Office-owned bingo has been equipped with new blower and p.a. system.



built, \$1000.00.

WIRE: C. A. GOREE

Aransas Pass, Tex.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

#### **Wolfe Amusement**

LANDRUM, S. C., Jan. 14.-With new oil heated cement block repair men, scored a big hit. Two panel show fronts will be used this year instead of one.

The rebuilding and repair work is in charge of Blackie Holt. Ernie Sylvester, now vacationing in Florida have five concessions this year on the visited in Flordia during the holidays

Sylvester reports he is enjoying his Owner Milton McNeace has re- Florida stay and has visited with sonnel, including Frank Orman. He also has visited James and Nick Alare to reopen early in February in banese, Hank and Skip Sordolet, Joe a: J Mira, Mr. and Mrs. Uhle, Mr. and Carolina, Alabama and ending in Mrs. Reader, Mr. and Mrs. Roy Brooks, Mr. and Mrs. Tom Scott and Leo Bistany.

#### Virginia Greater

SUFFOLK, Va., Dec. 14 .-- Preliminary plans call for extensive rebuilding and repainting with a new color scheme to embrace all of the org's shows and rides.

Quarters are in charge of W. C. (Bill) Murray, general agent, assisted by Bob Millikin.

Mike and Leo Matina, midgets, entertained at Christmas parties staged by the American Legion and the Salvation Army. Bill Murray also assisted.

The Masuccis are vacationing in Texas. Letters have been received from Charles (Ringling) Davis, Mr. and Mrs. Carl Rubin and Jerry Paige. Tony Buzzella visited recently en route to Florida. Several of the male personnel secured temporary jobs in Suffolk during the holiday season. Among them were H. Sellers, Sam (Sheriff) Mitchell and Paul Gross. A

## **ROSS MANNING SHOWS**

#### OPENING LAST WEEK IN APRIL IN NEW JERSEY

Can place the following Concessions:

Will sell X on Three Ball' Games; Long Range and Short Range Galleries, Pitch Till You Win, Basker Ball, French Fry, String Game, Six Cat, Bowling Alley, Cigarette Pitch, Penny Pitch, Glass Pitch, Hoop-La, Mitt Camps (will sell X), Novelty, Dart Balloons, High Striker, Guess Age and Weight, Dart Stare, Penny Arcade.

SHOWS-Can place Funhouse or Mirrors, Motordrome. Note: We carry Eight Rides and Seven Shows, all office owned. We use radio, newspapers, bilthoards: (24 sheets), army searchlights. We have special Kiddy Mafinees on Saturdays. We move on 18 tractors and trailers. All late models 1948-1949 fractors. This is no rag bag. We want neat and clean concessions. Our back and has all new canvas ordered from Arthur E. Campfield & Jo., N. Y. C. If you are looking to strike a home, a show where you can make a good living and mind your own business; this is it. No agitators need apply. This show is now playing the Bi-Centennial Exposition and Fair in Port Au Prince, Haiti. We leave here March: 25, 1950. Then to winter quarters, Trenton Fairgrounds, Trenton, N. J. I will be at the Albany, N. Y., Fair Meeting February 5-6-7.

Address all mail as follows:

ROSS MANNING

100 West 88th St.

818 N. 32ND ST.

New York, N. Y.





\*

new Octopus and Tilt-a-Whirl are slated for delivery in time for opening.

#### Nessler

SHELDON, Ill., Jan. 14.—Plenty of activity here, with rides and trucks getting a thoro going over under direction of Owner B. V. Nessler. All rides and trucks are being repainted.

Two new kiddie rides will be added this year by J. E. Nessler, son of the owner. Mrs. B. V. Nessler received a new electric sewing machine for Christmas and she spends most of her time working on her new wardrobe.

Walter Deering, bingo operator, is in Ward No. 2, Veterans Hospital, Marion, Ill.-NORMAN ALLEN.

### GLADES AMUSEMENT CO.

American Legion Street Fair, Dania, Florida, Jan. 23-28; V. F. W. FUN FESTIVAL, North Miami, Fla., Jan. 30-Feb. 4; AMERICAN LEGION CELEBRATION, Clewiston, Fla., Feb. 6-11; First Show In Five Years, Then the ORANGE FESTIVAL, Davie, Fla., Feb. 17-18-19.

Will book Rides not conflicting, Shows and Concessions. No Flats or Gypsies. Jerry Saddlemire, P. O. Box 5152, Miami, Florida. Phone 48-6905. West Hollywood all this week.

### UNITED EXPOSITION SHOWS

LY IN MARCH IN GREENVILLE, TEXAS. WINTER QU Good Help, come on in, good eats and salary Secure a good job for all season. All kinds of Ride Boys, come on. No Drunks, please. HAVE BEST SPRING ROUTE IN THE UNITED STATES. NOW FINISHING BOOKING OF FALL FAIRS

CONCESSIONS: Will book Hanky Panks of all kinds What have you? SHOWS: Want Side Show Manager with Acts, Athletic Show (Herb Titenberg, write). Will book or buy Trailer Fun House if worth the money. Want Mechanical Show or any Grind Shows. What have you?

WRITE, WIRE, PHONE

C. A. VERNON, Mgr.

BOX 244 (Majors Field)

**PHONE: 9045F5** 

GREENVILLE, TEX.

### LEE BECHT SHOWS

Opening April 15 - WANT - Opening April 15

CONCESSIONS-Scales, Fish Pond, Short Range, Bumper, Photos, Coke, etc. Only one of each kind booked. No Gypsies. RIDE HELP-Foreman for new Merry-Go-Round, Foreman for #12 Eli Wheel, Foreman for 22 Ft. Chairplane, also Second Men on all Rides. Must be good drivers and have licenses. No Drunks or Chasers wanted. Geo. Mincer, John Woody, "Queenie" Carangio, Billie C. Morgan, get in touch. All replies to:

#### LEE BECHT SHOWS

P. O. BOX 92

MT. HEALTHY, OHIO

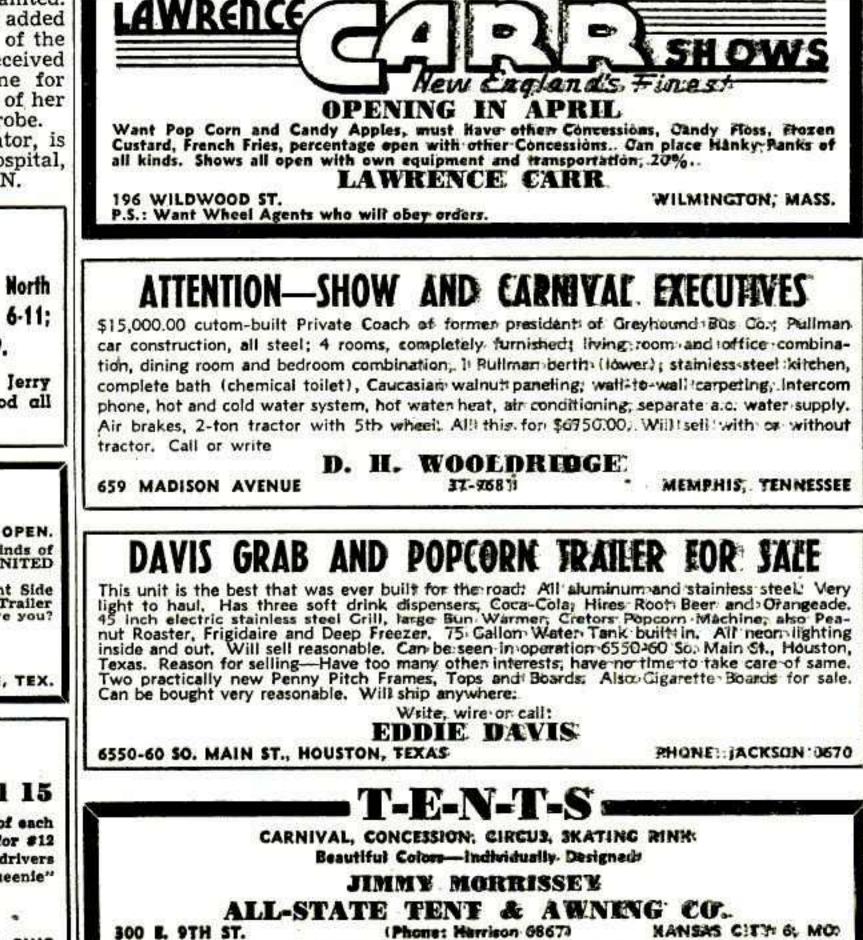
Opening in New Jersey Middle of April: Blaying New Jersey and Pennsylvania.

Now booking for 1950 season any Grind Show with own equipment, segitimate Concessions of all kinds, Rides not conflicting. Help-Ferris Wheel Foreman, Second Mensforrother Rides.

#### A. L. BLACKMON

Phone Woodland: 3-2947

CAMDEN; N. J.





CARNIVALS 78

#### The Billboard

January 21, 1950

### Flashbacks

#### **10 Years Ago**

W. H. (Bill) Monahan, executive vice-president of San Francisco Chamber of Commerce, was named general manager of the city's 1940 Golden Gate International Exposition, succeeding Charles H. (Doc) Marshall Dill, Chamber Strub. prexy, was named fair president to succeed Leland Cutler, resigned. Capt. William Schultz, animal trainer, nearly lost his life in a fire which swept his winter-quarters menagerie at East Amherst, N. S., taking the lives of all performers, a chimp and eight monkeys.

Third annual Medinah Shrine Circus, produced by Orrin Davenport in Chicago's International Amphitheater, drew record attendance the first week of its run. . . . A move to revitalize the association and a spat with the management of the Claypool Hotel over display of attractions banners in the lobby marked the annual convention of the Indiana Association of County and District Fairs in Indianapolis.

A committee of Galveston business leaders were conferring with the Reconstruction Finance Corporation for a \$1,300,000 loan to finance construction of a municipally owned pleasure pier. . . . Reports from Paris indicated that the World War had seriously disrupted French circuses. . . . A proposal to license concessionaires playing Wisconsin fairs received scant attention at the Wisconsin Association of Fairs convention in Milwaukee.

Fire of undetermined origin destroyed a three-story frame building at Surf Avenue off West Fifth Street, Coney Island, New York. . . Jack and Martha Joyce, Los Angeles, bought King Midas equipment located at the California Zoo and were framing a one-ring circus. . . . York (Pa.) Interstate Fairgrounds was undergoing extensive modernization. William Heyer, Dutch horse trainer, announced that he had severed connections with the Ringling-Barnum show and would "try things on his own." . . . The Alfred Court European wild animal act arrived at R-B quarters in Sarasota. . . . A. J. Grey, general manager, A. Grey Productions, announced the firm had contracted to operate a circuit of Class B and C North Carolina fairs. . . . Montana Meachy, cowboy radio act, announced he would take to the road with a Wild West show. Deaths: William M. Booth, carni-Dear Editor: val man; Mrs. Carline Brungs, circus woman; Mrs. Elizabeth Cane, concessionaire; John J. Carmody. horse race promoter; Mrs. Harry R. Cole, circus woman; Rufus C. Dawes, head of Chicago's A Century of Progress; Ward (Dad) Dunbar, carnival man; Louis Eisman, circus for canning purposes be stopped be-man; George A. Harrison, circus cause, as a food, it was making amaman; Walter D. Hildreth, former manager of The Billboard's Chicago office; Frank M. McGraw, amusement park man.

brothers of the late Mrs. Claire L. Hvlisted-Burton, each received \$212,-782 from her estate. . . . John A. Miller and C. A. Rose, owners of the amusement park at Wisconsin State Fairgrounds, Milwaukee, were preparing to spend \$50,000 for amusei ient devices. . . . P. T. Strieder, general manager of South Florida Fair and Gasparilla Carniva, Tampa, announced construction of several buildings. . . . R. F. McLendon was signed as 1925 general agent of Smith's Southern Shows.

William Kittle was named manager of the Water Circus on the John T. Wotham Shows. . . . Grover Mc-Cabe was engaged as equestrian director for the Walter L. Main Circus. . . . Phil Dwyer announced invention of a continuous Roller Coaster. . . . Another new ride was the Niagara Whirl, invented by Irwin J. Siebert.

Edward S. Wilson, former manager of Ohio State Fair, Columbus, and for years prior secretary of Stark County Agricultural Society, Canton, O., was restored to the latter post.

Gene Nardeau's Hawaiians were clicking as intermission feature at the Arcade Theater, Jacksonville, Fla. . . . Joe Lewis, clown, signed with the Sells-Floto Circus for 1925. . . . About 10,000 people attended the opening of a zoo on the grounds of South Texas State Fair, Beaumont.

W. B. Burris, for many years secretary of the fair at Jackson, Mich., and president of the Michigan Association of Fairs, gave up his position at Jackson to manage the Fair Publishing House, Norwalk, O. . . Mr. and Mrs. Edward Owens, of the T. A. Wolf Shows, left their Cincinnati home for a Florida vacation. ... The C. L. Alderfer Show, a truck unit, was playing Mexican towns to fair business. . . . Taxpayers of Warsaw, N. Y., voted to buy the grounds Foam Lake Grosses 14G of Wyoming County Agricultural Society for \$21,000. . . . Guy Dodson FOAM LAKE, Sask., Jan. 14.-The returned from a trip to France, an-Foam Lake Agricultural Society renouncing he had secured American ported receipts of \$14,495 for 1949. rights for two new French rides. Officers are F. N. Smith, president: Arthur T. Hart and G. Helgason, vice-Deaths: W. E. Baird, John C. Mullen and James Riggs, circus men. presidents, and R. Tebby, secretary.

#### John Carano Again Prez **Of Detroit Billposters**

DETROIT, Jan. 14.-John Carano has been re-elected president of the International Alliance of Billposters and Billers Local No. 94.

Other officers named were Mat Kobe, secretary-treasurer; Michael Noch, business agent; John Frederick, chairman of the board of trustees, and William Noch and John St. Peter. trustees.

#### **Conn. 4-H Group Elects**

MIDDLETOWN, Conn., Jan. 14.-June Kelsey has been elected president of the Middlesex County 4-H Club Fair Association. Other officers include William Larson, first vicepresident; Charles Rosenblad, second vice-president: Donald Maynard, treasurer: Joan Hubbard, secretary; Harold Larson, assistant treasurer; Gladys Kelsey, assistant secretary and Mary Hope Carini, assistant secretary.

#### **Olds, Alta., Re-Elects Miller**

OLDS, Alta., Jan. 14.---W. H. Miller was re-elected president of the Olds Agricultural Society, with Ralph Mortiz and E. O. Ausmondson vicepresidents and R. G. Habkirk secretary-treasurer. The society recorded its greatest year. Receipts for the fair were up \$3,000. Considerable reconversion has been done at the fairgrounds.

#### Gravelbourg, Sask., Elects

GRAVELBOURG, Sask., Jan. 14.-Officers of the Gravelbourg Agricultural Society were re-elected as follows: President, L. Braconnier; vicepresidents. L. J. Brazziel and Harry Miller, and secretary-treasurer for 21st year, Mrs. A. Dorais.



COLORADO Denver-Nat'l Western Stock Show. Jan. 13-

21. A. Reinhardt Stockyards Sta.

#### FLORIDA

Quincy-W. Fia. Livestock Show. Jan. 30-Feb. 1. A. G. Driggers

#### GEORGIA

Atlanta-Southeastern Gift Show. Jan. 23-36. Foster B. Steward 1492 Peachtree St., N. W.

#### ILLINOIS

Chicago-Chicago Merchandise Fair. Jan. 30-Feb. 3. W. J. Kenny 200 Fifth Ave., New York.

Chicago-Chicago Gift Show. Jan. 10-Feb. 10. George F. Little, 220 Fifth Ave., New York.

#### MASSACHUSETTS

Boston-Boston Poultry Show & Country Life Expo. Jan. 18-22 Paul P. Ives, 30 Church St., New Haven, Conn.

V orcester-Grotto Charity Circus, Jan. 22-28. Emile L. Rousseau. 1 Waycross St.

#### MICHIGAN

Alpens-Thunder Bay Winter Carnival. Jan. 14-22. Frank Catto, Chamber of Commerce. Detroit-Shrine Circus. Jan. 30-Feb. 12. T. Eddle Stinson, Shrine Club Masonic Temple. Grand Rapids-Shrine Circus. Week of Jan. 23. A. H. Hoffman. 248 Houseman Bidg.

NEW JERSEY Trenton-Farmers' Week Jan. 23-28. F. W. Jackson, 1 W. State St.

#### NEW YORK

New York-New York Lamp Show. Jan.23-27. George F. Little. 220 Fifth Ave.

SOUTH DAKOTA Watertown-Agricultural Week. Jan. 22-28. Paul Ryan.



CALIFORNIA

San Bernardino-Jan 22. Earl H. Guilikson, 227 K. St.

San Francisco-Jan. 28-29. J. H. Helms, 518 Taylor St.

FLORIDA

Fort Lauderdale-Jan. 24. Edith T. Keen, Box 1107, Dania, Fla.

#### 25 Years Ago

given in Los Angeles for benefit of of a march to Washington-all onethe relief fund of the Pacific Coast | night stands. Showmen's Association was the largest of its kind ever held on the Coast. . . . A meeting for the pur- cided to hoof it from burg to burg in Show was ordered closed and a 100 pose of organizing Eastern outdoor full regalia. When we say "full reshowmen was called for January 16 in the Hotel Claridge, New York. . New animal acts were being broken in the Gentry-Patterson Circus quarters at Paola, Kan., by Bob Cottrell and John Meyers.

C. C. MacDonald, manager of Summit Beach Park, Akron, announced a park improvement program costing \$100,000. . . . W. D. Smith, secretary, Missouri State 9 a.m. The unusual people caused date. To our surprise they were on Fair, announced the annual had a 1924 profit of \$22,337. . . . For the billing and cold weather ruined the ried along thru the night by the aid of fifth year the Johnny J. Jones Exposition was awarded the midway contract for Canadian National Exhibition, Toronto.



Snark, Ala. January 14, 1950.

Shades of Bosco! During the past week we played under the Glomming Geeks of America. Agent Lem Trucklow, a former geek, discovered the auspices when he was invited to participate in their march to Washington to demand that the killing of reptiles cause, as a food, it was making amateur gloomers out of thousands as well as taking bread and butter out of professional geeks' mouths. Head Committeemar. Wild Rose Jr., son of a famed geek of the '20s, stated that cooked rattlesnake meat lost its food Indoor circus and -vaude show value. So this midway became a part

> Similar to a cross-country bunion derby, our auspices of 500 geeks delong-haired wigs, 500 mother hubbards and leotards, 500 sets of wolfgrease paint.

The first jump on Tuesday was to Snake Eyes, Ala., 10 miles. The show arrived on Monday, but the marchers didn't drift down the main stem until The boss argued that they'd blow the quite a flurry among the natives. No hand at 11 a.m. They had been hurnight. Our Wednesday run was a 16mile one to Kankered Griddle, Ala. super Broadway glom production The cavalcade of strange people jammed 'em for 10 houses. The boss started to heel and toe the jump the figured that when the midway ar-' Otto C. Floto and William F. Floto, night before. They took a wrong fork rived in Washington next June he'd to glom them.

in the road and arrived at 9 p.m. That killed the downtown parade but packed the lot with thousands of curious people. "When do they eat?" was the unanimous question. That changed the set-up for the next town, Cold Comfort Station, Ala.

Being only a four-mile jump the pageant of jungle scoffers paraded down the main drag at 10 a.m. The burg's depot agent unknowingly press agented the show by telling the daily paper that 150 boxes of live snakes had arrived for the shows and that each box was labeled "For internal use only." The demand "When do they eat?" as yelled in the last town, put the boss to thinking. He finally decided that if the public would pay 25 cents to see one geek glom, they would pay \$1.20 to \$4.80 to see 500 geeks do the same thing. The Gal by 60-foot snake pit was built under galia" we mean 500 stringy or matted its tent. That gave us a super Broadway geek production with a cast of 500 that packed 'em in solid for 10 like three-inch tusks, and each with shows and we could have given five his face smeared with brick-color more if the production hadn't ran short of snake props.

The jump to Floating Kidney, Ala., yesterday was a 60-mile one. The geeks insisted on making it on foot. the farmers' shot guns. Again our

Jacksonville-Jan. 28-29. Mrs. Sarah B. Everett. 924 Margaret St.

Miami-Jan. 21. Mrs Beatrice Keys, 15003

N. E. 6th Ave., North Mismi. Miami-Jan 22 Mrs. Charlotte Thornton, 1237 N. E. 110 Terrace.

Palm Beach-Jan. 26. Clem Fox, Box 2838, West Palm Beach.

St. Petersburg-Jan. 19-20. James T. Young, 500 2d Ave., N. E

MARYLAND

Baltimore-Jan. 28-29. Foley, 2009 Ranstead St., Philadelphia.

WASHINGTON

Seattle-Jan. 21.22. Valerie C. Sporry, 20023 Pacific Highway South.

#### Harder Elected Prexy

CHATHAM, N. Y., Jan. 14 .- The following officers were elected at the annual meeting of the Columbia County Fair here: Charles E. Harder, president; Aaron C. Garner, vicepresident; William A. Dardess, secretary; Ralph O. Hoffman, treasurer; Albert S. Callan Jr., Clifford M. Hodge and Fred N. Dorn, directors for three years, and Ray Barden, one year. Fai will be held September 2-4.

**Delay Pilots Litchfield, Conn.** 

LITCHFIELD. Conn., Jan. 14 .--Henry J. Delay Jr., Torrington, Conn., has been elected president of Litchfield County 4-H Fair Association. Other officers are George Ruwet, first vice-president; Malcolm Smith, second vice-president: Lucy Goodwin, secretary, and Avery W. Skilton, treasurer.

#### **Pumas Board Names Peter**

QUINCY Calif., Jan. 14. - Arthur Peter has been elected president of the Pumas County Fair Board, Other officers are Jacob McCrillis, vicepresident, and John Hardgrave, treasurer. Tulsa E Scott, appointed secretary-manager in July, was reappointed.

have the season made. However, luck ran out on us here. A sect of snake worshippers converted our auspices Footsore and weary, they took to the sticks before the midway opened. leaving up with 200 boxes of "For internal use only" snakes and no geeks



### **RINKS AND SKATERS**

Communications to 2160 Patterson St., Cincinnati 22, O. ≡

## Awards Three **Skating Meets**

NEW YORK, Jan. 14. - Sites and dates for three championship meets were set by the metropolitan New York chapter of the Roller Skating Rink Operators' Association (RSROA), meeting Tuesday (10) in Park Sheraton Hotel, Wal-Cliffe Rollerdrome, Elmont, L. I., was awarded Metropolitan New York, New Engthe New York State event, April 10-12. Shore Rollerdrome, Neptune, got the New Jersey tilt, April 13-14, and Queens of Elmhurst, the Northeastern Regional, with dates to be named later.

At the same meeting, Shore Rollerdrome was admitted to membership in the chapter. Frank Gallagher, manager of Fordham Rink, the Bronx, was elected secretary, and \$1,000 was voted as an annual contribution to support the Roller Skating Institute of America.

Discussing the proposed Daily News roller skating promotion, Victor J. Brown announced that speed, free style and dance contests were planned; that eliminations at member rinks would start in April; that finals had been set for May 29 in Madison Square Garden, and that contestants would be expected to report for eliminations with their own skates. Brown urged all members to give unstinted support to the promotion.

The following attended the luncheon-meeting: Victor J. Brown, New Dreamland Arena, Newark, N. J.; Joseph Seifert and Carl Carlson, Bay Ridge Rollerdrome, Brooklyn; Ben Glass and Nat Steinberg, Queens Rink, Elmhurst; Emil Lence, Eastern Parkway, Brooklyn; Bill Junda and Marcel Judge, Shore Rollerdrome, Neptune, N. J.; Louis Brecker, Gay Blades, Manhattan; Bill Opatrny, Empire, Brooklyn; Eddie O'Neill and Frank Negri, Hillside, Richmond Hill, L. I.; Frank Gallagher, Fordham, the Bronx; Jack Adams, skate distributor and rink owner, and Bill Kaster, Wal-Cliffe, Elmont, L. I.



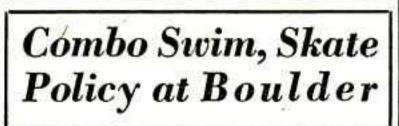
DETROIT, Jan. 14.—Plans to select a national roller skating queen have been approved by the board of control, Roller Skating Rink Operators' Association (RSROA), according to Secretary-Treasurer Fred A. Martin. Project is to be an annual affair.

Similar affairs have been held for land, Michigan, and other areas in the past, with several States now organizing contests within their own borders. Plan of the RSROA is to give official recognition to a venture whose popular appeal was evidenced by its spontaneous origin and spread in scattered areas.

Title of "Roller Skating Queen of America" will be awarded the final winner at the American championship meet to be held next summer at Mammoth Gardens, Denver, in connection with speed, figure and other competition events. Each State which has held a contest is to be invited to enter the State queen for the final. Selection will be made on opening night of the competition, and the queen and her court are to function for the remainder of the week, presenting the champions who will do exhibition numbers on opening night, and winners of various competitions to follow.

Contest rules adopted by the RSROA provide:

1. Contestant must be at least 16 years old.



2. Dress must represent skating costume.

3. Each contestant must be a resident of the community or State where the local contest is held.

Contestants will be judged on beauty only, with the proviso that each contestant must be able to skate, and that when the judging takes place the contestants must all be on roller skates.

It was decided to present a trophy to the queen.

Changes in rules and practice concerning competition in various clas-(See National Skate on page 88)



HACKENSACK, N. J., Jan. 14. -Family night, an affair held Monday (9) at Hackensack Arena, of the America on Wheels (AOW) chain of rinks, for the purpose of acquainting the public and parents of the rink's regular patrons with the operation of a modern roller rink, produced extremely gratifying results, according to William Schmitz, AOW general manager. Repetitions of the event are planned for the local rink and other links in the AOW chain.

The Hackensack Arena event was the outgrowth of an exhibition put on by its skaters several months ago at the local YMCA. Altho working on an inadequate floor at that time, the skaters put on a show that pleased



Hartford (Conn.) Skating Palace held a special Christmas Eve session for servicemen and servicewomen from near-by military installations. Program included a carol sing, led by Johnny Nicolini at the organ; distribution of gifts, and skating.





Write details to BOX D-299

c/o The Bilboard, Cincinnati 22, O.



THE PLASTIC RINK SURFACE Write PERRY B. GILES, Pres. Muskegon, Mich. Curvecrest, Inc. Originator and Sole Distributor

#### FOR SALE

168 pr. Chicago Clamp Skates, 26 pr. Rental Shoe Skates, 1 Chicago Skate Grinder with motor, \$25.00 worth Skate Parts and Wheels. All in good condition, ready to operate. Cash \$785.00. CONTACT:

**MELVIN E. SICHLEY** CONCORDIA, KAN. Louisville. BOX 161

BOULDER, Colo., Jan. 14 .- An unusual year-round operation under a combination skating-swimming policy is in effect at Skateland Rink here, operated by Mr. and Mrs. Francis C. McClung. The building is used as an indoor swimming pool for four months every year, with skating the remainder of the year.

Known as a sports center and tourist mecca, Boulder draws considerable transient trade as well as local business, to both of which the rink caters. Skateland offers a series of elementary and advanced classes twice a week, with juvenile classes on Saturdays, all under the direction of Fay Marcovie.

#### **Green Top After Youngsters**

JOPLIN, Mo., Jan. 14 .- Green Top Rink, three miles southeast of Joplin, was recently visited by Fred A. Martin, secretary-treasurer of the Roller Skating Rink Operators' Association, who reported the rink in fine condition and catering to a good crowd of young skaters. Use of elaborate decorations for the holiday season was particularly impressive, said Martin. Green Top is operated by the Wicham family.

#### Green, Norton Spot Opens

SPRINGDALE, Ark., Jan. 14.-Ellis Green and Bob Norton bowed in their new Springdale Roller Rink here December 26 with capacity crowds at a double session. Rink features a hardwood floor, 142 by 55; pine paneling thruout and a snack bar. It will operate six nights weekly with matinees Saturday and Sunday, no Sunday night session.

### **Classes Up at Evansville**

EVANSVILLE, Ind., Jan. 14 .--Steady enrollment and attendance in skating classes at Whirl-a-Way Rink are expected to mean a number of skaters in competition this year, according to Jessie McNames, manager, who also teaches classes. McNames came here from Fourth Avenue Rink,

and amazed YMCA members; so much so, said Schmitz, that they asked Hackensack Manager John Schneider whether they couldn't visit the rink to see a longer show.

The latest show was directed by professional Vic Shankey. One of the featured skaters was Betty Clark, 13-(See Hackensack Wins on page 88)











for jobbers' prices. Joy Hosiery Mills, Dela-wanna 8, N. J. ja28

Dela- before reaching open market. Publishers, Gar-ja28 denville 3. N. Y. ja28



| 1890: 1500 varieties for stores, taverns, etc.,   | FOR SALE — MAIL ORDER BUSINESS;<br>steady, easy profits; complete proven set-up;<br>exceptional opportunity. Builders, Box 25,<br>Dyker Heights Station, Brooklyn, N. Y.  | The Perfect  |
|---|---|--|
| DRIGINAL—DRINK HAROUPOLA; HAVE A<br>punch; Polar Punch, the perfect fruit bever-<br>age. Soffos System, 58 Washington St., Ho-<br>boken, N. J. fe4  | FREE FOLIO-700 MONEY MAKING DEALS.<br>Plans, Ideas, mail order information. Formu-  | GIFT or PRIZE!   |
| PERFUME—WHOLESALE, BIG PROFIT; WE<br>manufacture only the finest perfumes; catalog<br>free. Fischborn, 350 Lincoln Road, Miami<br>Beach, Fla. ja21  | days. Investigate. De Luio Merchandise Co.,   | Radio Cellarette   |
| PLASTIC SCALLOPED TABLE CLOTHS —<br>Latest prints, 54x54, \$6.50 up doz.; Bib Aprons,<br>2 up doz.; free details. Samuel Rosenzweig<br>Acces. Co., 8 Herzl St., Brooklyn 12, N. Y.  | Corner State Highway 68 and 290; no the-  | or Casket Cellarette   |
| POCKET COMBS — 100 CARDS 12's, \$15;<br>Pocket Clip Combs, 100 cards 12's, \$20; as-<br>sorted colors; sample card, \$25¢. Carleton House<br>Distributors, Texas City, Tex. ja28  | ater in Champaign County; can furnish part-<br>ner. C. H. Hunt, Box 15, Urbana, O.<br>LARGE HIGHWAY CORNER NEAR CHICAGO<br>limits; Harlem Ave. at 85th St., 300 feet on   | Unusual gift items or concession prizes<br>so new and novel they quickly capture the<br>fancy! Decorative and practical for office or  |
| QUICK SILVERWARE AND JEWELRY DE-<br>tarnishing Plates; up to 900% profit; free<br>sample offer. Manufacturers, 508-BB1 New York<br>St., Aurora, Ill. fell   | Harlem, over 200 feet deep; zoned B-2 (Tavern<br>and amusement); sale or lease. A. J. Tardiff,<br>11952 Yale Ave., Chicago.<br>LIFETIME INCOME—BE A LOCKSMITH; COM-   | den. They sell on sight!<br>RADIO CELLAR-<br>ETTE styled   |
| REAL GIRL PHOTOS—TREMENDOUS PROF-<br>its; sell on sight; 24 different and wholesale<br>price list, \$1. M. Kleeman, 2433 N. Mascher<br>St., Philadelphia 33, Pa. ja21   | plete outfits \$35 and up; catalog 10¢. Beebe,<br>Box 260, Pontiac 13, Mich.<br>MAIL SELLING OFFERS UNLIMITED OP-<br>portunities; learn how it's done. Write Row-<br>land Plain, 1 Laurel Ave., Binghamton, N. Y. | like modern desk<br>radio. Dial knob<br>turns on imported  |
| RURAL ROUTE MEN — MAKE BIG PROFIT<br>with America's leading, fastest selling poul-<br>try magazine! Excellent market; peak interest;<br>unlimited opportunities, maximum commissions.<br>Write Poultry Tribune, Box 100, Morris, Ill. ap1 | Ja28<br>NATURAL SPOT FOR KIDDIE RIDES AND<br>amusement park; I have the right location<br>at the Paris Fish Hatchery on US-131, Michigan.   | Swiss Music<br>Maker, Back<br>opens on space for   |
| SALESMEN, DISTRIBUTORS—FAST SELLING<br>Jewelry items: direct factory connection.<br>Pickering Co., B-19 Bank St., Attleboro, Mass.<br>fe4   | less doughnuts; attracts crowds; you'll coin<br>money serving hot doughnuts; weighs sixty   | "Fifth." Four<br>matching jigger<br>glasses included. Made of beautiful,   |
| SELL DUPONT NYLON UNIFORMS - COM-<br>plete line famous exclusive Hoover styled<br>Nylon Uniforms for beauty shops, nurses,<br>doctors, waitresses, others. Best quality, spien-   | PLASTER NOVELTY MANUFACTURING SET-  | highly polished buttonwood with wal-<br>nut trim. Looks like genuine radio<br>receiver. 12 <sup>1</sup> / <sub>2</sub> " wide, 8 <sup>1</sup> / <sub>2</sub> " high, 4 <sup>1</sup> / <sub>2</sub> " |
| did values, Exceptional income. Real future.<br>Equipment free. Write fully, Hoover, Dept.<br>B-109, New York 11, N. Y. fe25<br>SOMETHING NEW — MAGNETIC THIMBLE;   | service one year; terms. Address Box 6-15,  | deep.  |
| picks up needles; no fumbling; comes in as-<br>sorted colors, each one on display card; every<br>housewife a prospect. M. F. Bogner, 441 Ocean<br>Ave., Brooklyn, N. Y.   | our ads now have their names on office doors.   | CASKET CELLARETTE clever PRICE \$9.95<br>miniature casket, authentic in detail,  |
| SPECIALTY JOBBERS, WAGON JOBBERS —<br>We are manufacturing ballon novelties, paper<br>hats, horns, prize package displays, jokers'<br>items. Eagle Specialty Co., Akron 14, O. fell   | into vaudeville act. Interesting, 50-50 basis.<br>Rosalie Handy, c/o Billboard, Chicago, Ill.<br>\$10 DAY EASY SELLING DOLLAR TYPE-<br>writer Ribbons, Gross, \$64.80, brings \$144;                              | fittings. Raising lid turns on imported Write today for Low  |
| VALENTINE DAY SPECIAL! — MOVEABLE-<br>eye Character Doll with human hair and<br>Valentine costume. Greeting Card attached.<br>Sample, \$1.50. Chas. Wholesale Florists, 57  | dozen, \$5.70. 2 samples, \$1. Postpaid but no<br>C.O.D.'s. Specify machine name. Typewriter<br>Clinic, Rockingham, N. C.<br>24-WORD ADV. PLACED IN 40 WEEKLY   | "Fifth"; four matching jigger glasses to Jobbers<br>included. 12 <sup>3</sup> / <sub>4</sub> " wide, 5 <sup>1</sup> / <sub>2</sub> " high, 7" to Jobbers   |
| West 27th St., N.Y.C.<br>51-54 GAUGE FULL FASHIONED NYLONS,<br>packed 3 pair to the box, individually<br>wrapped; our best grade, \$6.50 dozen; mill-run<br>quality, \$3.50 dozen; rejects, \$1.25 dozen,                                 | newspapers, rich Southwest, \$3.50. Penne-<br>baker Advertising, Box 141. San Marcos, Tex.<br>ja21  | DEPT. BB   |
| packed 1 dozen; satisfaction guaranteed.<br>Southern Hosiery Sales, Box 1624, Chattanooga,<br>Tenn.   | Manual Provide and the strength of the strength of the  |  |
| \$100 WEEKLY—EASY AND STEADY; SELL-<br>ing everywhere; new item; daily necessity.<br>Write Metroplastic, Metro 5546, Los Angeles,<br>Calif. ja28  | A Large List of Second-Hand Coin Machine<br>Bargains will be found on page 83 in this issue.  | ATTEMS LNE SET D   |
| <ul> <li>1,000,000 FULL-FASHIONED NYLONS — #1,<br/>Converted, fancy pack, 3 pairs to box, \$6</li> <li>doz.; #2, Converted, fancy pack, 3 pairs to box,</li> <li>\$3 doz.; #3 Converted, 12 pairs to box, \$1 doz.;</li> </ul>            |   | AMAZING COMBINATION INCLUDES:  |
| order samples from this ad, c.o.d. or cash.<br>Sibert Jobbers, Chattanooga 4, Tenn. Phone   | COSTUMES, UNIFORMS,   |  |



9-7949.

ATTENTION, SHOWMEN-YOU MAY NOW ATTENTION, SHOWMEN-YOU MAY NOW order all metal display cages made to your specifications or our suggestions for your Wild-life Shows; upon request we shall be pleased to forward you descriptive literature showing in detail a sketch of a sample cage; these cages can be ordered complete with your selection of animals, birds or reptiles if you wish; place your order now for delivery when you wish; you may order from one to any number of cages and specimens; cages can be varied in size to suit your demand. Chase Wild Animal Farm, Egypt, Mass. Farm, Egypt, Mass. ja28

BLACK MIDGET CATTLE-BULL, 2 COWS, tent, picture. Cash or terms; reason. Auc-tioneer, Loren Wymore, Rose Hill, Iowa.

MONKEYS — RHESUS; SEVERAL HUNDRED slightly undernourished from long sea voyage; special, \$10 each or six for \$50; can be easily built up. Trefflich Bird & Animal Co., 228 Fulton St., New York.

WHITE DEER FOR SALE-JANUARY ONLY, that's for prices. We ship by express and guarantee delivery. You return crate; will exchange one pair for small pair cattle one year old. D. Miller, 101 Ranch, Ponca City, Okla.

#### BUSINESS **OPPORTUNITIES**

CHOICE SPOT FOR LARGE MERRY-GO-Round and Ferris Wheel; previously beld by a party for 10 years; located at Olcott Beach, N. Y. A. C. Fox, P. O. 171, Olcott, N. Y. fe4

A DEMONSTRATING CAR FIX UP TO SELL Car Coils or Gas Saver for sale. The know how to make your coils for 10¢ each. Sell for \$2; makes you independent. Sick, can't work; Alvin James, 3633 Rudd Ave., Louisville 12, Ky.

"ALL PROFIT" POSTCARD PLAN — THIS plan brings shower quarters; 25¢ postpaid. Holst, 3615 "G," Tacoma, Wash. ja28

ANALYZE HANDWRITING FOR PROFIT -Complete outfit \$1 (profits \$20-\$50 daily); extra charts \$7.50 1,000, Graphologers, POB 971. Philadelphia. fel1

CLOSEOUT-STAR P-50 ELECTRIC FLOOR Model Jumbo Giant Gas Star French Fry; electric, all brand new, never uncrated. Beverator Co., Cambridge, O. ja28

"CONCESSIONAIRE'S GUIDEBOOK" (\$1)-Jampacked with secrets and knowhow for operating concessions at carnivals, fairs, etc.; circular available. Stampico. Detroit 4. Mich. ja21

FOR LIVE WIRES ONLY-BIG PROFITS, VERY small investment; your own business; sell Sea Shell Lamps with religious images; entirely new, limited territory. Sample, \$3.50, set of 12 in 7 styles brings \$45 for \$15 investment; direct from factory. Established 18 years. Los Tropi-calos, Miami, Fla

FOR RENT-BUILDING, 104 FEET FRONT BY 75 feet deep at Savin Rock; best location in largest seashore and amusement park in New England: suitable for Arcade, Bumpers, Games, Kentucky Derby, Skee Ball, etc. William M. Cameron, 37 Washington Ave., West Haven, Conn.

FOR SALE—EIGHT BOWLING ALLEYS COM-plete with Balls, Shoes, etc.; purchaser can operate in present location or alleys can be moved; city of 20,000; no other alleys. Lucky Strike Bowling Alley, Phoenix St., Green-wood, S. C. ja21

WARDROBES CLOWN AND BURLESK COMICS' PROPS, Wigs, Accessories; free lists; (assortments, \$5). "Happy" Morgan's Clown Headquarters, 2404 N. Fifteenth, Philadelphia. fell OLD STYLE POLICEMEN HELMETS. \$3, FOR clowns; new Tuxedo Suits, \$12.50; White Coats, shawl collars, \$5; Wardrobe and Packing Trunks, \$20. Lesser, Paw Paw, Mich. SINCE 1869—COSTUME BARGAINS; CHORUS, dollar up; principals, three up; no catalog; state wants. Guttenberg, 9 W. 18th St., New York 11, N. Y. mh25 THEATRICAL FOOTWEAR-CUSTOM MADE; Heels 3 to 7 inches; sizes 2 to 12. Stamp brings folder. S. Gervasio, P.O. Box 251, Radio City Station, New York 19, N. Y. FOR SALE SECONDHAND GOODS ABOUT ALL MAKES POPPERS AVAILABLE-50 complete Candy Corn Machines and Cookers, \$225 complete set; 50 all electric from \$155. Krispy Korn, 120 S. Halsted, Chicago, Ill. ma4 COMPLETE 12x12 COLOR BLOCK JOINT TOP, 4 way awnings, frame, ready to operate, \$110. J. Donahue, 210 W. 13th St., Little Rock, Ark. Phone 5-8465. CRETORS. STAR. LONG-EAKINS POPPERS peanut roasters, geared kettles, copper caramel, candy kettles, gasoline, bottled gas equipment. Northside Co., Indianola, Iowa. ma4 FOR SALE-MOUSE GAME IN GOOD CONDItion, with paddles for 4,000 plays; paddles alone worth \$65; all for \$135; as is F.O.B. Sidney E. Progen, Ellis Road, Westminster, Mass. FOR SALE-10 PLAYMORE PACKARD WALL Boxes, clean and in good condition, \$13 each Barbee. Westfield, Ill. FROZEN CUSTARD TRAILER, COMPLETE aluminum trailer, Custard King Machine, fluorescent lighting, clean, flashy; original cost \$5,000; sacrifice \$1,650. Danny Dorso, Oceantide Park, Riviera Beach, Fla. 1a28 PUNCH AND JUDY SET OF 9 PROFESSIONAL size figures, clean, ready to use. Servais Sylvester, Atco, N. J.

#### FOR SALE-SECOND-HAND SHOW PROPERTY

BARGAINS GALORE-THEATER AND SOUND Projectors. 8, 16 and 35mm.; Arcs, Rectifiers, Chairs, Drapes, Screens; catalog mailed S. O. S. Cinema Supply Corp., Dept. L, 602 W. 52d St., npja28 New York 19.

BRUCE DUFFY'S LONG RANGE GALLERY-Side walls, suitable for truck or trailer; price \$650. Four guns, \$25 each. Reason for selling, have two galleries; can be seen at 525 Harring-ton St., Little Rock, Ark. One Toledo Floss Ma-chine, \$125; complete Duck Pond, 10x10 top. \$175. Charlie Howe, Fair Park Trailer Camp. Harlington, Tex.

CLEARANCE SALE — 16MM. SOUND FILM; new and used; Shorts and Features. Waverly, 5707 So. Christiana, Chicago 29. fe4

COMPLETE EQUIPMENT FOR 500 SEAT Movie Theater; excellent condition; catalog on request. Movie Supply Co.. 1318 S. Wabash ja28 Ave., Chicago.

(Continued on page 82)



Our general catalog illustrates the

119 NORTH FOURTH ST MINNEAPOLIS I. MINN

latest and most complete line of Novelty and

Premium Merchandise, including Blankets, Electrical Appliances, Glassware, Aluminum-ware, Clocks, Lamps, Toys, Dolls and hun-dreds of other popular items suitable for Salesbuard Operators, Premium Users

Salesboard Operators, Premium Users, etc.

GELLMAN BROS.Inc.



GELLMAN BROS.

#### MERCHANDISE 82



ALL CARES IN

January 21, 1950







The Billboard

#### MERCHANDISE 83



añ l





The Billboard





#### MERCHANDISE 86



#### January 21, 1950



-



### **Pipes for Pitchmen** By Bill Baker.

Just because you have to wait a bit doesn't mean that you must stop hustling.

SOME OF PITCHDOM'S . . . outstanding workers made the Sugar Bowl football game at New Orleans. They included Percy Abbott, Joe Perry, Fred Forsythe, Barney Kaplan, Morris Mann, Kelley Green, Al Parker and Marilyn and Mrs. Percy Abbott.

Don't misrepresent your item for if you do no one will believe you when you tell the truth about it.

LIBBY SCHULER . . . is working a jewelry layout in the F. W. Woolworth store, Los Angeles, to good returns.

The pitchman isn't fool enough to think that everyone else is a fool.

IRIS H. CALLEN . . . hair-do demonstrator, is still working Los Angeles' leading department stores.

Springfield. He says that he received numerous cards and gifts from his friends in Pitchdom during the holidays. He expects to be released some time in July.

We'll have complete happiness only when it becomes as easy to acquire a friend as it does to acquire an enemy.

#### DANIEL KLIEN . . .

has left his Hot Springs vacation spot and is headed south to make a few Florida fairs,

The pitchman certainly never will be charged with going thru life without humor.

#### ROBERT HALLIE . . .

it is reported, is framing a new astrology layout which he plans to take on the road soon. He's been making his home in California for a number of years.

Famous Last Words: "If after you've used this gadget and are truly

there were at a premium and there was no such thing as a last-minute rush. He adds that the fellows who did work made a little moola.

Fancy Freddie says: "The smart pitchman doesn't dream about greatness. He goes out and works hard to make greatness possible."

CLAIRE MOORE . . .

is in San Bernardino, Calif., working a new item to reported good results.

THE REIDS . . . Sammy and Bob, still have their top stand working to good moola counts in a St. Louis five and dimer.

Enhance your layout with illustrations for better sales appeal. Then make your pitch brief enough to create interest and watch the hermans stack up.

JAMES (KID) CARRIGAN . . . the wanderer, left Los Angeles November 28, made Phoenix, Ariz., then went into St. Louis and Jacksonville, Fla., and now he's in Miami. Doc Kruger is with Carrigan, who says that no one can work Jacksonville. (Sre PIPES on page 88)

the second second and a second s







The Billboard

87



KENDER CO., BABYLON47 , N. Y.

\$6.75 Per Dozen \$78.00 Gross Sample Gold Finish Pen Set \$1.00

VALENTINES 25c retailers, 25V24, Cabinet of 20 \$2.50 15c retailers, 3245E, Box of 6.... .60 10c retailers, K34, Cabinet of 34. 2.00 5c retailers, NV100 Cabinet of 100 3.00 1c refailers, 3103E, Per Gross... .70 Candid Comics, #8500, Per Gross. . .75 All except Candid Comics complete with Envelopes. Send 25% Denosit with C.O.D. order. IN BRO

Established 1886 TERRE HAUTE, INDIANA

### **BINGO SPECIAL**

WE ARE OVERSTOCKED on large featherweight sheets

SPECIAL PRICE FOR JANUARY ONLY

\$1.50 per m.

No orders accepted at this price after January 31, 1950.

#### K. & B. CARD CO. BOX 126 WADSWORTH, OHIO

Quantity discounts to dealers



Bagwell, James A. Carrisales, Stoney Bailey, Roy Bailey, Mrs. Jessie Carter, Bill Baillie, Jack Bairfield, E. Baldwin, Geo. W. Ballard, Wayne Carter, Clifford Carver, Frank Carwell, J. O. Castor, Dewey Castor, Mazie Balmer, Carl Barber, John Barrett, Thos. Bass, Clarence L. Cavanaugh, Oliver Cavilla, Don Chalmers, Edw. Baxter, Bob & Betty Chambers, Fred M Bays, Dick Champion, Wood-Bedwell, Roy O, Beem, John H. row W Chang, Mr. (Magician) Beeson, Robt, Beiarano. Wm. Chapman, May A Bell, Geo. Chase, Louis B Chase, Esq., Chaz Chavanne, James Chiofals, Frank Bell, Louis A. & Estells Benison, Arthur Bennett, Frank & Chishem, John Cibull, Frank Amelia Bentley, Johnny (Bingo Boy) Berga, Clarence Clark, Floyd Abran Clark, Little Beau Bergen, Fred Clarkson, Mrs. Bernard, Andy Bernstein, Blinkey Clay, Mrs. John Berryhill, Mrs. Clemens, Mrs. F Marjorie

Blair, Carl

Clemens, Mrs. Fred Evelyn Biggs, Pete Billingsley, Ira Bimbo, Miller Click, Ernest David Clotfelter, Mrs. Juanita Ristany, Gloria Cody, Edw. Cook, Miss Sis Blackburn, Floyd Cook, Thos. Richard (Whitle) Cole, Omar Wm. Coleman, James P. Collins, Jimmie Blair, Clarence Blair, J. Wesley Blondgoed, Chas. E. Colson, Virgil Bockus, Ethel May Bogie, M. A. Condon, James Boley, James Edw. Conu, Don & Fern James Condon, James J. Conu, Don Bollar, Willie Cooper, Marvin E. Bond, Chester Corbet, Bill Boyd, Mrs. Elbert Boyd, Roger Corbett, John Corey, J. E. Cory, Ted

Duncan, Leonard Durham Buddy Dutton, Madame (Flying Duttone) Eads, Errol Eaton, Chas. A. Foolf. Chas. Eheart, John R. Eliott, Ray Elson, H. Englander, Jr., Englander, Martin Enhriam, Miller Jos. Evens, Henry Fairbanks, Wm. Farmer, Wm. E. Fanst, Cliff Favorite, Geo. Fay, Jimmy "Whitey" Ferris, Lester Fents, Eddie Fitch, Willard P Fleming, Mrs. Pear Flynn, Doyle Fontaine. Paul Forhus, Jos, L. Ford. Ford, Drike Ford, Edw. Ford Robt LPP Forkum, Mrs. Bfil Forshee Wm. H. Foster Geo. Fox, Thos. J. Frank, Joe Frederick, Paul Leo Fustanio, Anthony Galluppo, Jack & Irene Gamble, E. P. Camble, Henry S. Gardner, Orville Garland, Marie Garrette. Marris Gaskill, Ira Gates, Eddie Gaughn, Mrs. riarry

**Complete Assortment of Jewelry** 

Dube, Geo, Dubois, Lional Dufty, John F.

with Ringling

Circus)

Rosco

Jack

Heaton, Arthur Helin, H. Lango, Jack Henderson, Harry Lanhorn, Clarence Henderson, J. Henry, Mell Herrick, Carl Herrman, Mrs. Floren Herscher, Geo. High, Homer G. Hill, Dewie Arvin Hill, J. E. Hillert, C. Hillert, C. Hirsh, Leo Hodges, Jimmie (Side Show Operator) Hoff, Joe Hogan, Vera Holbrook, W. R. Holder, Harriet Holmes, James W. 0. Horne, John D. Hontz, F. Horsefeathers Horton, Miss Mindia Hos. Chas. Howard, Jack Huber, Melvin Huddleston, Earl Huffman, C. C. McFarland, James Hunt, Mrs. Betty

Hunt, R. C. (Bob) Hunt, Robt. Hutchison, Jack Hyatt, E. E. Hyland, Marvin E. Irwin, Bobby G. Isley, Willard Jacques, Mr. Jean Jarvis, Howard & Jellison, Francis H. Jenkins, Mrs. Brownis

Jenkins, R. A. McDowell, Mrs. Jerkerson, Rev. Ruth & James Henr' McGill, Frank

NEW ENGRAVING

JEWELRY CATALOG

Newest Styles

Write for Yours Now!

All Orders Shipped Same

Day Received

All Phones: CE 6-7966

State Your Business



(Jugglere)

Lucas, Nick (Bann-Artist' Lykens, Donald Wriston Lynn, Jackie

McCarthy, Kenneth McCarthy, Mr. Pat McClain, Albert V Mary

McCluskey, Thomas Un, McDaniel, Clvde & Floreran McDole, Clinton Earl

(Continued on page 89)



Attn.: Merchants, Dealers, Auc-tion Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 8 by 11 room size

RUGS! Perfect Quality, Woven through to back of durable, fine selected Rayon-Cotton Yarn to give years of Wear Greatest Money-Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED.

6



Dept. P-5, 20 W. 27th St., New York 1, N. Y.

GROOM'S DELIGHT NEW JOKE NOVELTY Directly from manufacturer. Wholesale list and sample doz., \$1.00. CIRKEL DISTRIBUTING SERVICE

3439 So. Michigan Ave.

Chicago 16, Ill.

 COMPACTS 
 PINS 3-PC. FOUNTAIN PEN SETS RINGS (1001 Different Numbers) ENGRAVING JEWELRY IDENTIFICATION BRACELETS PEARL NECKLACES

EWELRY-That's Our Business

We have everything for JEWELERS ENGRAVERS DEMONSTRATORS



The Billboard RR

### SALESBOARDS

Communications to 188 W. Randolph St., Chicago 1, Ill.

### SALESBOARD SIDELIGHTS

tion, St. Louis, reports present business conditions up to its previous optimistic forecasts, and looks for-



## CARDS

Straight and Skip-Number Cards with Winner under Seal. Straight and Skip-Number Cards without Seals. Turkey Cards. Money Cards . . Over 275 Different Sizes and Styles, from 10 to 600 Holes, Plain and Printed, Available from Stock . . . You can buy from us with confidence — we have been in business since 1914. FREE CATALOG.

Write W. H. BRADY CO., Mfrs. Est. 1914 Chippewa Falls, Wis.

Consolidated-Container Corpora- ward to a continuation of same for spring. Jack Morley, firm's traveling vice-president, points to the energetic staff of sales representatives as the basic reason for the climbing sales level. Among the sales boys doing top jobs, according to Jack, are Bill Stone, covering the East; Frank Showalter, California sales manager; James Murphy, Intermountain territory, and Jim Ruben, Oregon and Washington. Consoli-dated-Containers Silver Tops are the target of a steady flow of orders, Jack says, and 'pears like they will draw op and player applause thru the year.

> Roy Galentine, Galentine Novelty Company, South Bend, Ind., says the jar deal, Lucky Lulu, has taken the sales bit in its teeth and is really going out in goodly numbers. Bigger winners, offered by the deal, is the answer, Roy states. . . . Robert G. McNabb, general manager of Werts Novelty Company, Inc., Muncie, Ind., reports satisfying activity on the sales front. Firm has lined up advance production on its 1950 lines, and will stress immediate servicing of all customers.

Harlich Corporation, Chicago, is building up a top demand for its Cigarette Vender, 25-cent punch Stone and the Cornblum brothers. board. Sam Feldman, sales manager, declares that the number, offering from one to 10 cigarette packs per hole, has 'em coming back for more. ... Hopping on the booming merchandise salesboard train, Standard Sales, Inc., Spokane, has introduced a new set-up for ops. A complete display board for operator's merchandise prizes, complete with a variety of quality items, is being offered in the Model 81001, which emphasizes sports equipment. Such items as rods, in various types, fly boxes, casting lines, boxes, etc., are carried in duplicate. Walter McNamara, the McNamara Company, Chicago, says the business level over the holidays was surprising; the usual drop-off did not take place and sales held their own. "Which means, actually, that an in-crease resulted," Walter reasons. Firm reports good order tidings on its recently introduced quartet of pellet insert boards, Cart Wheel, Pellet Pete and Mountain Peaks, dime play, and Sparkler, 5-cent punch. Walter adds that four new numbers are due for release before January ends.

#### PIPES

(Continued from page 86) He says he'd like to read pipes here from Red Hallie, Hobo Benson, Professor Fredericks and Doc Hauck.

#### THEY TELL US ....

that New Year's Eve saw a number of pitch lads invading Los Angeles. All are reported to have obtained their share of the loose money around, but none chalked up the oldfashioned bank rolls of better days.

The pitchman who thinks he can make a living without good tips is sorely mistaken.

BENNY ABERMAN ...

worked the Rose Bowl Parade at Pasadena, Calif., New Year's Day with a crew of agents. He pitched books and folders.

#### JIM (KID) STUTZ ...

and Bobbie Carrington rambled into Atlanta last week. They plan to work the Golden Gloves tournament there.

#### FOLLOWING A CLICK ...

stand with pens in Christmas boxes on Market Street, Newark, N. J., Harry W. Bartnick is en route to Daytona Beach, Fla.

#### AMONG PITCHFOLK . . .

working the varied parades and football game at Pasadena, Calif., New Year's Day were Harry Flax, Benny

#### NATIONAL SKATE QUEEN (Continued from page 79)

sifications have been adopted by the RSROA, Martin said. One provides that judging for gold tests shall be held twice a year, instead of once, as in the past. The increase in number of entries in this class has made it necessary to have a midyear test, as well as the one given at the American championships.

Change of the present junior bar, as

#### VINCENT YOUMANS

#### (Continued from page 42)

Kostelanetz orchestra; Columbia Andre 36426 in C-77, Meyer Davis orchestra; Columbia 36180, Benny Goodman orchestrag Columbia 35703 in C-32, Eddy Duchin; Columbla 36674, Kate Smith with orchestrag Columbia 7553-M, Morton Gould orchestrag Capitol 10130 in CD-81, Paul Weston orchestra.) BE GOOD TO ME THE CHINESE PARTY CHINESE JADE THE CRYSTAL LADY CLEVER THESE CHINESE ANYWAY WE HAD FUN SOMETHING TO SING ABOUT HERE'S A DAY TO BE HAPPY IF I WERE YOU LOVE I'M GLAD I WAITED LA MARSEILLES WHY AIN'T I HOME DANCING WEDDING

#### **1932—THROUGH THE YEARS**

A musical version of "Smiling Through" with book and lyrics by Brian Hooker, and presented by a cast headed by Natalle Hall, Micheal Bartlett and Charles Winninger. Miller Music Corp. KATHLEEN MINE KINDA LIKE YOU I'LL COME BACK TO YOU HOW HAPPY THE BRIDE THROUGH THE YEARS This was Vincent Youman's favorite song. (Available on the following records: RCA Victor 10-1201, Igar Gorin, baritone with RCA Victor orchestra; RCA Victor 4313, Nelson Eddy with orchestra; RCA Victor M(10-1039) in M-935, Gladys Swarthout and RCA Victor orchestra; Columbia 4501-M, Rise Stevens with orchestra.) IT'S EVERY GIRL'S AMBITION THE TRUMPETEER AND THE LOVER YOU'RE EVERYWHERE (Available on RCA Victor record M(10-1297) In M-1127, Gladys Swarthout with Russ Case orchestra.) THE ROAD TO HOME DRUMS IN MY HEART

#### Films, Songs and Scores

1929-HIT THE DECK

An RKO picture in which Jack Oakle and Polly Walker were featured and using the outstanding songs from the stage produce. tion of the same name with the exception of the following number: **KEEPING MYSELF FOR YOU** Lyrics by Sidney Clare. (Available on the following RCA Victor records: 26762, Artie Shaw and the Grameror Five; 20-1936, Artie Shaw's orchestra.)



AND TICKET DEALS WRITE, WIRE, OR PHONE FOR JOEBERS & OPERATORS PRICE LIST B.F. PRODUCTS 1910 PLEDMONT RD CHARLESTON W. VA PHONE 25-771

SALESBOARDS—BARGAINS 

 1000
 5¢ Double Fin, Prof. \$24
 \$.69

 1000
 25¢ Chartey, Prof. \$50
 .69

 1440
 5¢ Barrel, Prof. \$18
 .98

 1440
 10¢ Barrel, Prof. \$36
 .98

 1440
 10¢ Barrel, Prof. \$36
 .98

 1000
 25¢ J. P. Charley, Prof. \$52
 .75

 1000
 to 1200 3¢ Asst. J. P. Bds.
 1.69

 Send for Catalog. Deposit 20%.
 DELUXE SALES, Blue Earth, Minn.

4

Jerry Scanlan, heading the Chicago firm of that name, cites an upsweep in demand for his Sky High ticket deal since the merchandise payout was added in December. Number itself, without the merchandise angle, was introduced about three months ago. Jerry will add two new sales representatives shortly to cover the Texas and Missouri Valley areas.

#### SALESBOARDS—JAR TICKETS ALL ORDERS SHIPPED **NEW LOW PRICES** SAME DAY RECEIVED Holes Play Description Profit Price F

| 1000 5¢ 5¢ CHARLEY, THIN<br>1000 25¢ J.P. CHARLEY, THIC<br>1200 25¢ TEXAS CHARLEY, TH<br>1000 5¢ SWING IT, THICK GI<br>1040 5¢ TAKE A CHANCE, TH<br>1040 5¢ TIGHT SQUEEZE, THI<br>500 25¢ FULL O'TENS, THICK | THICK       Def.       15.00       .60       RED, WHITE         Def.       17.00       .90       RED, WHITE         Avg.       52.00       1.15       AND BLUE         HICK       Avg.       102.98       1.60       LUCKY SEVEN         ICK GIRL BOARD       Avg.       24.65       2.25       LUCKY SEVEN         ICK GIRL BOARD       Avg.       30.25       2.25       BINGO TICKETS         .6 Nos. 10 Ticket       Avg.       49.33       2.50       on Sticks-Sizes |
|--|--|
| Stating your requirements. Lar<br>Boards, Coin Boards, Super Gia   | ST ILLUSTRATED PRICE LIST<br>pe stock. Plain Tip Definite, Jackpot<br>int Holes, 25% deposit with all orders-balance C. O. D<br>VELTY CO. BOX 66, MICHIGAN CITY, INDIAN  |
| SA SA  | LESBOARDS  |
| NEW LOW PRICES   | WHOLESALE 'NET' PRICE BULLETIN"<br>GIGANTIC ASSORTMENT - FASTEST SELLERS<br>ing immediate delivery on finest boards  |
| P. O. BOX 86-A   | ALSHARE SALES  |

authorized by the RSROA, to a figure bar, proposed by Fred J. Bergin, will be made soon. Another Bergin proposal adopted by the board urged the discarding of factors in the scoring of figure tests when the new figure skating book is published.

The RSROA has added another member, Robert C. Worth, operator of Newton (Kan.) Skating Palace.

Co-operation among members and a general tightening of regulations affecting delinquent members were 1933-TAKE A CHANCE also prominent on the agenda at the recent board meeting, said Martin. Action to strengthen the RSROA cooperative buying project for supplies. under the direction of Carl B. Johnson, Denver, was stressed.

An important organizational step was the decision that the RSROA, as a national organization, would decline to force its members to join State chapters, altho urging them to do so. The issue was presented by the Ohio chapter.

#### HACKENSACK WINS

(Continued from page 79) year-old blind radio singer, who is a regular Hackensack matinee patron. The remainder of the cast was composed of club members, who offered an elaborate show.

Guests expressed delight and amazement over the skating exhibitions, said Schmitz. The parents, in particular, were enthusiastic. Most of them admitted they had never been in a modern rink and complimented the management on the rink's beauty, high caliber of operation and the class of patronage it draws. They practically were unanimous, Schmitz said, in expressing their future peace of mind when knowing their children are going to roller skate.

Frank X. Picher, organist at Fred H. Freeman's Bal-a-Roue Rollerway, Medford, Mass., plans to open a studio in Medford to teach piano and possibly organ.

Steve Mulroy, former skater in vaude and later manager of roller rinks in Cincinnati, is now tending bar at Colonial Inn, Hallandale, Fla.

#### 1930-NO, NO, NANETTE

A First National picture in which Alexander Gray and Bernice Claire were featured. This film utilized the songs from the stage production of the same name.

A Paramount picture presented by a cast that included James Dunne, Cliff Edwards, June Knight, Lillian Roth and Charles "Buddy" Rogers. Lyrics by B. G. DeSylva. RISE 'N' SHINE SHOULD I BE SWEET

#### 1933-FLYING DOWN TO RIO

An RKO picture in which Fred Astaire, Ginger Rogers, Delores Del Rio and Gene Raymond were featured. Lyrics by Gus Kaha and Ed Eliscu. T. B. Harms Co. THE CARIOCA

(Available on the following records: RCA Victor 4287, Boston "Pops" Orchestra; Columbia 36426 in G-77, Meyer Davis orchestra; Decca 23847, Carmen Cavallaro; Decca 24066 in A-1933, Charles Baum orchestra; Decca 18430, Carol Bruce with orchestra; Capitol 470, Philharmonica Trio.) MUSIC MAKES ME

ORCHIDS IN THE MOONLIGHT

(Available on the following records: Decca 25270 in A-612, Guy Lombardo; Decca 24065 In A-1933, Charles Baum orchestra.) FLYING DOWN TO RIO

#### 1940-NO, NO, NANETTE

An RKO picture starring Anna Neagle In a cast that included Richard Carlson, Victor Mature, Roland Young, Helen Broderick, ZaSu Pitts and Tamara. Lyrics by Irving Caesar and Otto Harbach. Harms, Inc. TEA FOR TWO I WANT TO BE HAPPY NO, NO, NANETTE WHERE HAS MY HUBBY GO .: E TAKE A LITTLE ONE STEP

#### **Vincent Youmans' Selections**

RCA Victor Records 28-0407/08. A Salute to Vincent Youmans. Russ Case and his orchestra. "Great Day," "Hailelujah," "Sometimes I'm Happy," and "Tea for Two."

Columbia Album C-77. Music of Vincent Youmans. Meyer Davis orchestra. "Tea for Two," "Hallelujah," "Time On My Hands," "Carioca," "I Want To Be Happy," "I Know That You Know," "Without a Song," and "Great Day." teres in the



#### LETTER LIST

(Continued from page 87) McGloughlin, Mrn. Phoenix, Mrn. D. Mary Phoenix, Speedy McGovern, Roy Dale Pierce, Lawrence E. McGowan, Everett Pierce, Max McIntire, Riley Pike, Clifford Arnold McIntosh, Sr., Pond Edusell W. M. Poto, itussell Batter, N. S. McKenny, Mary McKinnon, Walter McManus, Thomas Purtle, Earl Putney, Earl McMeely, Doc B. McNeal, Jimmie & Blackie

McQueen, B. O. McHae, Malcolm Blue McSpadden, Mrs. Myrtle

Mace, Herb Macolly, P. N. Manley, Harold A. Mannes, Mr. Jay Reese, Sammey Mansion, Francis J. Reeves, Glenn Marchette, Robt. Marco, Walter Regan, The In-The In- Reynolds, Joe comparable Reynolds, Sue Margo, Marsh, Walter Martin, Clarence H Martin, Mra Hiley, James Kathlene A. La Rinehart, Brownie Martin, Ray Martin, Sam Martinelli, Peter Marvey, Gene Marvey, Gene Bernard Matejewski, Chester Ritchey, Luther G Matina, Mike & Rites, Mrs. Dolly Ike Robbins, Charlie H. Mayman, Gilbert Roberts, C. M. Mazurick, John Roberts, Hal Mendoza, Mike Rogers, Marjorie A.

Mizner, Arthur B. Montrose, Monte Moore, Clarence Shawver L. M. Fred Moore, Frenchy Moore, Wm. Ray Morales, Sra. Shelley, John J. Terena Shepardson, Morgan, Chas. James N. Sherman G. B. Morgan, Morris, Allen Atta Bob Morris, Shingle, Harry Shipley, Sterling Short, Albert Short, Tommy Morris, Fay Morris, James Morris, Mortensen, Ray Moyer, Ed Mulkins, Geo. Marphy, John Blakie Murphy, Riichard Sima, Jos. Murray, Mrs. Sophie Myers, C. N. & Gussie Myers, Wm. Singleton, Terry Nash, Larry Naylor, Capt. Gil Neely, Wm. A. Neilson, Pete Nell, Miss Ray Slappey, Eugene Slavin, Smith, Nelson, James II. Nelson, Paul Smith, Smith, Newman, Roy Smith, 1 ogan Nicholas, Green Nicholas, John Smith, Nicholson, Samuel Nicks, Mrs. A. A. Nixon, James Juriy Nolan, Timothy P. Nordy, Robt. D. Norwood, James Novarro, Monte Spillman, Don Nunley, Ralph . Oary, Murvin D. O'Brien, John O'Day, Mrs. Jean O'Day, Mr. Pat Stanko, Geo Stanley, Lois O'Hara, Fred Orle, Karen Les Oliphant, Orna Howard O'Kelly, Ralph Ed Oliver, Judy (Lee) Stevens, Grant Oliver, Sailor Stockton, Fred Stoddard, Doc O'Neal, Jack O'Riley, Jimmie Orlando, Cecil Orr, James Forest O'Shaye, Mr. Pat Ostrzeniewski, Leonard Oughtman, Jake Owens, Bill (Whittie) Owens, Mrs. Mandine Parker, John L. Palls, Chuck & Ann Allen, Sunset Amok, Amok, James Barry, Parker, Rosalie Parks, Franklin L. Parrish, Chas. Parshall Rebt. J. Parton, Lordse Patterson, 1. B. Pauli, F. W. Paxton, Solumy Pausie, John Borden, Lee Pazzi, John Penick, Loretta Pepper, Pinky Chiles, Louis Permenter, Henry Permenter, Wm. (Blackie) Dennis, Pat Dixon, John Eleanor Perrin, Don, Gay Virginia Lumphin Dressler, Mr. & erry, Albert Ed erry. erry, Ernest Frank erry, etera, Frank E. etrantis, Alice hillips, Eugene hillips, Goodie hillips, W. Q. Guyette, Charles Haber, John

Stofel, Smilin Al Stolman, Joe & Dora Strader, James Streeter, Earl C. Stritch, Ed Sullivan, Arthur E. Bullivan, Mrs. Pike, Clifford Polo, Mrs. Eddie Pond Edwin Sutton Sullivan, Mrs. Margaret Sutherlin, Mr. Pat Swanson, Car Sylvester, Ernest Syzdek, John Szabo, Mrs. Stephen Talley, Jack (Tez) Tanner, R. L. Taylor, Chas. Terrell, Robt. Lee Terry, Lee Thompson, Mrs. Ann Potter, N. S. Price, Hazel Jerome Quackenbush, E. Queen, Charles C. Quinn, Jack Ramsey, J. T. Randall, Frank H. & D S. Ann Rawlings, Mrs. Thompson, Edith Catherine Thompson, Lee Raye, Rita Reed, Chas, D. Reed, Wm. (Zoot) Thompson, Marion Thompson, Wm. Thornton, Chas. (Arkie) Thornton, Curlie Tolley, Virgil Tom, Geo. Tom, Frank Jim A Dolly Tracy Family Rhinehart, Jackie Trent, Paul Rice, Mrs. Frances Tripett, Carl A. & Rich, John L. Virginia P. Riddick, Johnnie Triplett, Mary Etta Hiley, James Tull, Carl W. Tull, Carl W. Turner, Bud Turner, Chuck Turner, Thomas Ed Tye, Milton Underwood, R. Valdeyz, Wm, J. Vigus, Clarence Vogstad, Geo. O. & Edna Volkenand Robt L. Rio, Don (Durky) Rising, Fred Bernard Alted Ver, Carl Ver, Carl Jahale Malace, Nogers, Marjor, Rogers, Marjor, Rogers, Marjor, Rogers, Marjor, Rogers, Marjor, Speed Rogers, Marjor, Wallace, Wallace, Wallace, Carl Russell, Leonard Rylant, Wallace, Carley Russell, Leonard Rylant, Wallers, Lee Ward, David Rylant, Ward, David Rylant, Ward, J. Robt, & Arge Julienne Chas P Verpel, E. W. Watson, Ceell Watson, P Verfed W. Watson, P Verfer V. Wer Verfer V. Verfer V. Verfer Verfer V. Verfer V. Verfer Verfer V. Verfer V. Verfer Verfer Verfer Verfer V. Verfer Verfer Verfer Verfer Verfer Verfer Verfer Ve Wallace, Beverly P. Wilson, Harold A. (Snakeeyes) 130 Allen, Roy Waters, Ferry Watson, Cecil Watson, Ronald W. Watts, James G. Weatherbee, Harold Weber, Miss Jackie Weir, Joe D. Schrodder, K. L. Scifres, Fred W. Scott, Chas. L. Scott, Robt. V. Segal, Howard Weiss, Harry Wellington. Duke Shega, Joseph Shelford, Wm. G. Shelden, Mrs. Pa West, Herman Whalen, Bill Pat Whalen, Thomas Wheelock, Ray Kenneth C. Whitecrow, Miss Whiteerow, Janes Taboo Brewer, James Whitmere, Otto R. Broadwell, Mr. & Whyte Margaret Mrs. D. M. Viola Wilfred-Mae Wilkinson, Harry Raymond Bumgardner, Lee Williams, Geo. P. Burroughs, Gates "Shorty" Wilfred-Mae Trio Showalter, Harry E Biegriest, C. & H. Biegrist, W. H. & R. R. Williams, James E. Williams, Marcella Simmons, Lawrence Williams, Mrs. Roy Winfield Wills, C. C. Simmons, Lillian R. Wilson, Ed Simon, Leo (Sonny) (Snicide) Wilson, Harry L. Wilson, J. M. Sites, Miss Billie J. Wilson, John Wiltse, Cash L Claude Wines, Albert Henry Jay Winn, Steve Witman, Ed Witti, Mrs. Wilbur John Leo LeRoy E. Smith, Mrs. Mae Wojtasek, Ben J. Theodore Wolf, Bennie Wood, Lowell Snyder, Carl D. Snyder, Carl W. Snyder, Carl W. Boyan, Michae. Woods, Margie Woods, Mary Woods, Rosie S. Spengle, Diamond Woodward, B. D. Woosley, F. S. Jim Wright, Chas A. Wright, Diane F H Wright, Hershell F. Spitzengel, Wm. C. Wright, John Wyrick, Robt. Staley, Randy Alen Wysong, Ralph Yard, Martin Starr, Joe Stear, Mrs. Hattle (Rusty) Steblar, Mrs. Joe Yates, Tex Stephens, Del Sterling, Edythe Stevens, Geo. M. Young, John A. Young, Joseph Francis Zarlington, Mary Zarlington, Ray MAIL ON HAND AT

Mir, Art Murphy, Eugene J. Murray, Eddie Shangwiler, Irwin Shankweiler, Frank Sobel, Harry Songer, Mr. Shin Borenson, Florence Trembles, Hezkia Velasco, Lolita Noehler, Joseph Olsen, Jack Partialls, Wyn Pasco, Betty Perry, Rose Wheeler, George & Mary Peterson, Pete & Carolina Wheeler, Nelson E. ("Mickey") White, Frances Whitehead, Ken Williams, Walter Pisano, Fred Randall, Robert Redway, Tommy Rich, Chere Robie, Edna MAIL ON HAND AT CHICAGO OFFICE 188 W. Randolph St. - Chicago 1, III. Barnett, Bo Bo Calloway, Charles DeHart, Benny DeLenz, Walter Ford, Richard & Mary Mitchell, Frank John Moore, Guy Muto, Francis Rogers, Stanley Romax, Carl Smith, Gordie Gordon, Chuck Gray, Roy Stephanick, Stephanick, Nicholas Haley, Kay Hunter, Billy Interstate, Fred G. Jones, Mrs. Hody Lee, Patsy Subit, John Sugrue, Ramon Tillingbast, Helen Whiteagle, Chief Car] Williamson, Tom Young, Ben MAIL ON HAND AT ST. LOUIS OFFICE 390 Arcade Bldg., St. Louis 1, Mo. **Parcel Post** Lewis, Eddie Alderson, James

The Billboard

(Shifty) Kenton Licaro, Nick Allen, Roy Allma, A. J. Anderson, Capt. Anthony, Milo Argo, Tommy Long, Eddie Anthony, Milo Argo, Tommy Atkinson, F. M. Austin, Frank Baken, Charles Baldwin, Billie J. Bales, Dorothy Bales, Pete J. Baysinger, Al Bazinet, Dwight J. Berkeley, Bill & Lopez, Linda Lynn, John J. McCarry, W. H. MaColly, P. N. McComas, Israel S. McGonigal, Miss Fern Mann, Ivan K. Marshfield, L. C. Berkeley, Bill & Evelyn Martin, Jack Biddle, W. J. Bland, Alfred T. Bloom, Bernard Mehl, Tom Bockus, Curtis L. Boswell, William

#### SALESBOARDS 89



#### **NEW YORK OFFICE** 1564 Broadway New York 19, N.Y. -Hall, Mel Rose Haugstfer, Allen Hara, Prince & Rami Ed Bennett, Bea & Joe Harlash, Marchese Bently, C. E. Berry, Bart & Carmen Harris, Sailor Joe Berry, Lefty & Connie Harrison, Roland Hegner, Arthur Holey, Kay Botter, Harry P. Bouncing Bodos Horan, Joseph Hubble, S. G. Carothers, Mr. & Mrs. B. Johnson & Buckley Kahn, Harry Kay, Fritz Compton, Lillian Crump, Clifford Kaye, Monty Kirchoff, Mary R. Lauber, Fritz Leslie, Jean Lynn, John Wallace Mrs. O. Manly, Mr. V. Malle, Hyland Durkin, Peter A. Elzenoback, Marie Malone, Kellie Fields, Pam Gallagher, Eddie Gali Gali Goldie, Rube Marlowe, Lee McGee, Robert McGee, Thomas W. Mei Ling Miller, Harry Miller, John &

Ann Browder, Joe N. no Brown, Mrs. James Butler, L. H. Cardoza, Don Carey, Thos. P. Jr. Carson, Walter Rez Caruso, Johnny Caseman, Bruce Casey, R. L. Castle, Jack D. Caswell, Fred Chambers, Donald J. Claybrook, Miss Mario Pike, Bill Clements, Alva Coghlin, Robt. Cooper, Cecil Cooper, John Woods Privett, Moss Craig, Richard Randolph, Joi Cruise, J. R. Curtis, Marvin Cutler, Louis Dalley, William A. Daley, Chas. M. Daley, Mr. & Mrs. Jack Davis, Mrs. Esther Ross, Demco, Mike & Royce, Mary Ruben, Doan, Merle F. Drake, Joe Dugan, Robert Edwards, Albert Eng, Dave Englehardt, Roy Howard English, Ralph W. Fillingham, Everett Ferguson, Victor Fitsjearold, Mrs. Forster, Mr. & Mrs. Gue Freeman, Cecil & Alma Gale, James Gallupo, Mickey Galluppo, Jack Gibson, Okey H. Goodman, Spark-Gowdy, Pamela plug Griffin, Harold Guinn, J. C. Haley, Kay Hall, Edward L Hammond, Joe Harman, George (Peanuts) Harvey, John P. Jz. Herrick, Carl Heth, Robert L, Hille, Al Jackson, J. G. Johnson, Mr. & Mrs. Tommis Kelly, Ray Kerns, James A. Kiser, Jeff Hnapp, G. W. Koffman, Al O. Kopf, J. M. Lamkins, Woody Lance, J. D. Lankeston, Paul B. Lee, Walter Leitner, Oarl



**COIN MACHINES** 



January 21, 1950

## **Music Stock** Soars, AMI **Skeds Space**

#### **Exhibit Area Compact**

CHICAGO, Jan. 14 .- Altho the All-Industry Exposition of 1950 sponsored by the American Coin Machine Manufacturers' Association (ACMMA) was announced only last week (The Billboard, January 14), nearly half of the 114 booths available for the show have been applied for, it was announced this week by Grant Shay, chairman of ACMMA publicity committee, and Edward C. Bowman, director of exhibits. High among the list of major manufacturers requesting space for the event which will be held in the Hotel Sherman, Chicago, May 22-24, was AMI, Inc., one of the top firms producing music machines.

Rex Shriver, chairman of ACMMA's show committee, pointed out that the number of booths was limited to 114 so that each exhibitor would be assured a choice spot to display his equipment and also to insure a compact show. "We feel," Shriver said, "that operators will enjoy the show more and actually get more business benefit out of it if, instead of trudging thru miles of aisles, they are able to see the array of coin machines in two compactly arranged rooms, the Sherman's mezzanine and the exhibition hall.

### Gottlieb Bows Just 21, 5-Ball Without Plunger and Ball Lift

entirely new approach to basic principles of five-ball games, was announced this week by President Dave Gottlieb, of D. Gottlieb & Company. An all-skill amusement game, Just 21 eliminates the use of a plunger and ball lift and is not a roll down.

Booth Sales Opened

Top of the playfield has 10 numbered targets which when hit the first time record the number on that particular target. Object of the game is to make exactly 21 points on as few balls as possible. Player making exactly 21 points on the first ball wins five free plays, on the second ball three free plays, on the third ball two and on the fourth bail one. In the event the player does not make exactly 21 points until the final ball he chalks up 500,000 high score points on the auxiliary scoreboard, with the Just 21 scoreboard. During a single game it is possible to make 21 but one time. Each additional target hit after 21 has been made adds 100,000 points to the high score. Instead of the conventional plunger

used on five-ball games, player ac-

CHICAGO, Jan. 14.—Just 21, an tivates ball with Gottlieb's newly developed Turret Shooter with the same buttons which control two newtype powered flippers. The ball is aimed by a motorized oscillating range finder. Skilled players will be able to time the movement of the range finder so that they can pick out the desired numbered targets. After player makes his shot with the range turret, he still can make additional skill shots on the same ball by catching the ball with the flippers after it has hit a target and bounced back. Player can also win replays by high score.

Gottlieb pointed out that Just 21 takes an average of 1 minute and 20 seconds to play. In commenting on the game's wide departure from traditional five-ball design he said: "In the past few months we have become which is located on the backglass the only manufacturer concentrating all production on five-ball equipment. We have remained in the five-ball field because we believe the backbone of the coin-operated amusement industry is the five-ball game. At the same time we have found out thru our distributors and operators of five-ball games that something completely new had to be added to give it a new lease on life. The last time I felt that something basically new was added to five-ball design was when the flipper was introduced on the Humpty Dumpty game. I feel certain that with the introduction of Just 21 and its revolutionary ideas that five-balls will again become the operator's mainstay."

## ACIMIA **CMI To Mail Contracts for** Show in Feb.

#### To Be Held June 26-28

CHICAGO, Jan. 14.—Contracts for exhibit space at the 1950 Coin Machine Convention and Exhibit sponsored by Coin Machine Institute (CMI) will be mailed in February. John Pickering, CMI public relations director, announced Friday (13), following a meeting of the CMI board of directors presided over by President Harry Williams.

In an official statement on the forthcoming CMI show, Williams said: "The CMI 1950 show will be held in the Stevens Hotel, Chicago, June 26-28 as a result of an overwhelming vote by operators to change the date of the show from January to June. In the poll taken after the 1949 convention, operators in all parts of the country voted 10 to 1 for the June dates. For this reason we believe the attendance and interest in the CMI show this year will be the best ever." Williams added that operators pointed out that they favored the June show because of a desire to bring their wives and families after schools are closed for the vacation period. They also favored the summer dates because of the mild weather Chicago traditionally enjoys in late June. The board of directors pointed out at the Friday meeting that CMI policy prohibits the exhibiting of gambling equipment at its annual shows and this clause will be included in the contracts to be mailed to prospective exhibitors next month. Pickering pointed out that CMI headquarters has been deluged with requests for show information since the first of the year. "This," he said, "probably is prompted by the fact that all previous CMI shows have been sellouts months in advance of the actual show dates. Requests for space will be handled on the basis of CMI members getting first choice while the remaining booths will be handled on a first come first served basis." Pickering added that because of the vast facilities offered by the Stevens all exhibitors will be assured choice locations to exhibit their products.

#### **Explains** Policy

"We wish to emphasize that the limitation in number of booths is not based on any artificial restrictions on equipment to be exhibited. All manufacturers, whether members or not, are welcome and space is being alloted in the order in which the applications are being received. Already representative manufacturersamusement, music, vending, servicehave signed up for space. In the amusement division alone all types of games are included in space already sold-arcade, five-balls, shuffle novelty, bells and consoles. At the same time I also want to point out that with approximately half the number of usual booths to select from, manufacturers should get their applications in early because we expect to hang up the sold-out sign within a few weeks."

#### Other Exhibitors

Shay pointed out the addition of AMI to the exposition music roster (See BOOTH SALES on page 103)

### Williams Names **Michigan Distrib**

CHICAGO, Jan. 14 .-- Vice-President Sam Stern announced this week that Williams Manufacturing Company has appointed the Miller-Newmark Company distributor in the Michigan territory excluding the Upper Peninsula.

Miller-Newmark has offices in Detroit and Grand Rapids. The firm is headed by L. C. (Bill) Miller and Ben Newmark.

Williams is in full production on the straight novelty game Twin Shuffle.



#### Will Ban Kid Spots

NEW YORK, Jan. 14 .- The Associated Amusement Machine Operators of New York, Inc. (AAMONY) was revived this week after a year and a half of inactivity. Altho the charter of the association was retained during that period, it was only with the recent rise of shuffle-type games that conditions were deemed appropriate for its reactivation. The group disbanded shortly after city officials prohibited further operation of novelty games, in the spring of 1948.

Twenty-five local operating firms joined the association at the organizational meeting Thursday (12) at (See New York Game on page 103) | Ovitz and Oscar Schultz.



CHICAGO, Jan. 14 .- J. H. Keeney & Company has appointed Automatic Coin Machine & Supply Company, Chicago, as distributor for the entire Keeney line in Iowa, Illinois and Northern Indiana, John Conroe, vice-president and general manager, announced this week. Automatic will handle the firm's Ten Pins, Pin Boy, Pyramid and cigarette machine in the three-State area.

Officials of Automatic are Irving

### **Brief and Important** Late Digest of Coin Machine News

#### Form New Warehouse Chain

Formation of the J. Leo Cooke Warehouse Corporation, a national public merchandise warehousing and distribution chain, was announced last week by Leo Cook, president. Firm, which will handle refrigerated as well as regular shipments for many vending machine supplier firms, will headquarter in Jersey City, N. J.

#### Lyn Brown Firm to New Quarters

The Lyn Brown Company is moving from its Washington Boulevard headquarters to a new building on Pico Street, Los Angeles, it was announced last week by Lyn Brown. The firm will continue to handle all types of coin machine equipment, featuring Chicago Coin, Genco and United products. Fred Hailparn, former partner in the Scientific Machine Corporation, is now associated with the company. The firm is taking over the quarters formerly occupied by the E. T. Mape Company, which henceforth will confine its operation to the northern part of California.

## **Coin-Operated Rifle Sport** In Production

CHICAGO, Jan. 14 .- The coin-operated version of A. B. T. Manufacturing Corporation's Rifle Sport is now in production, according to R. L. Budde, assistant to the president.

The A. B. T. target gun used for Rifle Sport is fully automatic and accurate up to 35 feet, and fires 20 shots. It has bolt action, is cartridge loaded and powered by compressed air. Ammunition and cartridges may be used again. The cartridge vender which accompanies the latest version of Rifle Sport is coin-operated. It was designed and developed by A. B. T. staffers.

Rifle Sport is sold in units, with (See COIN-OPERATED on page 103)



#### .The Billboard

Woo Housewives Milk Venders

## Chi Vend Ops **Meet To Hear** New Tax Data

#### **Debate Machine Marking**

CHICAGO, Jan. 14.—Operators of food vending equipment here met Monday evening (9) at the Morrison Hotel to hear details of the new Chicago vending ordinance (The Billboard, January 14) from Fred Brandstrader, legislative counsel of the National Automatic Merchandising Association (NAMA).

Brandstrader explained the provisions in detail to the 30 operators attending the meeting. He reminded them of the urgency to make good the agreement reached by representatives of the vending industry and city officials covering payment of 1949 fees.

One of the more important points discussed was the problem of how to mark vending machines under the (See CHI VEND OPS on page 94)

## **2d** Fractional **Coin Bill Makes Debut** in House

WASHINGTON, Jan. 14 .- A bill to authorize the minting of coins in 12½-cent and 6¼-cent denominations was introduced in the House Thursday (12) by Rep. Wright Patman (D., Tex.). The Patman measure marked the second fractional coin bill introduced in this session. The first was hoppered last week by Sen. Sheridan Downey (D., Calif.) and would authorize a 7½-cent piece (The Billboard, January 14). The bills providing for fractional coins have been appearing off and on for years, Patman's is the first to give names to the new denominations. Basing the names on the popularity of the term "two bits" for a quarter, Patman calls the 12½-center a "bit" and the 6¼-cent piece a "half-bit." Fate of the coins bills as well as the one providing for a 7-cent coin introduced during the last session by Rep. John McCormack (D., Mass.) rests with the two congressional banking and currency committees, neither of which have evidenced much interest in holding hearings on coin bills.

### **Coin Circulation**

WASHINGTON, Jan. 14 .--The amount of coins in circulation in October showed an increase for the third successive month reaching an all-time high of \$1,473,000,000-nearly double the \$783,000,000 in circulation seven years ago, Treasury Department reported this week.

All types of coinc increased during October, with dimes, quarters and half-dollars jumping \$3,000,000 over the September total of \$943,000,000. The amount of silver dollars in circulation increased a \$1,000,000 to \$167,000,000, while the amount of nickels and pennies increased a like amount to \$359,000,000.

## **Completion of Five-Month Apt. House Tests Reveals** Vast New Sales Potential

VENDING MACHINES

91

#### Find Venders Have Competitive Edge Over Home Deliveries

#### By Is Horowitz

tial for milk distribution thru automatic venders took a giant step forward this week as the City Milk Company, Inc., of Maspeth, Queens, successfully completed a five-month test in apartment-house installations and announced that similar placements

NEW YORK, Jan. 14 .- The poten- will now be made in a controlled program of expansion.

> In a direct tap of the housewife market, the test operation offered strong evidence that vended milk had a marked competitive edge over home deliveries and store sales. Dispensed in quart containers, the milk cost less than the delivered product to the consumer, with the convenience factor of on-premise availability adding to patron acceptance.

#### **Full Price Flexibility**

City Milk uses a vender developed by Everett Newcomer, vice-president, and manufactured under license by the Rowe Manufacturing Company. An improved version of an earlier model, the machine has full price flexibility and can vend any size bottle or container from a quart down.

With production now under way in Rowe's Whippany, N. J., plant, it was said that the total output "for at least a year" would be diverted to Northern New Jersey. The company plans soon to set up new routes in other areas.

### **Merchandising Clinic:** Motor City Cigarette Operator Uses Good Sense To Build Up a Leading Vending Machine Route By H. F. Reves-

DETROIT, Jan. 14.—Concentration on service which is better than the routine average is just as important as special promotional work in the operation of a cigarette route, according to the experience of the O-Kay Vending Company, operated by Ben Okum and Alan Smith here. Established a few years ago, this route has been built into one of the most successful operations in the city. Okum also has an extensive juke box route, but the service of the cigarette machines is handled as a separate operation.

efficiently handle about 150 machines, while the repairman could take care of this increase without any difficulty. On a smaller route the time of the City Milk's operation and several staff is not efficiently utilized. With routes run by the Rowe organization. no particular increase in overhead Rowe now has milk operating subexpense, the 300-machine route would sidiaries in Boston, Pittsburgh and permit the staff of three employees, as well as the trucks, to be used with maximum efficiency.

### **Craig Appoints** R. Lauderbach **Assistant to Pres.**

DANVERS, Mass., Jan. 14.-Erick Kauders, president of Craig Machine, Inc., announced the appointment of Robert T. Lauderbach this week as assistant to the president. Lauderbach, who was formerly with the General Electric Company, Holtzer-Cabot and Stevens-Arnold Company in an executive capacity, replaces Ralph Towne who recently resigned as sales manager.

Kauders also reported that Craig is now consolidating its production facilities to effect greater efficiency in operation. The firm recently took over a new plant in Peabody, Mass., close to its Danvers headquarters, to facilitate setting up its streamlined production program for its ice cream bar vender.

An efficient route size is a basic necessity, Okum says. His own route includes about 250 machines, but he thinks that 300 machines is the ideal quantity, since one serviceman can

#### **Rule One**

"Planning to have the right-sized route" is rule No. 1, Okum says, and plans soon to increase his own to that 300-unit size.

Diversification of machines on the route is a fundamental policy at O-Kay. As many different manufac-(See MOTOR CITY on page 92)

## **Automatic Canteen Elects** Hinkle Prez, Newman Secy.

CHICAGO, Jan. 14 .- In line with | Moore, who was both secretary and its expansion plans, the Automatic Canteen Company of America elected E. F. Hinkle and Frank J. Newman president and secretary re-



#### E. F. HINKLE

Announcement of the spectively. election came Tuesday (10) from Nathaniel Leverone, chairman of the board.

Louis E. Leverone, who has been vice-chairman of the board. Glenn Canteen organization.

treasurer, keeps the treasurer's post. Leverone explained that "the expanding business of the company has made it desirable to separate the duties of secretary and treasurer to permit Mr. Moore to devote his entire time to the financial affairs of the company."

Hinkle, who came to Canteen from the Hershey Chocolate Corporation in 1947, has had wide experience in candy merchandising. Since 1948 he has been vice-president in charge of sales and purchasing for Canteen.

Hinkle attended Franklin and Marshall College, Lancaster, Pa., took courses in advertising and merchandising at the University of Pennsylvania and obtained a degree from the Philadelphia College of Pharmacy and Science. He was sales promotion manager of the Hershey Chocolate Corporation for 15 years.

Frank Newman, Canteen's new secretary, is a graduate of Depaul University Law School. Prior to the war he was general counsel and assistant secretary of the National Automatic Merchandising Association. From 1943 to 1946 he served as a lieutenant in the navy. On president of Canteen, was elected leaving the service he joined the

#### **154-Quart Capacity**

The City Milk-Rowe machine has a capacity of 154 quart-size containers. While the original design dates (See MILK VENDERS on page 93)

## JPS Sets National **Distributor**; To Intro New Model

CHICAGO, Jan. 14 .- J. P. S. Sales Company, manufacturer of a penny coin changer, this week announced, thru Joe Simon, firm official, the appointment of a national distributor for coffee machine sales, and the introduction of a new, more compact model of the changer for use in various types of venders.

Al Pierce, National Rejector Service Company of Chicago, has been appointed national representative for the changer, and will concentrate on the coffee vending field, Simon said. Other distributors will be added for other phases of the industry in the near future.

#### New Models

Firm has developed a second model of the changer, which, as the first unit, gives change in denominations of from 1 to 4 cents. Measurements of the new unit are 31/2 by 51/2 by 25 inches. This compares with 31/2 by 11½ by 25 inches, the measurements of the first unit put out by the firm.

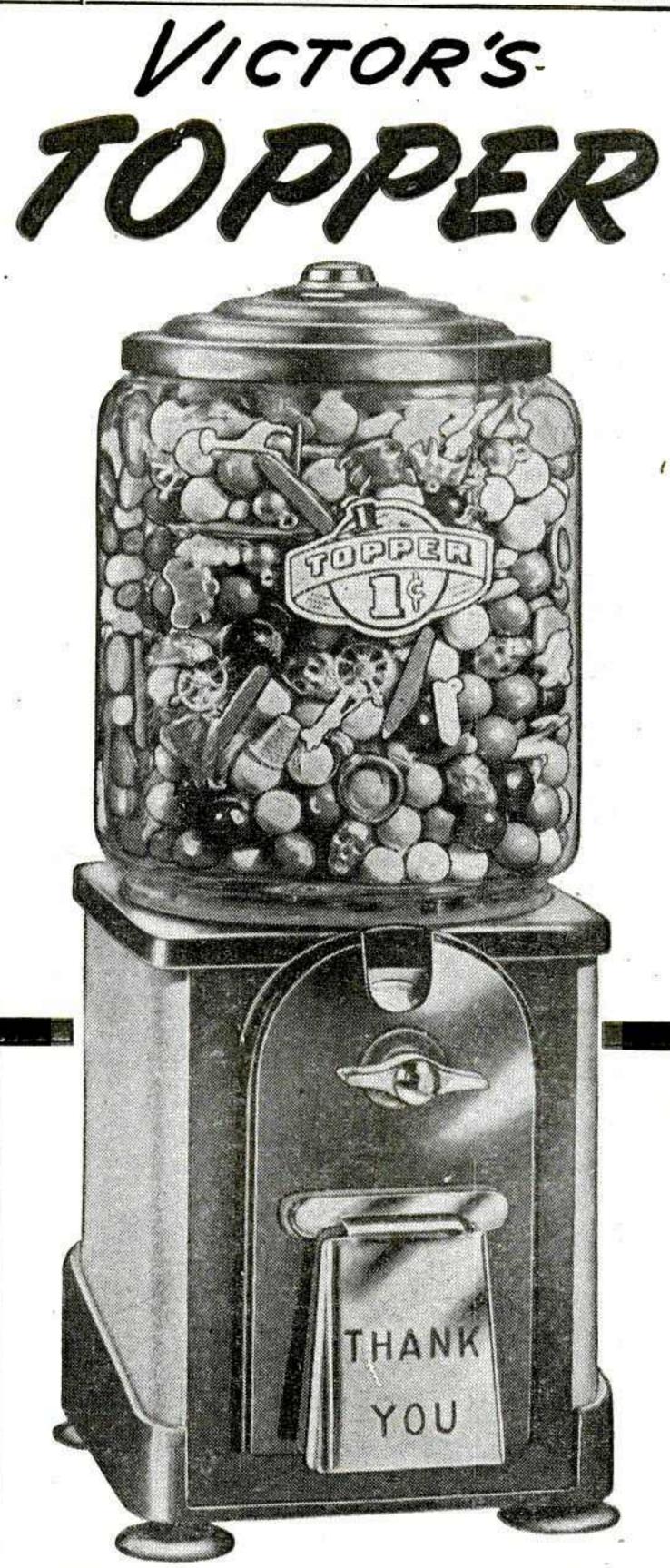
Simon reported Kwik Kafe operators in the Chicago area have been using the changer on their machines and have reported definite increases in sales when they were able to drop the price of a serving from 10 cents to 7 cents.

Changers will be manufactured in South Bend starting immediately, Simon said. Both models are ready for production.



#### The Billboard

January 21, 1950



## **Motor City Cig Operator Used Good Sense To Build Route**

(Continued from page 91) service, procedure and repair stock is different types of machines can better tackle the unusual service problem when it arises, Okum points out. from distributors' stocks anyway, he stocked." says.

But the variety of machines offers a real merchandising service at the point of sale - machines can be changed around readily, and the location owner is pleased by being given what is, to him, a new machine, even tho it has probably been on location for a considerable period elsewhere. Needless to say, such machines are kept in first-class shape and appearance. The policy is to change the machine once a year.

#### New Unit a Tonic

In the average location the placing of a new vender has a tonic effect upon the paying customers, with a normal increase of 10 to 15 per cent in sales volume at once.

More frequent changes of machines might stimulate trade, but the cost of moving them makes it prohibitive. Okum finds. Machine changes are regularly scheduled for Saturdays. The firm's staff is employed on a six-day-a-week working schedule, and this has been found to be a satisfactory employment of Saturday time. The handling of the machine and its replacement by a new one, which does not require more than casual attention by the location owner, can well be done on Saturday without interfering with regular store operation.

"Availability of merchandise is the turers as possible are represented. It secret of success for the silent salesis true that the advantage of uniform man," Okum says. "We try to keep our machines well filled so that no lost, but a mechanic able to handle column runs out, even the there is another column of the same brand in the machine. It makes a better appearance and people feel that the Repair parts are normally available merchandise is fresher if it is well

#### Location

The preferred traffic centers for machines vary according to the type of location. In restaurants the best spot is usually near the cash register. In a bar it is near the entrance. A center post between the bar and the tables, as near the front door as possible, is the ideal tavern position. If the room is narrow the best spot is about six feet from the front door, against the wall.

Okum likes to place a cigarette vender next to a weighing scale or gum vender-business on the one usually heips the other. This is not true of a juke box, because the preferred position for the music field is in the center of the bar, which is not so good for the cigarette machine.

#### **Grocery Store Sites**

Grocery stores have proved a profitable field for O-Kay of late. Supermarkets are likewise good machine locations. Here, the machine is best placed at the front beyond the cashier's desk, where it can be reached by the customer both as he enters and as he leaves. One supermarket showed an increase of 40 per cent in one month recently-from October to November-on cigarette sales thru simply staying open longer hours, until 9 p.m. instead of 6. Other supermarkets are tending to stay open. on Sundays as well, and this is helping to build business in this classificaple but systematized. Each service- tion. A similar tendency has been man is equipped with a kit furnished noted in restaurants, with typical by the company to handle the routine spots serving longer hours and dropjob on service calls. More extensive ping the war-born practice of closing one day a week. The resulting boom in cigarette sales has proved again the importance of spotting machines where the traffic is good-in, terms of available hours as well as total

#### GREATEST BULK VALUE ENDING

The TOPPER features new and practical ideas which are typical and original in Victor products . . . and outstanding in the vending field. Yet the quality vendor is so LOW IN PRICE that it can make its cost out of profits in just a few weeks of operation. 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 TOPPER comes in 1¢ only.

When ordering please specify: For ball gum and charms-or for other bulk merchandise. Parts are interchangeable-easily converted.



#### Service

Service procedure at O-Kay is simjobs are handled by the repairman.

Cleanliness is considered essential to proper salesmanship, and the serviceman is trained to use the few cleaning aids he has wherever required. The mirror is given special passers-by. attention. About 35 per cent of machine customers in this area are said to be women, and the presence of a large attractive mirror will draw them to the unit.

#### Lighting

Proper lighting of the machines, as designed by the manufacturer, is tested on all visits. The serviceman carries a stock of spare bulbs, tubes and starters as needed for various models and considers this an important part of the selling presentation. The parts replaced are not discarded at once, but returned to the shop, where each one is tested. It is often found that what appeared to be a defective fluorescent tube is still usable. Considerable economy on a small profit item is possible at this point.

The slugs are used to test the slug rejector. This has been found desirable, while the machine is being regularly serviced. A quick test will show whether the machine will accept or reject the slugs.

Special service is given on a 19hour basis. Most calls are answered and serviced within 45 minutes of the time they are made. One reason for quick service is that the average service call on a cigarette machine requires only 10 to 15 minutes.

The repairman, contrary to the on a machine.

#### Silent Salesman

Okum relies heavily on such service factors to do his selling, believing that the "silent salesman," as designed today, can do the job without requiring much external assistance beyond that furnished by the general background of cigarette advertising. When a manufacturer brings out a sign, urging customers to "buy yours from the machine today," as was done recently by Philip Morris, the signs are used-but they are placed back of the bar where they will be seen by the maximum number of people. Nevertheless since such promotion is designed to build the turnover in one particular brand only, possibly at the expense of other brands, Okum believes there are arguments against it as well as for its use.

Okum is against the use of coupon giveaways. They are barred by regulation in taverns in this State, but he points out that the very low profit margin on cigarettes in machines under present conditions would make any giveaway impossible. However, he concedes the probability that coupon systems with a larger margin of profit to work on might stimulate sales.

#### **Biz Control**

Finally, to wrap up the whole operpractice in many firms, is given a ation, O-Kay uses a systematic constock of cigarettes to take out on lo- trol of the business, in the form of cation as needed. If the service call a separate monthly report sheet for that comes in as a "special" is for a each driver. Since the small profit machine out of stock, he has enough margin requires a close control of the cartons of the various brands to sup- stock, the system provides a daily ply it until the serviceman makes his record of transactions for the month, routine call and replenishes it again constantly up to date and easily on his next regular round. Such checked. Every pack of merchandise shortages are bound to occur under is accounted for, and it can be despecial conditions when a run is made termined where the penny profits are coming from.



The Billboard

## Milk Ops Woo Housewives; Meters Aid \$ Drive Apt. Houses Sales Potential

(Continued from page 91) back to 1943, gradual improvement has been made, culminating in the present model. In pre-dating the present arrangement between City Milk and Rowe, made in 1947, a run of about 125 machines were produced by the Bath Iron Works. These units, divided between the Rowe and City Milk operations, have been placed mostly in industrial stops for smallerthan-quart sales.

In the present model, quart containers are loaded on two vending levels. While in the carlier unit the containers traveled to the vending strip on a broad conveyor belt, they are now automatically pushed along the vending level's stainless steel floor to the strip. The strip, a narrow conveyor belt, carries the containers to the delivery chute. Operation of the machine is completely electrical.

#### Nickels, Dimes, Quarters

Since price flexibility is essential to the distribution plan, provision is made to vend the quarts at any desired price. The coin mechanism can be set to operate at any price from 1 to 35 cents merely by adjustment of a single screw. The machine will accept nickels, dimes and/or quarters, returning the change automatically. Penny and nickel change tubes are provided. An ABT coin mechanism is used. The vender occupies 31 by 41 inches of floor space and stands 72 inches high.

City Milk, which has operated milk machines in this area since 1937, made its first apartment house installation last August. To provide a fair indication of the machine's performance, an apartment house of moderate size was chosen for the

test. Too, since more than the price factor was to be tested, a multiple dwelling was chosen whose tenants were believed to earn better than average incomes. Placement was made in the basement between the elevator and the automatic laundry room.

#### **Time of Sales Checked**

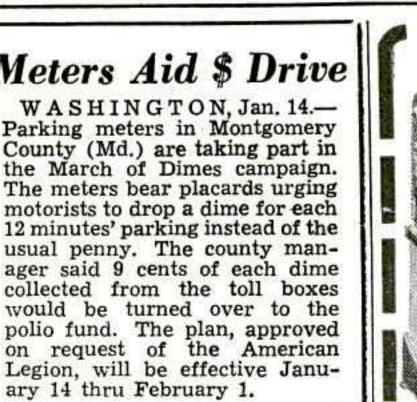
By-passing extensive promotion, City Milk called attention to the vender only thru an initial mailing to tenants. After service was begun, a careful check of sales was made. A recording unit placed in the machine noted the exact time each sale was made. This enabled the company to determine the best time the serviceman should call, since maximum efficiency required filling the machine just before it emptied each day.

Newcomer says that the sales curve has risen steadily since August as more and more of the tenants have taken advantage of the new service. Sold at first at 20 cents and then at 19 cents, equal to the price charged by the nearest store, a block and a half away, the vended milk undercut the delivered price by about  $1\frac{1}{2}$ cents. Only homogenized, vitamin D enriched milk was used.

#### **Home Sales Consistent**

While volume in industrial locations is known to vary, depending on weather and employment conditions, home consumption has been found to be "remarkably constant," according to Newcomer. Once acceptance by the tenants was gained, it was possible to predict daily sales within "two or three quarts," he added, thus practically eliminating costly returns.

Housewives are said to prefer the



### **Canadian Bars Drop to Nickel**

MONTREAL, Jan. 14.-Candy bar prices have taken a dip in the Dominion, following similar moves by U. S. candy makers during 1948-'49. Two leading Canadian manufacturers have announced that the nickel bar is now back, following the writing off of the 7-cent peg. Too, the new price does not affect bar size "appreciably," they report.

The price reductions were made by Walter M. Lowney Company and Cadbury-Fry, Ltd.







Be Sure It's SUN BRAND New 1949 Crop—Just Arrived Imported—FRESHLY SALTED

**Highest Quality-Lowest Price** 

Pistachios-packed in Triplex 5 lb. moisture proof bags and shipped 12 bags to a carton at 42¢ a lb. 25 lb. cartons packed 2 to a shipping carton 41¢ a lb.

> Minimum order 5 cartons Less than 5 cartons 44¢ a lb.

Get our prices on other size pistachios, cashews, etc. Write Dept. 15.

> Importers & Roasters for a Quarter Century.

AMERICAN PISTACHIO CORP. 111 Reade St., New York 13, N.Y.

#### VENDING MACHINE SALESMEN

The fastest selling-biggest profit machines for the operator — our men selling 1946 volume—deals can still be made if you have the right machine. Top commissions to real promotional producers who can travel and finance themselves until under way. Tell us who you've sold for and what you sold, and we will send full information. No curiosity seekers or free sample artists need apply. Exclusive territory assigned. Write now BOX CH-128, The Billboard, 188 N. Randolph St., Chicago 1, Illinois.

use of the machines, since they can time purchases to their own convenience. In effect, the vender serves as extra refrigerator space, with milk bought only as needed, a quart or two at a time. Altho milk is normally bought during the morning, Newcomer has observed a gradual change in buying habits, so that now the greatest volume is done between 3 and 8 p.m. The machines are in operation around the clock, seven day a week.

#### **Always** Cold

In addition to selling at less than delivered milk, the vended product has gained quick approval because the practice of loaving milk outside of doors in warm hallways, has been eliminated. Milk purchased from the venders is always cold. It is kept at a temperature of 35-38 degrees. Realty management is said to like the venders because there is no danger of broken bottles and milkmen no longer clatter thru buildings at early hours. Too, they get a small return from the machine. A commission, averaging less than 5 per cent, is paid on gross sales.

City Milk, occupying its own milk processing plant, now has more than 300 machines in diversified locations. With regular apartment-house installations to begin this week, the firm has set as its goal 1,000 such placements within the next two years. The firm was founded by Ben Simon, president, and Irving Lachowitz, secretary.

#### **Rowe Will Expand**

Bern Bernard, of Rowe, says his company plans to use its share of the new venders to expand its present operations and to launch new routes in other cities. Operations may soon be started in Chicago and Cleveland.

While the full effect of apartmenthouse venders on the normal pattern of milk distribution is still undetermined, large milk handlers are keeping a careful check on its progress. What plans, if any, they have to speed its growth are yet a matter of conjecture.



SALE

\$62.50

DuGrenier

MODEL W, 9 col.,

308 pack cap., also

WD Model.



Royal, 8 Col., 320 Pack Cap. ..... 85.00 Rowe Imperial, 8 Col., 240 Pack Cap. 70.00 National 9-30 ..... 75.00 DuGrenier, 6 Col. 32.50 Special! 8 Col. Cig. VENDOR. ..... 39.50 Special! 4 Col., 100 Pack Cap. ..... 27.50

Royal, 10 Col., 400 Pack Cap. ..... 95.00

#### **CANDY MACHINES**

| NATIONAL 9-18, 9 COL., 162 BAR |          |
|--------------------------------|----------|
| CAP                            | \$100.00 |
| NATIONAL, 6 COL., 108 BAR CAP  | 80.00    |
| NATIONAL 6, Counter Model      | 70.00    |
| ROWE, 120 Bar Cap              | \$5.00   |
| VENDIT, 150 Bar Cap            | 57.50    |
| U-Select-It                    | 35.00    |



SALE \$65.00 Candyman 72 387 CAP. MIT-

closed base.

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

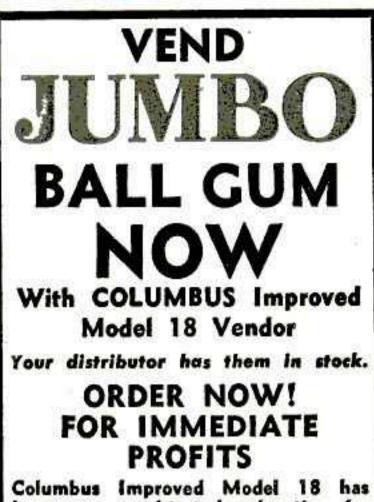
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES" **166 CLYMER STREET** EVergeen 7-4568 BROOKLYN 33, NEW YORK



GIVE TO THE DAMON RUNYON CANCER FUND



/ww.americanradiohistory.co



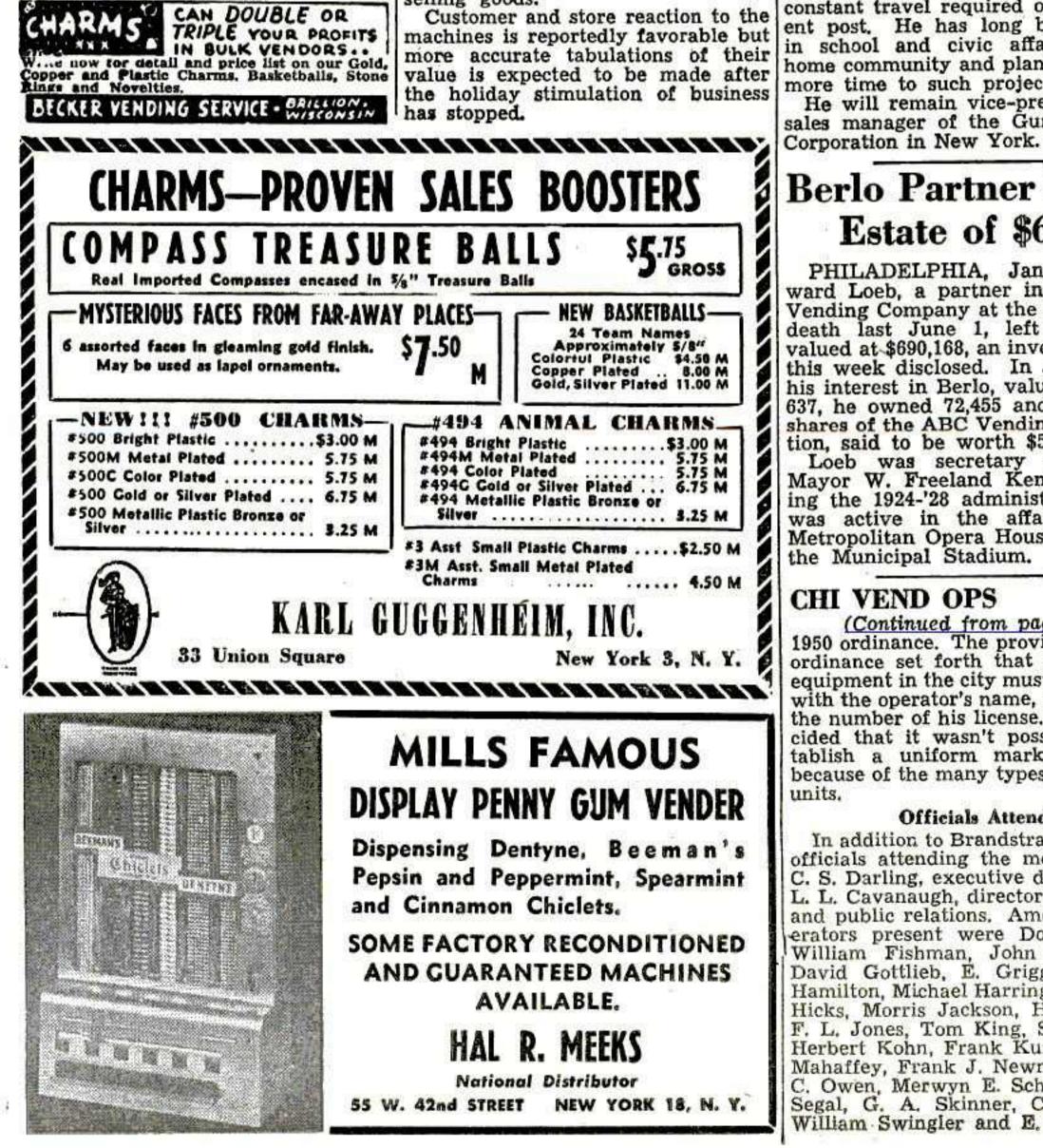
been proven and tested on locations for 25 years . . . There's no risk.

#### **OPERATORS!** MEMO TO

Machines for vending Jumbo Size Merchandise are not new with us. Co-umbus first came out with machines for vending Jumbo Ball Gum and Jumbo Candy Balls back in 1925 and we're still going strong. Columbus has been the operator's standby since 1908, always can be counted on for dependability.

Model 18 is manufactured by COLUMBUS VENDING CO. 2005-2013 E. MAIN ST., COLUMBUS 9, O. Phone FAirfax 8517







#### For Use in N. Y. Subways

HAVERHILL, Mass., Jan. 14 .--Arthur H. DuGrenier, Inc., vending machine manufacturer, has contracted to produce a "large number" of penny chocolate venders for use in New York City subway stations. The fourcolumn machines, built to dispense penny Suchard tabs, are for the exclusive use of the Interborough News Company, operators of all automatic equipment in the subway system except drink units, according to Blanche Bouchard, DuGrenier executive.

Featuring a new cabinet design, the venders are said to incorporate mechanisms similar to those in the company's Model N gum machine. Production on the units has been started.

### **Continue Store** Vender Tests

DETROIT, Jan. 14.—Merchandising vending machines, introduced by Detroit's largest department store, the J. L. Hudson Company, during the holiday season, have been moved from their original locations because of crowded conditions in certain departments. The machines were installed on an experimental basis and it is expected that they may be moved several times to determine their value in terms of saving time and selling goods.

Islands Click in Ariz. Gas Stations

PHOENIX, Ariz., Jan. 14 .- Special automatic merchandising "islands" have been developed by service stations here for the convenience of motorists. Idea is to place vending equipment outdoors for easier access and to encourage the impulse sales that result from having units in plain view.

Two or three vending units are usually grouped together under a canopy top and stand on a special wooden or other type flooring. A common type of such "serve-ur-self" stations consists of a cigarette and soft drink vender, plus any combination of other units, such as gum, nut and candy.

## **Baehr** Quits Suchard Post

LITITZ, Pa., Jan. 14.-Fritz Baehr will end a 13-year association with the Wilbur-Suchard Chocolate Company tomorrow (15), when his resignation as confectionery sales manager becomes effective. His duties will be taken over by John Wood, vice-president and director of sales, until a replacement is named.

Baehr is ending his Wilbur-Suchard connection to establish a new business, a brokerage house supplying the candy manufacturing trade with chocolate coatings, flavors, fruits and nuts. To be called the Bachr-Wolfe Company, the firm will soon be set up near Philadelphia.

Another reason Baehr gives for the move is to free himself from the constant travel required of his present post. He has long been active





#### VENDING MACHINES 95



### Video Washed Up

CHICAGO Jan. 14. - Jack Cunningham manager of a self service laundry, tells this story of a happening in his place of business.

Assisting patrons on one especially busy Saturday evening he missed greeting one lone male who weaved his way into the place and selected a chair before a washer in operation. After several minutes Cunningham approached the newcomer. The man stoically eyed the swirling clothes and water visible thru the round washer porthole. Then he arose, steadied himself as he prepared to depart, and muttered: "This is a 'ell of a television show."

## A & A Plans To Start Output on **Cig Vender Soon**

PLAINFIELD, N. J., Jan. 14.-Contracts with component suppliers, now being let, will enable the A & A Company to begin production of its recently introduced cigarette vender early next month, Andrew Mingione, treasurer, announced this week. A sample order of 10 units is now being completed.

Shown for the first time in December at the National Automatic Merchandising Association convention, the 368-capacity electric machine aroused interest thru its use of a new method of pack delivery. It has no motors, so cigarettes, matches and change are dispensed by single solenoid action. A self-replenishing nickel changer is used.

## Vend Wrinkle in **Gotham Subway**

NEW YORK, Jan. 14.-Vended tea -hot, sweet and with a dash of lemon flavoring—is the newest beverage to be made available to crowds hurrying thru the city's subway stations. Cobbs Florida Orange Vending placed two of its new Snead machine conversions, serving the relaxing brew, in operation in underground locations Thursday (12).

The liquid concentrate used, reduced from a nationally-advertised tea, is a product developed by Cobbs itself. It was perfected over a threemonth period, according to Mike Fornatora, chief engineer.

#### "Valise Kit"

The machines are also fitted with Cobbs' new "valise kit," a portable modification unit that can convert the cold-drink Snead machines to hot-beverage venders. The kits have been placed, as well, on the nine hot chocolate machines Cobbs now has working the subways.

Water lines are fed into the kit, mounted on the side of the vender, which then heats the water to a pre-set temperature and returns it to the mixing valves. The device weighs 32 pounds and measures 20 by 12 by 6½ inches.

#### **Consistent Temperature**

Fornatora said improvement of the company's heating mechanism enables it to turn out drinks at a consistant temperature of 135 degrees, with no more than a two-degree variation either way. The temperature factor is critical, it was pointed out, since the "cold cups" used would be unsatisfactory at greater heat. Use of the cold cup makes it possible to vend a serving of the brewed tea



On Bulk Vendors, Merchandise, Games, etc. BUBBLE BALL GUM 140 or 170 size. Crown Jack Brand with colored centers, 25 lb. ctn. \$ 5.65 100 lbs. or more ..... 21.90 CHARMS We are factory distributors for all lead-ing makes of VENDING MACHINES. 1/3 DEP. ON ALL ORDERS RKWAY MACHINE CORPORATION 673 West North Ave., Baltimore 17, Md. 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. DO YOU KNOW? You can buy all machines made by Victor Vending Corp. Northwestern Corp. • A. B. T. Corp. Silver King Corp. Hamilton Scale Co. Marion Scale Co. on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY! Parts, Supplies, Charms-Write for List. LANSDOWNE, **BADGER SALES CO., Inc.** PENNA.

### **Al Van Tassel Dies** At Home in Dallas

DALLAS, Jan. 14.-Alfred Van Tassel, 57, well known in the vending machine field, died at his home here December 20 of a heart attack.

Van Tassel, who started his coin machine career with the DuGrenier Company of New York, later joined the Stewart-McGuire Company, New York. The past 10 years he had been with the vending machine division of S. H. Lynch & Company here, Southwestern importers and distributors.

Survived by his widow, of Dallas; a son, Alfred Jr.; three brothers, Charles, Edward and John, and two sisters, Mrs. Leonard Carlsen and Mrs. Howard Stacel, all of New York.

#### Sugar Report

WASHINGTON, Jan. 14. - Sugar distribution for 1949 ran slightly over the year's quota of 7,500,000 tons, it was indicated in a report from Agriculture Department, which showed that total useage thru December 24 was 41,300 tons under the quota figure. Average weekly distribution is about 100,000 tons, which would carry 1949 to about 7,560,000 tons.



2251 W. Pico Blvd.

at a nickel, he added.

Cobbs is one of three companies recently awarded long-term operating contracts by the Board of Transportation (The Billboard, January It installed its first hot-chocolate vender last winter.

### Frantz Mfg. Fills S. A. Scale Order

CHICAGO, Jan. 14.-J. F. Frantz Manufacturing Company has reported it is currently filling an order for 150 scales for shipment to Buenos Aires with special coin mechanisms and kilogram dials. John Frantz, firm head, stated that the South American shipment is the latest of several that commenced in 1946.

Firm continues concentrating on its charity chute models for sales domestically. Prime customers for the charity models include the Kiwanis and Lions clubs and the Disabled American Veterans (DAV).

### **Canada Dry Hikes Its Beverage Prices**

JERSEY CITY, N. J., Jan. 14 .--R. W. Moore, president of Canada Dry Ginger Ale, Inc., told stockholders this week that the firm "has initiated or will initiate price increases in most areas of the United States."

Moore declared that the firm had been selling its carbonated beverages at prewar prices despite "progressive increases in operating and ingredient costs."

### ATTENTION, VENDING MACHINE SALESMEN

If you have had Main, Asco, Shipman or similar experience you may be able to make the most profitable connection of your career. Our new machine is an old all-time winner with a new angle which has put it at the top of the earnings list. If you can sell new operators through Business Opportunity ads you should be able to earn \$750.00 weekly up from the start. Protected territories are now being assigned to experienced producers. Only a few more men needed. Write

BOX D-296, care The Billboard, Cincinnati 22, Ohio



Los Angeles 6, Calif.

### VENDING MACHINES

The Billboard

January 21, 1950



### **Supplies in Brief**

#### **Sugar Outlook**

WASHINGTON, Jan. 14.-Tho the 1950 sugar quota has been fixed at 7,500,000 tons-the same as 1949candy makers, soft drink bottlers and other industrial sugar users may be able to secure a boost by summer.

Agriculture Department, which fixes the quota, is not bound by its first estimate and may revise it upward or downward any time. The first quota for 1949 was set at 7,250,-000 tons and revised upward by the Dairy Products middle of the year.

The department, however, must walk a tight rope in setting the quota. On one hand, it must see that prices are reasonable to consumers. On the other, it must keep the prices high for the domestic sugar beet industry. Sugar beet interests had requested a cut in the quota in order to keep prices up, while sugar users had asked for an increase to slightly over 8,000,000 tons.

In announcing its quota, Agriculture said: "The quantity of 7,500,000 tons will be sufficient to meet consumer requirements at prices which are reasonable to consumers and which will maintain and protect the welfare of the domestic sugar industry.

Sugar beets will make up 1,800,000 tons of the total 1950 sugar quota, with domestic cane sugar to add another 500,000 tons. Cuba will furnish 2,219,400 tons; Hawaii, 1,-052,000 tons; Philippines, 982,000, tons and Puerto Rico, 982,000 tons. A number of other foreign countries are to share in furnishing the remaining 40,000-odd tons.

#### **Biz Index**

\$8.75

WASHINGTON, Jan. 14 .- Novemmachine locations was off from a year ago, tho several showed gains over October, according to the Commerce Department. Compared with November, 1948, national business of all retail outlets was down 2 per cent, but coin machine locations showed even larger declines. Department stores were off 5 per cent; candy and nut stores, 14 per cent; restaurants, 7 per cent; bars and taverns, 9 per cent, and drugstores, 4 per cent. Filling station business this past November was ahead of November, 1948, by 3 per cent. Department stores showed the biggest gain over October, 15 per cent. Also ahead of October business were drugstores, which showed a 1 per cent rise. Down from October were receipts of candy and nut stores, 5 per cent; restaurants, 5 per cent; bars and taverns, 6 per cent, and filling stations, 1 per cent.

cigarettes as the one to get tax relief. Under the Reed bill, cheaper cigarettes would be taxed at 4.9 cents a pack instead of the present 7 cents. Cigarette retailing at more than 12 cents would be taxed at the usual 7cent rate,

Reed told the House that taxing economy cigarettes at the same rate as expensive brands "is an unfair discrimination against the independent manufacturers."

PHILADELPHIA, Jan. 14.—Sales of the Philadelphia Dairy Products Company in 1949 were expected to exceed \$45,000,000 for the third year in a row, and the milk and ice cream company will report earnings of over \$9 a share on 148,927 shares of common stock against \$4.96 a share on a lesser number in 1948.

Even tho the sales of ice cream by the company were off about 5 per cent last year and the sales of milk increased, the better profit margin was produced by the operations of the ice cream division of the firm. The lower price of cream, which averaged about \$29 a can for 40 per cent cream as compared with \$39 a can in 1948, enabled the Philadelphia Dairy Products to pay higher wages last year, cut the price of ice cream 3 cents a quart and still return a normal profit margin, the company reported.

The ice cream companies in this area, it was pointed out, import 80 per cent of the cream from Wisconsin and Indiana. The drop of between 5 and 8 per cent nationally in the sales of ice cream and the increased production of cream in these States caused the price of cream to decline.

Part of the company's increased profits also will go to replace equipber business of many types of coin ment. The company spokesman reported capital expenditures this year would be around \$1,000,000 despite the fact that the company has long since completed its postwar expansion program.



For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

96





"The Magazine of Automatic Merchandising"

"I am in receipt of your magazine, VEND, and should say that it is the best vending machine magazine I ever had."

> **Jesse Yee** World Trading Company Manila, Philippines

VEND

1-21

2160 Patterson St. Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which | inclose \$3. Name ... Address .... 

### **Cig Tax Proposal**

WASHINGTON, Jan. 14. — The perennial proposal to give tax relief to cheaper cigarettes has popped up in an amended form the present session of Congress. Rep. Daniel Reed (R., N. Y) introduced a comprehensive tax reform bill which includes a clause cutting the federal ciggie bite to \$2.45 per thousand on smokes retailing at 12 cents a pack or less. Reed's cigarette tax proposal is the first to recognize the advancing price

budget message to Congress.

#### **Cuba Sets Sugar Quotas**

HAVANA, Jan. 14.—The Cuban Sugar Stabilization Institute last week agreed to submit its recommendations on the regulation of the 1950 sugar crop and the final sale of molasses. It is expected that the minister of agriculture will submit a decree embodying the Institute's resolution to fix total sugar production at 4,750,000 tons, following approval of sugar mill owners and cane planters.

Distribution proposed for this total is understood to be as follows: U. S. quota, free and retained, 2,600,000 tons; free world quota, 925,000 tons; domestic consumption quota, 225,000 tons and special quota, 1,000,000 tons.

### N. J. Cig Report

TRENTON, N. J., Jan. 14.-Ninetyfive per cent of the nation's cigarette mail-order houses have been driven out of business by the new federal law, it was estimated by the New Jersey tax officials. As a result, they expect the New Jersey cigarette tax collections to jump \$250,000. The new law requires mail-order houses to furnish State tax bureaus with the names and addresses of their customers.

Amos Tilton, supervisor of the of smokes. Earlier bills along the State Cigarette Tax Bureau, said same line specified the dime pack of these lists have enabled the bureau



VENDING

Philadelphia, Pa.

HARRIS

2717 N. Park Ave.



during the 1951 fiscal year than in the current fiscal year.

**Coin Machine Tax Receipts** 

receipts from the coin machine tax to be the same for the 1951 fiscal.

year as the \$21,000,000 it anticipates collecting during the current

fiscal year, according to statistics contained in President 'Iruman's

collections from the \$10 amusement machine and the \$100 excises

is in contrast with its predictions on excises, generally. On some

other excises, the agency estimates gains of from 1 per cent to 5 per cent, with all excises together figured to bring in \$40,000,000 more

WASHINGTON, Jan. 14.-Bureau of Internal Revenue expects

Internal Revenue' prediction that there will be no increase in

The Billboard

#### VENDING MACHINES 97

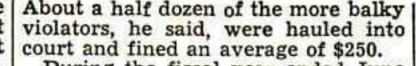
o promptly nail violators of the State | About a half dozen of the more balky | law requiring payment of a 3-cent lax on every pack. Tilton said that mokers soon lose their taste for outof-State cigarettes once they discover payment of the tax is difficult to evade. "They start going back to the corner drugstores then or to the vending machines," he said.

The 3-cent tax was placed on cigarettes by the New Jersey State Legislature July 1, 1948. Since then, Tilton said, about 850 violators have been caught and made to pay the tax.

#### **Eppy** Gives You THE NEWEST CHARMS 6 New Items! LICENSE PLATE CHARMS PER M 48 States-1950 colors \$ 7.50 PIRATE COINS 7.50 Metal-Plated WILD WEST TELESCOPE VIEWER 12.50 ANIMAL HEADS .50

|   | ANIMAL HEADY         |      |
|---|----------------------|------|
| 1 | Metal-Plated         | 7.50 |
| 1 | BOWLING PIN CHARMS   |      |
| 1 | Plastic              | 4.00 |
|   | Metal-Plated         | 6.50 |
| 1 | EPPY MIX             |      |
|   | Super-Charm Mix      |      |
|   | 400 Asst'd in Bag    | 2.00 |
| 1 | Fortune Ball Mix     |      |
| 1 | 1 Gross Ass't in Bag | 1.75 |

EPPY Samuel Eppy & Co., Inc. 113-08 101st Ave., Richmond Hill 19, L. I., N. Y.



During the fiscal year ended June 30, 1949, Tilton's bureau collected about \$18,000,000 in taxes on cigarettes.

#### **Candy Sales**

WASHINGTON, Jan. 14 .- The seasonal increase of 4 per cent in dollar sales of candy makers in October was the lowest seasonal rise since 1940. Census Bureau has reported. Sales were \$81,056,000, a decline of 7 per cent from October, 1948.

For the first 10 months of 1949 sales of 299 reporting manufacturers totaled \$562,206 for a drop of 12 per cent from the same 1948 period. On the basis of preliminary estimates, candy sales for the entire manufacturing population will amount to about \$960,000,000 for 1949 as compared with slightly over a billion dollars in the record 1948 year.

Reflecting a declining manufacturer price, sales of candy bars for the first 10 months of the year were off only 2 per cent in poundage, but down 14 per cent dollar-wise. The average price in October for a pound of bar goods was 36.8 cents as compared with 43.3 cents a year earlier.

#### **Philly Firm Expands**

PHILADELPHIA, Jan. 14,-The Supplee-Wills-Jones Milk Company, one of the largest ice cream manufacturers in the city, will engage this year in the largest building program in its 145-year history. The program, initiated last year with extensive improvements to both the company's milk and ice cream manufacturing plants, will include construction of the most modern milk processing plant in the country.

More than \$225,000 is being spent in alterations to the company's ice cream plant. Many improvements planned have already been completed and it is expected the plant will be in full operation within the next few months.



ST. LOUIS, Jan. 14 .- The appointment of Thomas B. Hungerford as merchandising director of National Vendors, Inc., was announced this week by President Ben W. Fry.

Hungerford will devote most of his time to cementing relations between the company and operators thruout the country. The best way to learn operators' current problems, and to help solve them, is thru personal contact, he believes.

Hungerford became associated with the vending machine industry in 1945. when he was named director of public relation; for the National Automatic Merchandising Association (NAMA). In 1949 he became associate director of the association, a position which he resigned late last fall.

### Fred Hebel Corp. Set For 2d Hundred Run **On Ice Cream Vender**

CHICAGO, Jan. 14 .- Fred Hebel Corporation announced this week that production on its five-flavor ice cream bar vender would enter its second 100 machine run next week. President Fred Hebel said that the first 100 unit run, started in November, 1949, and concluded in mid-December, permitted shipments to start in early December.

Seeking to effect a continuous assembly line system, Hebel stated that the manufacture of component parts, upon which assembly line work had to wait up to now, would be speeded up.

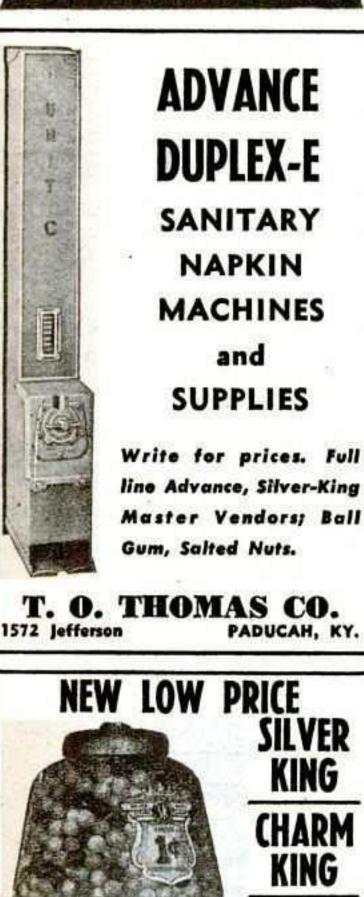


Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines ... the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write tor complete details today.

#### KNOW WHAT'S GOING ON IN BULK VENDING

Read The Northwesterner . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

#### THE NORTHWESTERN CORPORATION 829 E. Armstrong St. Morris, Illinois



RAKE

COIN MACHINE

EXCHANGE

609 Spring Garden Street Phila. 23, Pa.

LOmbard 3-2676

KING

KING

2 GREAT

VENDORS

Sample \$13.95

2 to 3 \$12.50 1 to 5 cases \$42.00 case

6 cases or

more \$40.00 case

Packed 4

to Case

RAKE

COIN MACHINE

AGENCY

2120 Fifth Avenue Pittsburgh, Pa.

### **Record Production** By Cig Firms in 1949

WASHINGTON, Jan. 14.-The production of 392,000,000,000 cigarettes during 1949 chalked up a new alltime record for domestic manufacturers, Department of Agriculture announced last week. Estimated output, based on cigarettes consumed in the U.S. and exported, is a 2 per cent increase over 1948 production of 387,000,000,000 cigarettes.

Because of the increase in the country's adult population during 1950, 1949 totals are expected to be passed, the department predicted.

### Spacarb Speed-Up

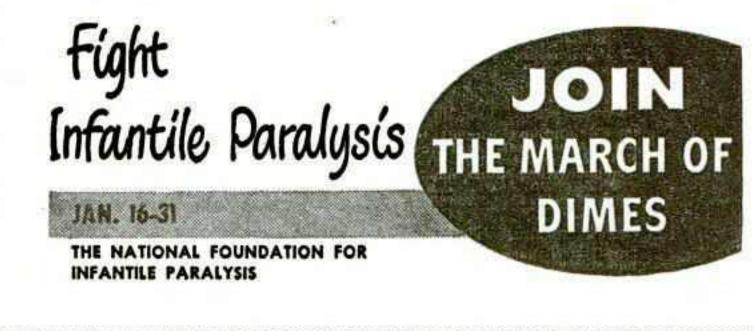
BOSTON, Jan. 14.—Spacarb, operators and distributors of Spacarb three-flavor "Mix-a-Drink" cup dispensers, candy machines and merchandising units, have just equipped their delivery trucks with two-way radio for speedier service.

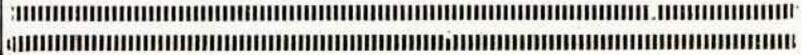
The first hundred venders have been going out to widely separated installations on a coast-to-coast basis, Hebel declared. In most instances winter ice cream sales thru the machines are said to have held up remarkably well, according to reports from the field.

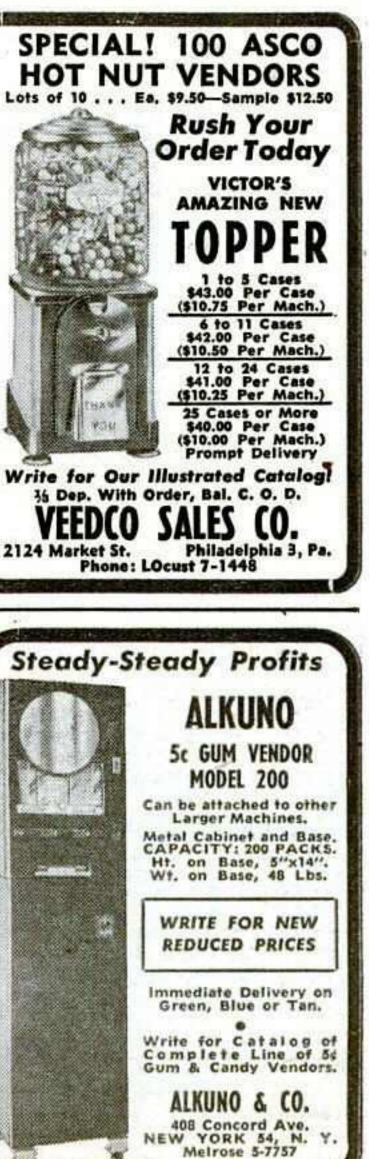
#### **Diamond Match Intros New** Pack Plan, Cuts Ad Costs

NEW YORK, Jan. 14 .- The Diamond Match Company announced 2,500,000,000 match books will be distributed during the 12 months starting next March, using a new assorted box plan to give advertisers better coverage. Robert Barton, director of national book match advertising, said the new system and rates will be reduced to 35 cents per 1,000 books for minimum orders of 50,000,000 to as low as 271/2 cents per 1,000 on 250,000,000 book orders.

Barton declared that recent surveys revealed that 85 per cent of American homes have one or more smokers and that 99 per cent of these smokers carry or use book matches.









### **MUSIC MACHINES**

The Billboard

**By-Pass 1950 Sessions** for **MOA Confab** 

98

#### May Resume in '51

MINNEAPOLIS, Jan. 14.-The annual Five-States Phonograph Operators' Convention, scheduled to be held here in April, has been canceled. Officials of the Minnesota, Wisconsin, Iowa, North and South Dakota, associations, sponsors of the meet, decided to drop the meeting this year because the Music Operators of America (MOA) national convention. skedded for Chicago March 6-8, the All-Industry Coin Machine Show, sponsored by American Coin Machine Manufacturers' Association (ACMMA) May 22-24, Chicago, and the Coin Machine Institute (CMI) convention in Chicago in June, are expected to attract most of the memberships.

One of the most successful regional conventions in the coin machine field, the Five-States Meet annually drew about 600 visitors to this city for the two-day sessions. Too, it not only featured general meetings where all ops could mutually discuss problems within the industry, but each of the participating orgs held their own meetings during the course of the convention.

Tom Crosby, head of the Minne- help promotion-wise.

## Info in Other Departments

Among the stories of interest to the coin machine industry to be found in other departments of this issue of The Billboard are:

WHO ARE PRESSING WHAT SPEEDS. A list of what companies are operating on what speeds (Music Department).

PARKWAY DISKS FORMED IN CHI. Monroe Pasis sets up his own diskery for blues and rhythm (Music Department).

FLANAGAN ORK, CANTOR TO VICTOR. Using Bluebird as a "farm label," the diskery moves artists up to higher-priced label (Music Department).

DISK BIZ SOCKO SO FAR IN '50. All record companies do business on the terrific side (General Department).

SENATE VOTE PROMISED ON EXCISE ISSUE, Senate majority leader says they will vote on the issue as soon as a House bill comes thru (General Department).

And other informative news stories as well as the Honor Roll of Hits pop charts and The Billboard feature-two pages devoted to new merchandising and mechanical developments in the business-the radio-phono-TV section.



South Dakota Phonograph Association (SDPA), holding its first quarterly meeting of 1950 here this week, reelected Mike Imig president for another year, named other officers and directors and set up a special threeman committee which will tour the State to build up the membership to its 100 per cent goal and offer ops

CANCEL FIVE-STATE

YANKTON S. D., Jan. 14. - The clude Norman Gefke, Sioux Falls; Darwin Maxwell, Huron; Al Reese, Watertown: Tony Tricano, Deadwood; Herman Fisher, Aberdeen, and Harry Johnson, Mitchell.

#### **Biz Sessions**

Business meetings held during the two-day session were devoted in the main to discussions of policies to be pursued by the org during the coming sota association and host at previous The meeting convened Sunday eve- year and to the promotions which ning (8) with a social gathering, and the association has started and intends actual association business got under to expand in the coming 12 months. Membership in the SDPA is relapresident, and Harold Scott, Mow- the State now enrolled. It will be the bridge, secretary. Board members, in job of the special three-man commit-

## So. Carolina **Ops Look for** '50 Biz Hypo

WEETING

#### **1949 Ended on Upgrade**

COLUMBIA, S. C., Jan. 14 .- The outlook for South Carolina's 1950 music machine trade is good, a survey of operators has revealed. Last year's business showed a gain over 1948, despite gloomy prediction earlier in the year. Summer trade lagged, as expected, but began to pick up in September, and reached a peak in November.

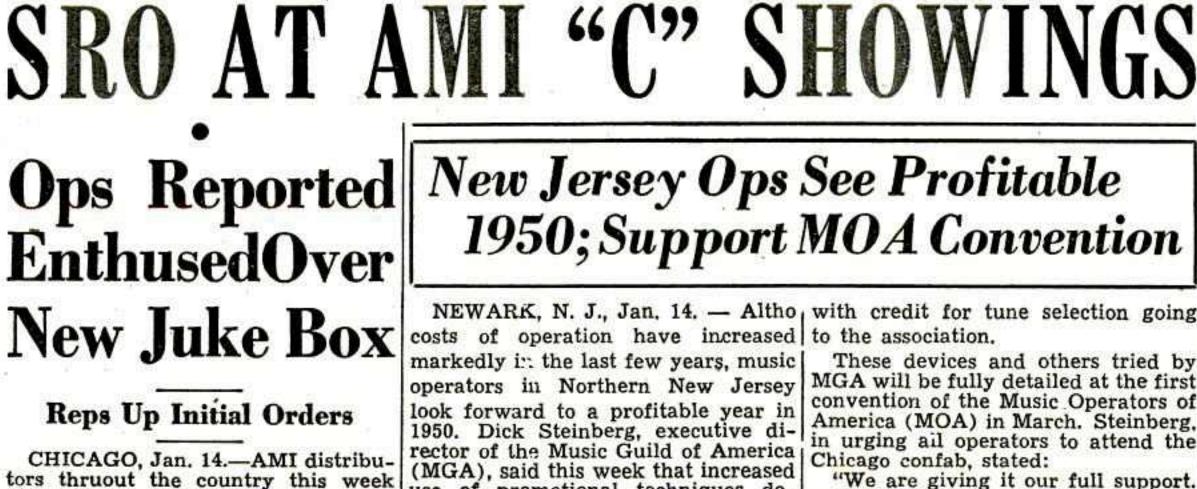
Fort Jackson was credited with indirectly stimulating the music machine trade in Central South Carolina. While relatively few locations are at the fort itself, the monthly pay roll helps plenty, ops say. They were encouraged by the announcement that the fort would remain fully manned, at least until June.

Slightly lower costs in machines and operating costs are encouraging South Carolina ops. Distributors say a good portion of them are looking for bargains, and are picking up good used machines when they're available. New machines are moving, too, they say.

Legislation, which seriously interfered with the coin trade during part of last year, did not affect the music business.

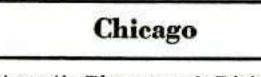
Five-State sessions here, this week advised the other sponsoring orgs of the decision to drop the 1950 meet. Several of the State associations have indicated they may call special meetings of their orgs during the national meet in lieu of the regional get-together usually held in Minneapolis. addition to the SDPA president, in- (See Imig Re-Elected on page 102)

way Monday morning (9). Elected,



tors thruout the country this week threw open their doors and displayed to music operators the new Model C phonograph as part of AMI's National Show Week. While showings were scheduled to run thru the early part of next week, early reports indicated the reception of the new phonograph was above all expectations. In many cases distribs, after completing their showings, immediately wired AMI headquarters in Grand Rapids, Mich., doubling their initial orders.

Foliowing are reports received from some of the distributors around the country who participated in National Show Week:



Automatic Phonograph Distributing Compan/ held a two-day showing (See SRO At AMI on page 103)

use of promotional techniques developed by the association can boost income still further in the coming year. He pointed to the effectiveness of colored title strips in stimulating play, economies in record purchasing thru careful checking of tune popularity and radio tie-ins as services furnished by MGA to aid profitable route management.

Colored title strips were first tried on location in this area, Calling attention to current top tunes, the strips, supplied by Hit Parade, Inc., of New York, have since spread to other areas. MGA distributes to its members a weekly list of tunes indicating those getting the most play within its jurisdiction during preceding weeks. This is said to pin-point local preferences and to serve as a guide for buying new records. Thru a tie-in with WVNJ. ords is aired each Sunday afternoon, per cent profit on investment,

These devices and others tried by MGA will be fully detailed at the first convention of the Music Operators of America (MOA) in March. Steinberg. in urging ail operators to attend the

"We are giving it our full support. Our delegation is instructed to make our findings known. We feel that there is much to learn from other organized groups. This exchange alone should more than repay those attending the MOA meetings.'

#### **Expand Routes**

Noting that the average number of phonographs operated by each MGA member is now 60, Steinberg said many operators have recently expanded routes in order to cut per-unit costs. Further economies among the from a trend to limit routes to a "tighter" geographical area. MGA recommends that no more than 10 per cent of receipts should go toward record purchases. Overhead shouldn't exceed 60 per cent of income, it advised, with 20 per cent set aside for a half-hour program of popular rec- equipment replacement, leaving a 20

## **ICMOA** January in addition to Imig, were the following officers: Herman Warn, Salem, vice- than 90 per cent of the music ops in Meet Changes **Board Set-Up**

HOUSTON, Jan. 14. - Despite a driving rain and near-freezing temperature, 20 music operators attended the January business meeting of Independent Coin Machine Operators' Association of Harris County January 4. It was a luncheon meeting held at Del Monica Spaghetti House.

In addition to routine business matters, one change affecting the election to board of directors was adopted. Hereafter two members will be elected to the board of directors every three months, replacing two senior members. Chairman of the board alone will hold office for one year. This change was made in order to evenly divide the burden of carrying on the association and to give more members a chance to actually work in the organization. Present chairman of the board and acting secretary is T. J. Gillesphie, with headquarters at 1906 Leeland Avenue, Houston.



LOUISVILLE, Jan. 14 .- Optimism for 1950 highlighted the quarterly sales meeting held here by executives and sales staffers of the Southassociation's members have resulted ern Automatic Music Company last week.

Major topics of discussion were expansion plans and a comprehensive sales program for AMI's newly introduced Model C music machine. The Southern Automatic board of directors reported that since taking over the AMI line, the firm's music (See Southern Automatic, page 102)

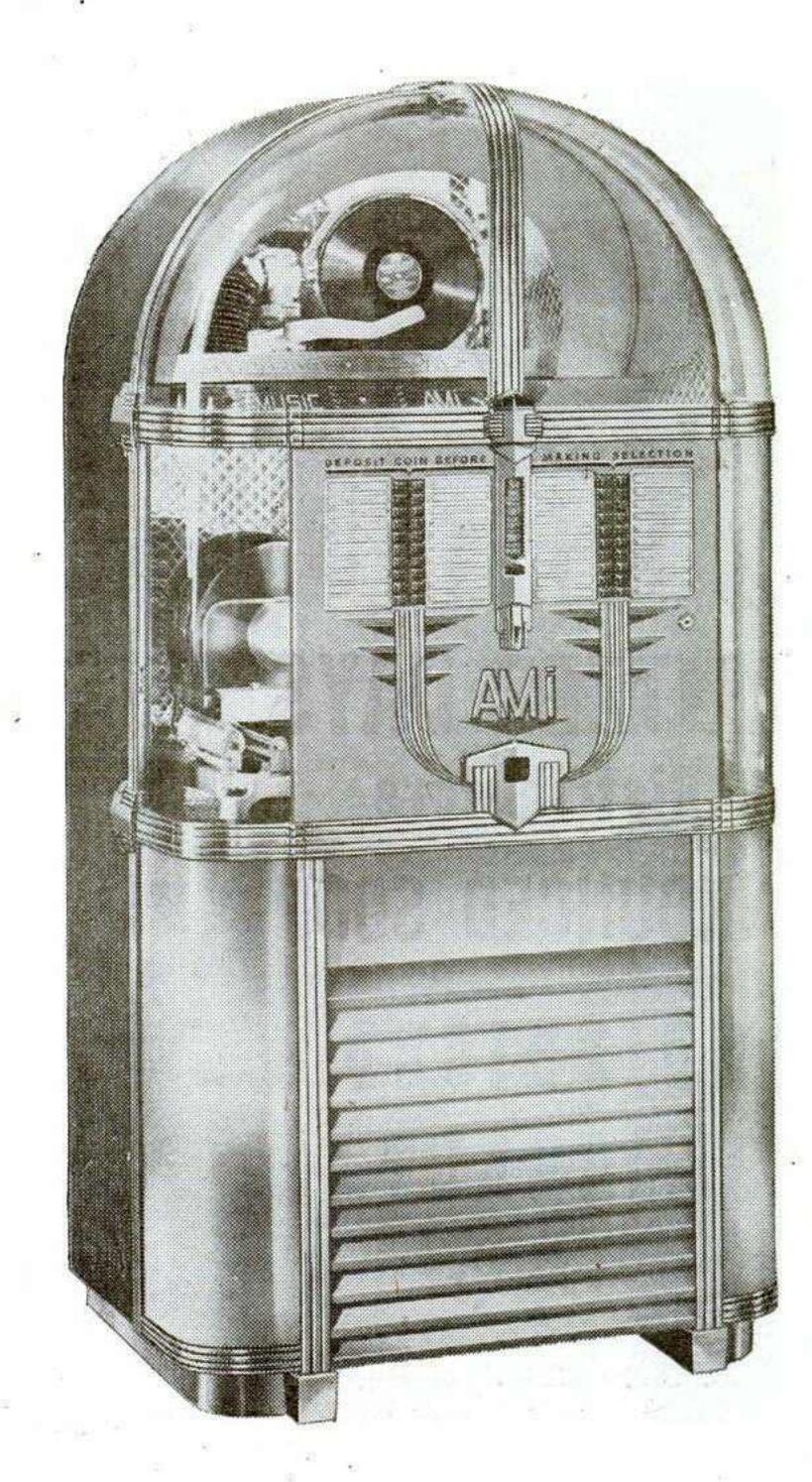






#### The Billboard







### **American Distributing Company**

2034 Commerce St., Dallas 1, Texas · Phone: Riverside 1526

### **Atlas Distributors**

1024 Commonwealth Ave., Boston 15, Mass. • Phone: Beacon 2-3870

### **Automatic Music System**

306 W. Broad St., Richmond 20, Va. • Phones: 2-2912 and 7-2787

### Automatic Phonograph Distributing Co.

806 N. Milwaukee Ave., Chicago 22, Ill. • Phone Chesapeake 3-4900

### **Banner Specialty Company**

1508 Fifth Avenue, Pittsburgh 19, Pennsylvania · Phone: Grant 1373

### **Birmingham Vending Company**

2117 Third Avenue North, Birmingham 3, Alabama • Phone: 3-5183

### **Central Ohio Coin Machine Exchange**

525 South High St., Columbus 15, Ohio · Phone: ADams 7254

### **Chris Novelty Company**

806 St. Paul St., Baltimore 2, Md. • Phones: Mulberry 3167 and 8722

### Cleveland Coin Machine Exchange, Inc.

2021-5 Prospect Ave., Cleveland 15, Ohio · Phone · Prospect 6316

### **Coin Machine Sales Company**

156 East Third South St., Salt Lake City 1, Utah • Phone. 9-0222

### Dixie Coin Machine Company

912 Poydras St., New Orleans 13, Louisiana • Phone: Magnola 3931

### H. W. Dolph Distributing Co.

222 East Fourth St., Tulsa 3, Oklahoma · Phone: 3-9025

#### Fort Worth Amusement Company 110 S. Jennings Ave., Fort Worth, Texas • Phone: 3-9427

### Friedman Amusement Company

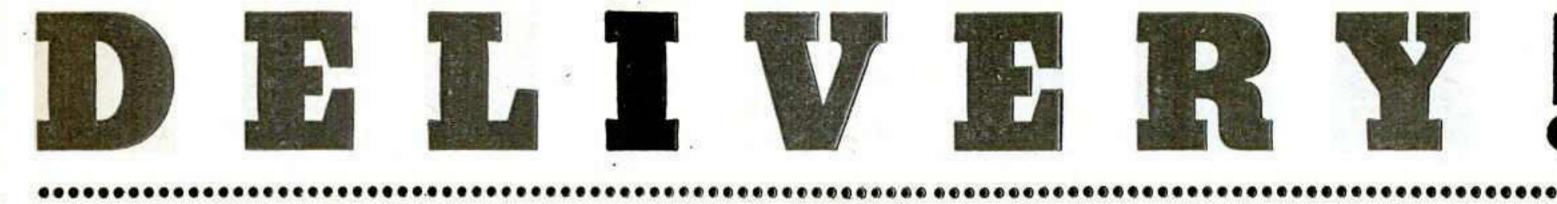
441 Edgewood Ave., S. E., Atlanta, Georgia · Phone: Lamar 7511

AMI Model "C"

-the outstanding Juke Box of the Era

★ ASTRAL VISTA DESIGN
 ★ ONE DOOR SERVICING
 ★ 50% EXTRA VISIBILITY
 ★ ENTIRELY NEW SOUND SYSTEM
 ★ SEPARATE "BEFORE & AFTER" EFFECTS
 ★ FAMED AMI MECHANISM









#### **Hermitage Music Company** 423 Broad St., Nashville 3, Tennessee . Phone: 6-5666

### **Huber Distributing Company**

3716 San Pablo Ave., Emeryville, Calif. • Phone: Piedmont 3-5412

### **Koers Distributing Company**

613 Eighth St., Rapid City, South Dakota . Phone: 530

### 0. 0. Mallegg

**AMI Incorporated, Export Department** 400 W. Madison St., Chicago 6, Ill. • Phone: FRanklin 2-4868

### **Mayflower Distributing Corporation**



### Runyon Sales Co. of New York, Inc.

593 Tenth Ave., New York City 18, New York . Phone: Longacre 4-1880

### Southern Amusement Company

628 Madison Ave., Memphis, Tenn. • Phones: 5-3609 and LD 524

### Southern Automatic Music Company

624 S. Third St., Louisville 2, Kentucky . Phone: Wabash 5094 325 N. Illinois St., Indianapolis 4, Indiana · Phone: Reilly 5571 605 Linden Avenue, Dayton 3, Ohio · Phone: Kenmore 3159 240 N. Jefferson, Lexington 2, Kentucky . Phone: Lexington 2393 228 W. Seventh St., Cincinnati 2, Ohio • Phone: Main 3262 3011 E. Maumee Ave., Fort Wayne 4, Ind. . Phone: Eastbrook 3487

### **Steel Music Company**

218 E. Parrish St., Durham, North Carolina . Phone: N-6281

1209 Douglas St., Omaha 2, Nebraska · Phone: Atlantic 3407

### **Miller-Newmark Distributing Company**

42 Fairbanks St., N. W., Grand Rapids 2, Mich. • Phone: 9-8632 5743 Grand River Ave., Detroit 8, Mich. • Phone: Tyler 8-2230

### North American Music Company, S. A.

Cardenas 209, Havana, Cuba

### **Paster Distributing Company**

2218 University Ave., St. Paul 4, Minnesota • Phone: Nestor 7901 2606 W. Fond du Lac Ave., Milwaukee 6, Wis. • Phone Hopkins 2-5425

### J. Peskin Distributing Company

2663-67 W. Pico Blvd., Los Angeles 6, Calif. • Phone: Dunkirk 8-6178

### **Rex Coin Machine Distributing Corp.**

821-29 South Salina Street, Syracuse 3, New York · Phone: 2-8255

### David Rosen, Inc. 855 N. Broad St., Philadelphia 23, Pa. • Phone: Stevenson 2-2903

### J. Rosenfeld Company

3218 Olive St., St. Louis 3, Missouri . Phone: LUcas 3196

### Runyon Sales Co. of New Jersey, Inc.

123 W. Runyon St., Newark 8, New Jersey . Phone: Bigelow 3-8777

### **Taran Distributing, Inc.**

2820 N. W. Seventh Ave., Miami 37, Florida . Phone: 3-7648 90 Riverside Ave., Jacksonville, Florida · Phone: 6-1551

### United Amusement Company

3410 Main St., Kansas City 2, Missouri · Phone: Logan 8434

### United Distributors, Inc.

513 E. Central St., P.O. Box 1995, Wichita 2, Kansas . Phone: 4-6111

### Wallace Distributing Company

205 Northeast First Ave., Mineral Wells, Texas . Phone: 218

### **R. Warncke Company**

121 Navarro St., San Antonio, Texas · Phone: Fannin 2236 1217 Taft Ave., Houston 6, Texas · Phone: Jackson 2-5161

### **Western Distributors**

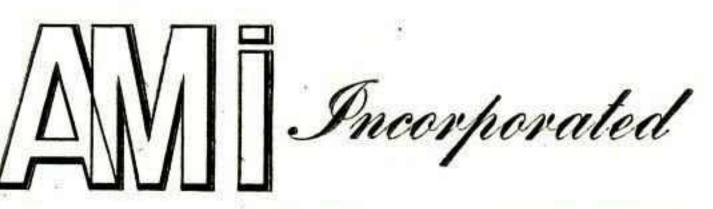
3126 Elliott Ave., Seattle 1, Washington . Phone: Garfield 3585

### Western Distributors, Inc.

1226 S. W. 16th St., Portland 5, Oregon . Phone: Atwater 7565

### **Wolf Distributing Company**

2854 Champa St., Denver 5, Colorado · Phone: Alpine 3405



GENERAL OFFICES AND FACTORY: 1500 UNION AVE., S. E., GRAND RAPIDS 2, MICHIGAN SALES OFFICE: 127 N. DEARBORN ST., CHICAGO 2, ILLINOIS



#### 102 **MUSIC MACHINES**

The Billboard

January 21, 1950



TOLEDO, Jan. 14 .- Juke box operators here started their own hit tune promotion last week, featuring the latest Metro release by Arv Garrison, local recording artist. While move was made to bring home talent to juke turntables, Garrison's record, Right Me If I'm Wrong, was also selected as a potential play stimulator.

Operators who began using the platter were Clifford Braun, Automatic Sales Company; Abe George, George Novelty Company; Norman Fetzer, manager of Eagle Music & Novelty; Tony Conti, East Toledo Music & Novelty, and Tony and Sam Lupica and Bus Carone, partners heading the Amusement Games & Phonograph Company. Other operators are expected to add the disk this week.



(Continued from page 98) tee, which includes Imig, Warn and Burrell Brown, Watertown, to try to get the remaining indie ops into the group as soon as possible.

Use of special title strips were also discussed. A promotion tie-in with Station WNAX, Yankton, in which title strips featured, the name of a WNAX band and its records, were used in the past month, and the station in return not only paid for the strips but promoted jukes via airers.

Two music distributors from Minneapolis were at the meet with exhibits. Lieberman Music, Wurlitzer rep, and Mayflower Distributing also had representatives at the meeting, with the latter firm displaying the new AMI Model C for the South Dakota ops.

The next meeting will be held in Mitchell in April, with the actual dates to be announced later. Due to the cancellation of the Five-States Meet (see separate story), the org voted to hold a quarterly meeting independently. Formerly it held its second meeting of each year at the larger convention.

#### SOUTHERN AUTOMATIC (Continued from page 98) sales had reached the highest peak

in its 27-year history.

Those at the meeting represented all six of the firm's offices. They were Sam Dicter and John Stocksdale, Fort Wayne; Sam Weinberger and George Burch, Indianapolis; Joe Weinberger, Paul Himburg and Matt Maley, Cincinnati; Homer Sharp and C. F. Mc-Millen, Lexington, Ky.; A. K. Nigh and Jack Bohardt, Dayton, O., and Ed Zoeller, L. E. Pippinger, Bernard Radford, James Cheek, Dwight Stephenson, Donald McGar, Clarence PHILLIPS MFG. CO. Boles, John Sheridan, Morton Wein-2816 Aldrich Ave., So., Minneapolis 8, Minn. | berger and Leo Weinberger.

### ADVANCE RECORD RELEASES CLASSICAL & SEMI-CLASSICAL

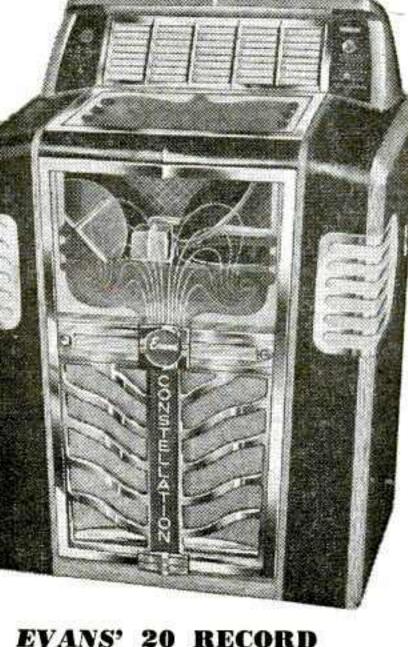
#### (Continued from page 39)

Kalman Memories Album-R. Stolz Ork. (Waldteu- | Massenat: Elegie fel Memories) (1-12") M. Singher (J. B. Faure: Les Ramaux) Col 72910 London (33) LLP 143 Tchaikovsky: Serenade in C, Op. 48 Album-Boston Symphony Ork, S. Koussevitzky, Cond. Little Grey Home in the West J. Melton (Sunshine of) V(78)10-1520; (45)-Mozart: Impresario (4-12") V(7.3) 9M1346; (45) WDM1346 49-0815 Tchaikovsky: Symphony No. 5, E Minor Album-Lottie Lehmann Song Recital Psyche, A Album-Berlin Philharmonic Ork, Mengelberg, Cond. L. Lehmann (3-10") V(78)DM1342; (45)WDM1342 (1-12") Lourdes Pilgrims' Hymn Capitol-Telefunken (33) P-8053 RCA Victor Chorale-R. Shaw, Cond. (O Lord) V. Thomson: Louisiana Story Album-Philadelphia V(78'10-1511; (45)49-0813 Ork, E. Ormandy, Cond. (2-12") Maiden's Lament, The and Tune They Fiddle, Gypsy Col.78)MX-329; (33)ML-2087 Treasury of French Song Album-M. Singher D. Maynor (Dvorak: O Lovely) V(78)12-1078; (3-12") (45)49-0818 Massenet: Obeissons, Quand Leur Voix Appelle Col MM-878 Busser: Notre Pere Qui Etes Aux Cieux . . . D. Kirsten (Charpentier: Depuis Le) V(78)12-1092; (45)49-0840 72900 Mozart: Concerto No. 2 in E-Flat Major for Horn H. Bemberg: Chant Hindou . . . 72902 and Orchestra Album-D. Brain-Philharmonic A. Caplet: Viens, Une Flute Invisible . . . Orchestra-W. Susskind, Cond. (2-12") 72901 J. B. Faure: Les Rameux . . . 72902 Col(78)MX306; (33)ML2088 C. Faure: Ave Maria . . . 72901 Mozart: Dch Vieni, Non Tardar C. Gounod: Serenade . . . 72901 L. Albanese (Donizetti So) V(45)49-0674; (78) C. Levade: Les Vieilles De Chez Nous . . . 12-0733 Mozart: Non Piu Andrai 72900 I. Tajo (Rossini: La Calunnia) V(78)12-1076; J. Marsenet: Elegie . . . 72900 Richard Tucker in Italian Opera Album-R. Tucker-(45)49-0816 Metropolitan. Opera Ork, F. Cleva, Cond. Mozart: The Impresario: Overture Boston Symphony Ork.-S. Koussevitzky, Cond. (3-12") (Tchaikovsky: Serenade) V(78)DM1346; (45)-Col MM-870 Leoncavallo: Vesti La Giubba . . . 72880 WCM1346 O Lord I Am Not Worthy Mascagni: Mamma, Quel Vino E Gneneroso . . . R. Rivers (Lourdes Pilgrims') V(78)10-1511; 72879 (45)49-0813 Verdi: Celeste Aida . . . 72879 Verdi: Ella Mi Fu Rapita O Sole Min M. Lanza (Leoncavallo: Mattinata) V(78)12-1106 Verdi: La Vita E Infero All Infelice . . . 72880 (45)49-0902 Verdi: Oh Tu Che in Seno . . . 72881 Operatic Airs by Tebaidi Album-R. Tebaidi (1-12") Jerdi Parmi Veder Le La Grime Variations on a Theme by Haydn, Op. 56, Album-London (23) LLP 142 Prokofiev: Peter and the Wolf Album-London A. Whittemore-J. Lowe (2-12") Philharmonic Ork-N. Malko, Cond.-F. Phil-V(78)DM-1347; (45)WDM-1347 lips (1-10") Verdi: Ave Maria L. Albanese-RCA Victor Ork, F. Weissman, Dir. London (33) LPS 151 Rossini: La Calunnia (Verdi: Mia) V(45)49-0666 I. Tajo (Mozart: Non Piu) V(78)12-1076; (45)-Verdi: Mia Madre Aveva Una Povera Ancella L. Aluenese (Verdi: Ave) V(45)49-0666; 49-0816 (73)11-9957 Schubert: Tyrolean Dances (1 & 2) Villa-Lobos: String Quartet Number 6 Album-L. Stokcwski Symphony Ork V(78)10-1519; (45)-Hollywood String Quartet (Walton: Quartet in) 49-0814 (1-12") Sing Me To Sleep Cap(33)7-8054 G. Swarthout (Fa La) V(78)12-1077;(45)49-Waldteufel Memories Album-R. Stolz Ork (Kal-0817 Straviasky: Petrouchka Album-L'Orchestre de La man Memories) (1-12") Suisse Romande, E. Ansermet, Cond. (1-12") London (33) LLP 143 Walton: Quartet in A Minor Album-Hollywood London (33) LLP 130 String Quartet (Villa-Lobos: Quartet) Sunshine of Your Smile, The J. Melton (Little Grey) V(78)10-1520; (1-12") Cap(33)P-8054 (45)49-0815

## **CONSTELLATION means DEPENDABILITY!**

To Music Operators in the know, Constellation is assurance of Dependability. Trouble-free performance of Evans' 20 Record, 40 Selection Constellation means fast, easy, lower cost servicing . . . elimination of idle equipment . . . unconditional acceptance by locations . . . more listening pleasure for players . . . more play in 40 Selections.<sup>e</sup> No matter how yeu look at it, Constellation means more profits in music operating! Just say "Constellation" to your Evans' Distributor, or write Factory direct for information you can bank on!

\*Constellation locations continue to report rising revenues - Constellation **Operators** acclaim 40 Selections the most profitable to operate.



EVANS' 20 RECORD 40 SELECTION **CONSTELLATION** 

**AVAILABLE NOW-Record Popularity Meter for Original Constellation. GENUINE PARTS for Mills Empress, Throne of Music, Original Constellation.** 



1528 W. Adams St., Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 125

#### INTERNATIONAL

Alp's Yodel Waltz J. Vadna: Ork (Gay Polka) V(45)51-0035; (78)-25-1092 Do You Remember Polka S. Adamczyk & His Hungry Five (Naughty Eyes) Cap 90061 Dorothy J. Pecon Sextette (Question and) Cap 90060 Eine Zartliche Liebeslegende J. Hendrick (Sei Still) V25-4117 Friendship Polka The Jolly Polkats (My Treasure) Cap 90063 Gay Polka J. Adnal Ork (Alp's Yodel) V(45)51-0035; (78)-25-1097 Good Morning Polka J. Matuska Bohemian Band (Got a) Cap 90064 Got a Little, Give a Little J. Matuska Bohemian Band (Good Morning) Cap 90064 Harvest Time Schottish Six Fat Dutchmen (Minnesota Polka) V(45)-51-0034; (78)25-1081

The Joily Polkats (Friendship Polka) Cap 90063

I Want Some Lovin'

Kukala Kukulka Polka

Minnesota Polka

My Treasure-Waltz

Naughty Eyes Polka

90061

Pepper Fot Pclka

Sei Still Mein Herz

Stolala Wisnia-Wlac

Swiss Boy

Wesole Wesele

Zonka W Kraju

51-0033; (78)25-1079

51-0033, (78)25-1079

Waltz You Danced With Me, The

J. Hendrik (Eine Zartliche) V25-4117

M. Data (Kukala Kukulka) Cap 90062

J. Pecon Ork (I Want) Cap 90059

Question and Answer Polka

#### C. Conceucion Ork-J. Valle (Pa' Guanajibo) V23-1477 Quibo Cuando Trio Canaveras (Mi Amigo) V23-1480 Rumba Album J. Andino Ork (Mambo Album) (1-10") CMS 100 J. Pecon Ork (Waltz You) Cap 90059 Tu Y Tu M. Silva (Esa Soy) V23-1475 M. Data (Stojala Wisnia-Walc) Cap 90062 Verde Luna Six Fat Dutchmen (Harvest Time) V(45)51-M. Acosta (El Alma) V23-1478 0034; (78)25-1081

#### CHILDREN

LATIN-AMERICAN

G. Sierra (Perdonala) V23-1476

M. Silva (Tu Y Tu) V23-1475

A. Sanchez (El Craneo) V23-1479

G. Sierra (Clamor De) V23-1476

M. Acosta (Verde Lune) V23-1478

A. Sanchez (Incomprension) V23-1479

J. Andion Ork (Rumba Album) (1-10") SMC 100

C. Concepcion Ork-J. Valle (Que Falte) V23-1477

Trio Cataveras (Quiubo, Cuando) V23-1480

Clamor De Mi Tierra

Esa Soy Yo

Incomprension

Mambo Album

Pa Guanajibo

Personala

Mi Amigo El Viento

Que Falta Tu Me Haces

El Alma De Las Maracas

El Craneo Lo Tengo Roto

S. Adamczyk & His Hungry Five (Do You) Cap Blue Bottle Fly S. Burnette (Smart Alec) Cap(78)30129; (45)-F30129 L. Duchow Red Raven Ork (Swiss Boy) V(45)-Bulgy the Bass J. Smith (Schnitzl Band) Cap(78)30132; (45)-F3013? J. Pecon Sextette (Dorothy) Cap 90060 Cindereila Album I. Wood: & Others (2-7") V(78)Y-399; (45)-WY-399 Giggling Pelka Mister Jelly (Poor Little) Col MJV 60 How the Fire Engine Got Its Siren, Parts I & II L. Duchow Red Raven Ork (Pepper Pot) V(45)-T. Reddy-B. May Ork Cap(78)30060; (45)F30060 Poor Little Polliwog Mister Jully (Giggling Polka) Col MJV 60 Schn<sup>i</sup>tzl Band, The J. Emith (Bulgy the) Cap(78)30132; (45)F30132 H. Mocarsky Ork (Zonka W) V25-9215 Smart Alec Crow S. Burrette (Blue Bottle) Cap(78)30129; (45)-H. Mocarsky Ork (Wesole Wesele) V25-9215 F30127



The Billboard

#### **MUSIC MACHINES** 103

## SRO at CMI "C" Showings; **Reps Hike Initial Orders**

(Continued from page 98) anuary 9-10 at its headquarters ere, then moved to the Jefferson Hoel, Peoria, Wednesday (11) and the ort Armstrong Hotel, Rock Island, Thursday (12) for additional displays.

In Chicago visitors were hosted by Phil Weisman, Mike Spagnola, Fred Vicky Moli, all of the distributing irm. and Ed Ratajack and Joe Caldon, AMI executives. Weisman, Spagola, Minter and Grier handled the Peoria and Rock Island shows.

Approximately 100 ops visited Automatic's headquarters each day of he showing. A set of juke box Allen wrenches encased in a leather pouch bearing the distrib firm name and the AMI trademark was presented to each visitor, Also in the promotion line was he visit of a painted clown to the howrooms on Monday. Pete Keros, Chicago music op, played the role of jester, entertaining the visitors.

Following the Rock Island showng, firm officials reported they had loubled their order for Model C phonographs to fill orders taken durng the showings.

#### Visitors

Chicago visitors to the showing included Martin Fryer, Arthur Velas-Frank Florio, Larry Swanson, F. C. Dickinson, Victor Comforte, Al Furin, Ted Macey, Abe Koren, Phil Colucci, Frank Smith, John Kakes, Frank Padula, Renee Pirand, Sam Mided, Ray Gallet, Benny and Rocky lacullo, Charles Rosenblatt, Charles Hoffman, Gerald Shea, Pete Keros, Mr. and Mrs. Paul Brown Monte Mr. and Mrs. Paul Brown, Monte West, Edward Ziobra, Frank Popko, Louis Arpaia, Phil Levil, Bob Gnarro, Vern Hamann, R. Stoll, Adolph Raynond, Wayne Mayburn, Bob Buthe, Ken Voeck, K Seavers, Charles Rossmiller, Gene Hanson, Joe Russo, Jerry Belsan, L. B. Smith, Paul Milinarist, Chester Erickson, Bill Holl, William Marohn, Charles Leathers, Jacob Nomlen, Richard Arenson, Andy Hesch, Lloyd Pitzer, John and George Doch-cus, Bob Lindelof and Julius Mohill. Visitors came from such cities as Minneapolis, Waukegan, Joliet, Elgin, DeKalb and McHenry for the unveilng.

phonograph. The showing was given one of the best receptions ever accorded a new product in this area, according to Newmark.

Also on display were the new Williams Twin Shuffle and the two new Keeney shuffle games, Ten Pins and Pin Boy, which drew much interest Minter, Ray Grier, John Havrila and from operators. Another game on display was the Gay-Pla shuffleboard.

> About 40 guests attended, including a representative turnout of Detroit operators and their associates. The trade continued to come in all day Monday. Open house was held all day, with a buffet lunch and refreshments for all comers.

The event will be duplicated Sunday (15) at the Grand Rapids office for operators from the Western part of the State. Grand Rapids is the home of the AMI factory.

#### Richmond, Va.

Automatic Music System, distributor for AMI in this area, held its showing of the Model C on Sunday (8), opening its doors at 2 p.m. and running thru the late evening hours.

Attendance was above expectations, E. B. Alley reported, with more than 150 operators and their servicemen present from all parts of the State. Helping Alley, firm owner, as host were L. H. Killby, office manager, while R. A. Williamson and W. M. Alley, of the firm's service department, explained the workings of the phonograph to the visitors.

Two Model C units were on the floor, while a third was set up in the room where the bar and refreshment tables were located. Two hostesses were on hand to serve the

### FOLK TALENT AND TUNES

#### (Continued from page 36)

Nashville. Stone, general manager of WSM, and Staap, program director, had never written a tune until their "Shine" number. Tune is pubbed by Acuff-Rose, who already have seven diskings on the tune, including Phil Harris, Bing Crosby, Frank Sinatra and others by h. b. artists. . . . Fred Rose reports that Bob Eaton, who has just inked with Decca, has joined WSM, Nashville, as boy singer.

Radio Station WMIE, Miami, has started an elaborate jamboree, "The Orange Blossom Hillbilly Show," which airs Wednesday night over the station from the new Electrical Workers' Auditorium. Show employs the biggest traveling names and is booked by Mike Davis, of WMIE's artists' bureau. Cracker Jim Booker is permanent emsee. . . . Billy Boy Tabb, accordionist formerly with Bill Nettles (Mercury), is now teaching music in Natchez, Miss., and working his own show over WNAT. . . . Mel Price and His Santa Fe Rangers are waxing for Regal. Price is heard over WASL, Annapolis, Md. . . . Tex Williams (Capitol) reports that he got a terrific mail pull thru a horse-naming contest staged recently in connection with his remotes for NBC from the Riverside Rancho, Los Angeles. The Western Caravan was the only Western band heard New Year's Eve across the country on NBC. Tex thinks he has a follow-up to "Smoke, Smoke, Smoke," in "With Men Who Know Tobacco Best, It's Women Two to One.'

Disk Jockey Doings: Irv Victor moved from WGN, Chicago, to WOR, New York, where he replaced Joe Rosenfeld. . . . Bashful Red Britton has joined KCBS, San Bernardino, Calif. . . . Ken Bort, of KFXD, Nampa, Idaho, is emseeing and singing with Western bands in the vicinity, in addition to his d. j. work. . . . Ray Scott, WZIP, Covington, Ky., is heading his own group at Roxie's Supper Club, Cincinnati, with Charlie Linville, formerly with King, as featured sideman. . . . Randy Atcher, of WKLO, Louisville, is conducting weekly square dances at near-by Mount Washington, Ky. . . Dick Spaulding, of WUSJ, Lockport, N. Y., reports that Smoky Plucker and His Plowboys are doing a daily show on the station. . . . Elmer Newman, of WFIL, Philadelphia, reports that the Newmans are opening their folk music park for the first time during the winter soon and will conduct shows and square dancing Friday nights. . . . Hugh Cherry, WKDA, Nashville, reports that he is pacing his shows with news of band sidemen and h. b. music composers and is seeking information from bands and composers on background material. . . . Bob Cutting moves from KFRD, Rosenberg, Tex., to KVIC, Victoria, Tex. . . . Randy Blake, WJJD, Chicago, reports his biggest mail and long-distance call pull since "Jolie Blon" for Capt. Stubby and the Buccaneers' rendition of "Beyond the Sunset."

Please address all communications to Johnny Sippel. The Billboard 188 W. Randolph St., Chicago 1, 111.

#### Peoria Attendance

Attendance at the one-day showing here was exceptionally high, with visitors appearing at the Jefferson Hotel promptly at 4 p.m. as the doors opened. Included were Les Montooth, Lee Arnold, Les Johnson, Ralph Hage-man, Charles Sisney, Ket Watson and Jim Waugh, all of Peoria; Otto Loss-ness, Canton; Mickey Byrne, Spring Valley; Al Morandi, Peru; Ralph Smith, Pekin; Vince Salvo, Gordon Achenbach, Roscoe Bentler, Tony and Frank Zito, Fred Brinkman and Funney Hefferman, Springfield; Charles Possi, Oglesby; Clem Rad-hiffe, Macomb; Don Knott and Don McFarland, Galesburg; Harlan Arens and Delmar McGrew, Gibson City; Merle Davis, Chillicothe, and Val Cravens, Decatur. **Reck Island Turnont** Attendance at the one-day showing

#### **Rock Island Turnout**

Thursday's show in Rock Island proved another successful display for he crew from Chicago. As in the tome-town and Peoria showings, in-erest was high and sales were halked up.

Included in the visitors were Pete Langbehn, Fay Gardner, J. Leonard and Pauline Smith, Jim Swiger, Bob Hallgren, Ed Carleton, Dick Roche, Otto Flamm, Bill Miller, Larry rankel, C. Pappas, E. Jensen, J. C. durdock and Louis Ernster.

#### Detroit

DETROIT, Jan. 14 .-- Bill Miller, f Grand Rapids, and Ben Newmark, f Detroit, who recently opened the **Hiller-Newmark Distributing Com**any with offices in both cities were

visitors.

### Mineral Wells, Tex.

Wallace Distributing Company, AMI representative for Western Texas, held its showing of the Model C at the Settles Hotel here Sunday (8) from 9:30 a.m. thru 6 p.m. More than 100 operators and their guests were greeted by Mr. and Mrs. Allen Wallace, who hosted the event, while John Reynolds, technician, was also on hand to answer any questions. Refreshments and entertainment ran thru the day, Wallace said.

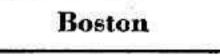
Similar showings were held Sunday at Rutherford Enterprises, Amarillo, Tex., and Tuesday (10) at Reichel Distributing Company headquarters in El Paso.

#### Visitors

Among the guests at the Mineral Wells showings were Mr. and Mrs. Travis Roberts, Mr. and Mrs. E. J. Wallace Jr., Oscar Glickman, Sonny Peach, L. D. Plackes, Thomas Mc-Donald, Charlie McDonald, John Morris Pipes, W. C. Vanlandingham, Bill Clark, W. J. Dongue, Mr. and Mrs. B. F. Snider, Mr. and Mrs. Toby Cunningham, J. M. Davis, Glen Merritt, W. J. Ray, Jimmie Petrof, Smoky Stoval, Clyde J. Bailey, Sam Haney, Mr. and Mrs. Bill Sheffield, Mr. and Mrs. Prentis Harris, J. R. Ernest, Ray Ireton, Mr. and Mrs. Mack Duce, Betty Boaz, and Mr. and Mrs. Jim Dunnam.

Texas communities represented included, in addition to Mineral Wells, Big Spring, Morton, Levelland, San Angelo, Lubbock, Snyder, Lamesa, Paducah, Knox City and Sweetwater.

As was the case in most showings, op interest was exceptionally high, and sales were written on the new unit.



osts to the industry here on Sunday, from all over New England got their; of orders as a result of the two-day isplaying the new Model C AMI first look at the new AMI Model C. showing.

#### **COIN-OPERATED RIFLE** (Continued from page 90)

each unit consisting of three rifles, one rifle counter and one complete unit of moving targets driven by a gear reduction motor. A standard air compressor or cylinder of Carbon Dioxide (CO2) is also available. Rifles, counter and target assemblies may also be purchased separately. The patented spring action targets are designed to absorb the impact and prevent steel balls from riccocheting.

A three-gun Rifle Sport requires a space of six feet in width, while the six-gun set-up requires 12 feet. Target height is six feet, eight inches. Both set-ups require a depth of from 25 to 35 feet. The rifle counter measures 72 by 16 by 40 inches.

Beginning this week the targets will be available in black light.

in blond and mahogany and featuring one-door service, at AMI Distributors, 1024 Commonwealth Avenue, showrooms in the Hub where Louis and Barney Blatt played host for two days, January 9-10.

The Blatt Brothers had a special bar and food tables set up in their show rooms and Monday night 175 dinners were served to visiting ops, their wives and kiddies. Despite an all-day rain Tuesday, attendance was heavy.

the one-door servicing feature of the Model C. A single key opens a front door. At waist-high level, and all normal service points are located within easy reach. Ops also expressed admiration of the new ceramic pick-up, new wasp needle, and clear plexiglass in the upper section of the unit offering complete visibility of the mechanism from any point.

Louis and Barney Blatt said the show was their biggest and forecast a big 1950 for the new AMI models. More than 400 music operators, They also reported a heavy booking

### N. Y. Game Ops **Revise** Association

#### (Continued from page 90)

the Manhattan Center. At the same time a steering committee was named to carry on its work until an election could be held next month.

Under the temporary chairmanship of Lou Rosenberg, of Arrow Amusement, those attending the confab adopted a basic program stressing voluntary controls to insure continued operation. Only operators of games approved and licensed by the city will be accepted for membership, it was agreed. Also, members will be urged to keep coin amusement equipment out of locations normally accessible to juvenile players. In this category, candy stores and luncheonettes were specifically mentioned,

Those named to the steering committee included Milton Green, chairman; Dave Lowy, Joe Kochansky, Herb Semel and Phil Greitzer. They will meet weekly until a regular board of directors is elected.

Theodore Blatt was appointed legal counsel and Ted Seidel named interim office manager. AAMONY will maintain temporary headquarters at 594 10th Avenue.

#### N. E. Music ops were struck with BOOTH SALES OPENED

#### (Continued from page 90)

insures a big turnout of music operators and also shows the spontaneous interest in the all-industry exposition from the outset. Others who applied for space following the first announcement are:

Baker Novelty Company, Bally Manufacturing Company, Bell-o-Matic Corporation, Buckley Manufacturing Company, H. C. Evans & Company, O. J. Jennings & Company, J. H. Keeney Company, Universal Industries and Watling Manufacturing Company. The Billboard is the only coin machine trade publication signed for the show to date.



#### SHUFFLEBOARDS 104

# Hub Sets Shuffle Alley Congress

## **Ops To Sponsor Teams for Boston Competition; Plan** Local, City-Wide Play-Off

#### See Loops Aiding Progress of Regular Shuffleboards

BOSTON, Jan. 14.—Plans for the organization of a Shuffle Alley Congress of Massachusetts, first coin shuffleboard league in the State, were announced in the Hub January 11 by Harry Poole and Si Redd, United distributors. Sponsored and underwritten by Poole and Redd, the congress would be composed of five-man teams from all over the State, with playoffs to be staged in the Hub. Poole said each operator would sponsor one team in the shuffle league, and prizes of \$50, \$25 and \$15 would be awarded in local competition, while a galaxy of prizes would be set up for the big play-offs.

A minimum of 200 teams was forecast by Poole and Redd, and discussion was being held on securing a large site, like Mechanics Hall, for the tournament finals.

For the playoffs, more than 150 United Shuffle Alley machines would be set up.

All United operators in Massachusetts were asked to contact Harry Poole. It was estimated that the play would take at least eight weeks, and would also set up interest in shuffleboard.

Poole underwrote local league competition in the early days of coin-operated shuffleboard-type games about two months ago, and feels that such competition serves to educate the public to the game.

He said that five-balls were run- ion and rebound boards. ning about 25 per cent of what they were a year ago because of the great popularity of such coin-operated shuffle-type games as Bally's Shuffle Bowler, Shuffle Alley and others.



UNION CITY, N. J., Jan. 14 .- Paul Cusano, president of the American Shuffleboard Company, has been granted a new patent on climatic adjusters, it became known this week. With the legal tangle involving an earlier patent still unsnarled, the new patent, No. 2,493,620, covers the design of a bar-type adjuster for cush-

**Brief and Important** 

Late Digest of Coin Machine News

### **Speedbird Consolidates Offices**

The Billboard

Speedbird Distributors, operators of Speedbird Records distributors and Speedbird Shuffleboards, announce the moving of their record headquarters in Boston from 1927 Washington Street to the organization's main offices at 295 Huntingdon Avenue. Dan Collins, treasurer, said the move was being made because development of the record org made more space necessary and it was felt that both outfits could be housed under one roof. Leonard Lindahl, president of Speedbird, said that for the first time, operators have been calling in for shuffleboards, and that he felt the area was ready to open up to the game.

#### California Town Okays Pin Games

The city council of Redding, Calif., this week approved a motion to repeal a city ordinance which had kept pinball games out of the city for the past three years. Following the favorable vote, the council directed the city attorney to draw up an amendment which will okay the games. An income to the city estimated at \$1,000 to \$1,500 in license fees was expected as a result of the action.

#### Seeburg Texas Round-Up Set

The annual Seeburg round-up for Houston and South Texas Seeburg operators will be held in the Shamrock Room Sunday, February 12. A. A. Sage, manager of the Houston branch, S. H. Lynch & Company, made the announcement, and said individual invitations would be mailed later.

## **Shuffle Conversion Unit Bowed by Exhibit Supply**

CHICAGO, Jan. 14 .- The Exhibit | of a scoreboard, a gravity feed puck Supply Company here has started return chute and electrical contacts

January 21, 1950

#### Helps Shuffle

The popularity of the new games indicates that regular shuffleboard will get a chance, after a slow start, as soon as players in the area familiarize themselves with it, Poole said.

While there is some dissension over whether shuffleboard-type coin-operated games come under the licensing laws, legal experts say that it is a coin-operated amusement device, but not a free-play game, and that it ing free-play pinball machines, at can be put in without a coin-operated the discretion of city and town solons, attachment. Consensus is that if any license is needed, shuffleboard-type exceed \$20 per machine.

545 NO. FAIRFIELD AVE

Cusano said the device, already standard equipment on the small boards, will permit easy correction of warpage due to weather changes. The only tool needed for the job is a wrench.

American is involved in a suit and counter suit with Rock-Ola Manufacturing concerning validity of the Cusano patent on lever-type adjusters for standard-length shuffleboards.

games should be put in a different classification.

Massachusetts has legalized coinoperated amusement devices, includwho may license them at fees not to

MONARCH USED SHUFFLEBOARDS FINEST HARD MAPLE TOPS! ALCOHOL RESISTANT! FASTEST TOP ON THE MARKET! **BRAND NEW MONARCH** SHUFFLEBOARDS-22 FT. "SHUFFLETTE" REBOUND-8 FT. 8 FT. AND 12 FT. SIDE CUSHION Write for SHUFFLEBOARDS Information MICHIGAN OPERATORS—Contact our Detroit Sales Office: and Prices 2998 Grand River Ave. **Telephone: TEmple 1-4458** leboard Inc.

CHICAGO 22, ILL.

production on a conversion designed to alter shuffleboard so that they may be used as a combination game of shuffleboard and bowling. The name of the conversion is Exhibit Supply's Shuffle Bowl and it consists

## **Tourney To Find** In Indianapolis

INDIANAPOLIS, Jan. 14.-The Indianapolis elimination tournament, sponsored by the Indianapolis Shuffleboard Association, will begin January 9. There are 64 men's teams and 20 women's teams in the tourney to determine the champions of the city. The tournament will continue for five weeks, after which the Indianapolis Shuffleboard Association will sponsor the spring leagues. After five weeks of competitive playing, the champions will be named.

A total value of prizes and cash awards given by the Indianapolis Shuffleboard Association to winners in the fall leagues exceeded \$3,000.

EckelmanRe-Elected Vibro Vita Prez at Firm's Annual Meet

RIDGEFIELD PARK, N. J., Jan. 14. -William H. Eckelman was reelected president of Vibro Vita Products Company, Inc., Tuesday (10) at an annual meeting of the shuffleboard weight firm. Formerly Vibro Vita's sales manager, he was first named to the post last September, following the death of E. H. Tjomsland.

Eckelman said that production of both point and ring-gliding weights is now current at the firm's two plants. The ring-gliding weight had been developed by Tjomsland, who held several basic design patents.

simulating illuminated bowling pins which automatically go out as the puck passes under the pins.

Suitable for regulation length shuffleboards, 22-feet, the Exhibit conversion in every way makes a typical shuffleboard suitable for shuffle-bowling as played in the straight novelty games now featured around the country. One of the features of the game is, it will accommodate one to five players at a City Champions commodate one to nive players at a commodate one to nive players at a commodate one to nive players at a with a coin box and is set for dime play. Therefore it is possible to take up to 50 cents for each game played on a shuffleboard with the Exhibit conversion.

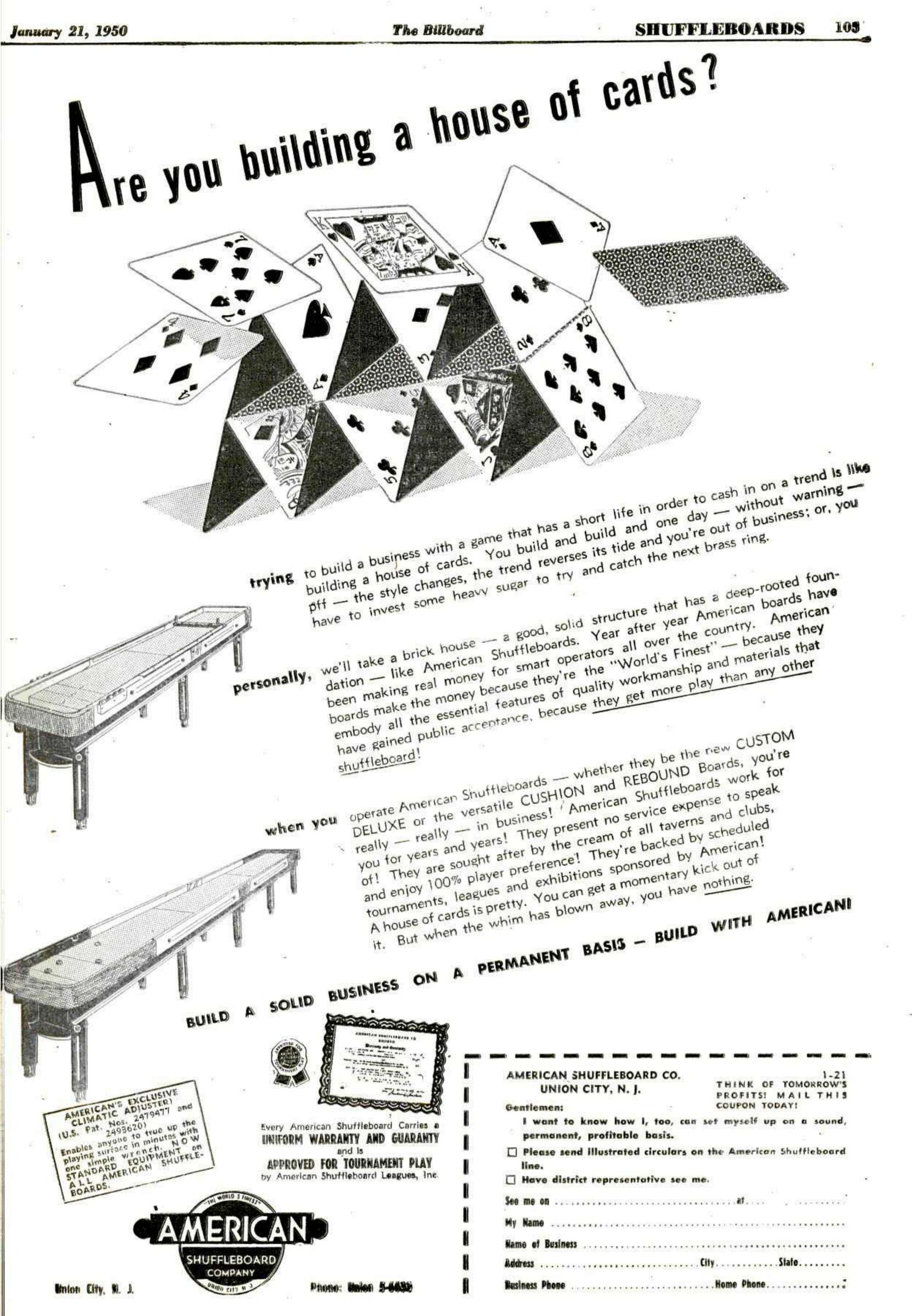
The entire unit can be set up for play at the location and installation takes approximately two hours. Included in the conversion set are templets showing the operator where and how to drill the four holes necessary for attaching the conversion to the shuffleboard. The game is completely automatic. A small metal chute is set at the far end of the playfield to funnel pucks thru a wooden trough back to the player's end of the table. Pins, located just above the electrical scoring contacts, are made of plastic.

### Shuffle Center

ST. JOHN, N. B., Jan. 14 .--At a teen-ager center, established in the former Palace movie theater here, coin machines are being featured. The center is open from 3:30 to 5 p.m. daily and on Fridays until-11 p.m. Shuffleboard has been given a leading spot on the entertainment list. Afternoon dancing is to juke boxes, and on Friday nights to the orchestra of the Esquire Club, which has taken over the film house for a night spot. The shuffleboard is entertaining adults as well as the teeners.



ARMITAGE 6-1434





## REVIVE YOUR SHUFFLEBOARD PLAY WITH HI-HAND

The plastic card transfers that can be applied to all Shuffleboards. Cards in natural colors, from ace to ten inclusive, with deuces wild.



#### PLAY POKER, RUMMY HI-HAND, ETC.

The game is more intriguing than Shuffleboard, and those who wish can still play Shuffleboard.

The thickness of transfer is only a few thousands, and does not hinder pucks.

One set contains 24 characters for each end of board, together with squeegee, varnish, score card, directions, etc., for application.

Price \$47.50 F. O. B. Des Moines, Iowa Rush your order today, be first in your territory to start a Hi-Hand League.

### HAWKEYE NOVELTY COMPANY

Des Moines, Iowa

### State Tax Calendar

#### Alabama

February 10-Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' reports due.

February 20-Sales tax report and payment due.

Arizona

February 15-Gross income report and payment due.

#### Arkansas

February 20-Gross receipts tax report and payment due.

California

February 15—Personal income tax information return and remittance of amounts withheld due.

Colorado

February 14-Sales tax report and payment due.

February 15—Denver sales tax report and payment due. Income tax information return due.

February 28-Property tax first installment due.

**District of Columbia** February 20-Sales and use tax report and payment due.

#### Florida

February 25-Sales, use, rental and admissions taxes and reports due.

#### Georgia

February 10—Cigar and cigarette wholesale dealers' report due.

#### Idaho

February 15-Cigarette wholesalers' drop shipment report due.

#### Illinois

February 15-Cigarette tax return due. Sales tax report and payment due.

February 28-Franchise tax statement due (last day).

Louisville income tax withholding agents' payment due.

#### Louisiana

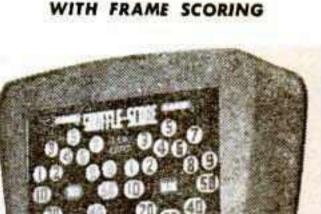
February 1-New Orleans wholesale dealers' occupation license tax due. Soft drinks tax report due. Tobacco tax report due.

February 15-Income tax information return due. Soft drink tax report due. Tobacco tax report due.

February 20-New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

(See State Tax Calendar, page 109)

### AUTOMATIC ELECTRIC OVERHEAD SCOREBOARD



### ATTENTION DISTRIBUTORS

Due to increased production, we are now in a position to appoint a few more distributors. Write! Wire! Phone for details!



SALES CO.

2849 FULLERTON AVENUE

CHICAGO 47, ILLINOIS

Dickens 2-2424

Terrific Bargains! Immediate Delivery RECONDITIONED LIKE NEW

AMERICAN SHUFFLEBOARDS

\$179.50 ea.

20 or 22 ft. Streamlined

BEST QUALITY LOWEST PRICES

Maple Tops, \$125

1114 S. Michigan Ave.

Used Shuffleboards with New Tops, \$175

100% Hard Wood Hand-Rubbed Cabinets with finest Maple or Masonite Tops.

SHUFFLEBOARD

WEIGHTS

FFLEBOARD

1754 E. Grand NEW, IMPROVEDI NEW, IMPROVEDI ISIICN' SHUFFLEBOARD WAX

Indiana

February 10-Cigarette distributors' interstate business report due. February 15-Cigarette distributors' drop shipment report due.

Kansas

February 20-Sales tax report and payment due.

#### Kentucky

February 1-Income tax information return of non-taxable distributions due.

February 20-Cigarette wholesalers' report due.

tertainment report and tax due.



#### GUARANTEED!

SLICK Shuffleboard Wax is uniformly compounded and always consistent. It contains no injurious ingredients. It will not wear, scratch or mar the surface of ANY make Shuffleboard.

#### YOU CAN DEPEND ON THESE "SLICK" SHUFFLEBOARD PRODUCTS

Shuffleboard Wax Shuffleboard Quick-Drying Cleaner Shuffleboard Paste Wax Liquid Shuffleboard Polishing Wax and Cleaner Precision Shuffleboard Weights

Wear-tested and Proved!

65% Less Abrasive"

SLICK Shuffleboard Wax will more than double

the life of your shuffleboard top! Regular use of this

specialty wax prevents pitting and retards abrasive wear of board tops longer than any other wax. Players prefer the fast controlled finish which SLICK Wax leaves on a

board. Use it-for more profitable shuffleboard operation

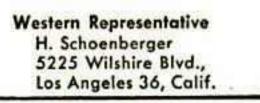
and greater playing enjoyment! Contains no plastic!

**U.S. TESTING LAB REPORTS** \*SLICK Shuffleboard Wax tested against leading competitive products in the famous U.S. Testing Labs-proved 65% less abrasive than any other wax. Send for a copy of this report and see the results yourself.

Sold Thru Distributors Only - Territories Open









BEST

ELECTRIC

Have you tried them? They're faster - Dynamic Balance - More accurately controlled. For information write:

### VIBRO VITA PRODUCTS

68 Euclid Ave. Tel, Hackensack 3-2223 Ridgefield Park, N. J.

**2Decigii212** 

CHICAGO 5, ILL.



WICHITA, KANSAS

## COINMEN YOU KNOW

#### **Detroit:**

Charles Friedenberg is buying out the interest of his partner, Al Curtis, located in the Windsor Village, one who has been in ill health for some of the new housing projects of Intime, in the Curtis Coin Machine dianapolis, has announced the liqui-Company, and will change the firm dation of the coin-operated phononame to the Frye Coin Machine graph department. The concern will Company. Headquarters will re- devote its attention to television and main in the new salesroom on West television equipment, a complete Forest Avenue. Friedenberg will line of electrical accessories, and a continue to operate and distribute all modern record shop featuring all the types of amusement games.

Otto Klein, of Training Devices, has returned from a trip to Missouri because of a death in the family. . . . Andrew McLean, of the State Amusement Company, operators and game manufacturers, has moved headquarters, formerly on Mack Avenue, to Belvidere Avenue. . . . Tom Wall, recent graduate of Wayne University where he won several letters in football, has been named salesman for Northern Michigan by Morry R. Kaplan Music Sales. Fred Arima, who has been with various record companies in this area for about 10 years, has been appointed city salesman by Kaplan. L. D. (Red) Kilgore, of Kilgore & Hurd, inventor of the Window Shopper, was in New York last week on a ton & Son, Columbus, Ind. business trip. . . . Henry Weitz, who was manager of the Lynco Coin Machine Company of Dearborn, has resigned as active manager of the company to devote his time to operation of an amusement game route and to the building business. Company is headed by Robert Spencer, of the S and C Pattern Engineering. Arthur Levin, associated with Weitz. is leaving for an extended vacation in California.

Howard M. Grant, of Grosse Pointe, Mich., is developing a new these locations as well as in restautype vender. . . . Isidor Edelman, founder of the Edelco Manufacturing Company, was in Chicago the past week on a business trip. . . Sam J. Rose, of Edelco, reports local operators closely watching new developments in the game field.

#### Indianapolis:

The Ace Music Company, now latest recordings, needles and other phonographs equipment.

Sam Weinberger, Southern Automatic Music Company, distributors of AMI coin-operated phonographs, visited Cincinnati on business. . . Abe Fleig, operator and treasurer of the MOAI, was called to Oklahoma City by the death of his brother. . . . Henry Windt, of the Hoosier Simplex Music Company, distributors of Aireon phonographs, remains indisposed, and spends little time at his office.

Coin row visitors last week included Joe Connelly, Automatic Music Company, Muncie, Ind.; Lyle G. Porter, New Castle, Ind., operator and Russell Pennington, of Penning-

Operators say collections are improving in many spots while other locations are dormant, mostly in the manufacturing centers where unemployment is at a low ebb.

Operators are revamping their locations and changing spots that have been unprofitable during the past year. However, collections are reported on the increase. Tavern patronage has improved during the past month, and phonographs in

#### Los Angeles:

William R. Happel Jr., of Badger Sales, hied himself to Palm Springs over the week-end to get some desert sun, visiting San Jacinto on the way home. William E. Happel, of the Badger Sales vending department, is showing off the new de luxe cabinet stand for mounting three Northwestern Model 49 venders. It is creating quite a bit of interest among operators. . . . Bill Bradley, Covina coinman, was in town for one of his frequent visits. Ditto for Ray Chiarelli, who hails from Madera in the San Joaquin Valley.

Ed Wilkes, of the Paul A. Laymon Company, reports that bowling games are the hot items hereabouts. Incidentally, Charlie Daniels, of the Laymon firm, says he's hoping for an early spring so he won't have to scrape any more ice off his windshield these mornings. . . L. H. Tisdale was in from his Glendale headquarters to check over some new equipment.

Frank Butterfield, who formerly headed up the E. T. Mape Company here, is vacationing while waiting for a new affiliation. . . . L. G. Leonard was in from Santa Monica. . . Another recent visitor was Wayne Thrift, who also operates in Santa Monica,

Jack Spencer, of the arcade at Big Bear Lake, was in town to look over games. According to reports the ski and toboggan crowds are giving the mountain resort a heavy play. . . Stanley Johnson, Oceanside operator, made the rounds on Pico Street last week. Ditto for G. F. Cooper, New York: of Riverside.

#### Chicago:

Mike Spagnola, Automatic Distributing, proved to be genial host at the Chicago premier of AMI's Model C. Altho large turnouts of operators were on hand both days of the formal showing, Mike managed to greet all and see that they were well supplied with food and beverages. Joe Caldron, head of AMI's Chicago office was among the wellknown music men helping Spagnola to handle the crowd and explain the fine points of the Model C.

Rex Schriver, H. C. Evans executive, is back at the office following a brief hospital stay. Meanwhile, the firm's straight novelty game, Shuffle Ten Strike, is winning a lot of new friends. The game uses actual bowling pins. Les Rieck, manager of Evans music division, reports a steady flow of inquiries on the Constellation music machine.

Lou Jaffa and Anthony Caruso, Eastern Electric Vending Machine Corporation, New York, were in town talking with vending firms. . . . Jerry Bremner, Empire Coin road staffer who was recently injured in an auto crash, is back on the road doing his best for bosses Gil Kitt and Ralph Sheffield. Kitt just completed a brief business and vacation trip. Howie Freer reports shuffle games are still easy to market.

Vince Shay, Bell-o-Matic president, got back from a trip to Biloxi, Miss., and New Orleans in time to hold a regular gin rummy session (See Chicago on page 108)

Harry Kolodny, who until recently Hal Sherry, of Local 1052 of the had a partnership with Dave Oro-IBEW, is hoping for an early settle- witz for the production and distribuand re-established offices in Port Chester, N. Y. He left January 7 on a sales trip to the Midwest. . . . Meyer Parkoff, of Atlantic New York, is on a two-week South American cruise. . . . Mac Pollay, of United Phono, is an active member of the G.I. Pipe Smokers' Club, the org which donates smokes to hospitalized vets. Paul Zimmerman, American Na-. tional Dispensing sales manager, was here last week for franchise discussions with prospective coffee machine operators. He said production at the Lansdale, Pa., plant was going "according to plan." The firm, new to the vending industry, has set its sights on the output of 1,000 venders this year. . . . Dave Simon, of Simon Sales, is due to return from a Florida vacation early next week.

#### Cincinnati:

The Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting at the Hotel Gibson at 9 p.m. Tuesday (10). Members in attendance at the session included Charles Kanter, president; Sam Chester, Bill Harris, Al Lieberman, Nat Bartfield, Charles McKenney, Robert Wood, Tom Reuwein, Abe Villinsky, John Toney, James Alexander, John Nicholas, Max Moeckel, Abe Maius and Lou Simon.

Guests at the session included Sam Klayman, of Sam Klayman Music Company; John K. Maitland, Capitol Record Company; Ted King, Ohio Record Sales; Morey Rose, London Records; M. L. Larson and Harvey Hobbs, of the Shaffer Music Company. Paul Cowley, disk jockey heard via Station WNOP, entertained.

#### Hartford, Conn.:

Among trade visitors here recently were Al Gaffney, of Win Gaffney, Norwich, Conn., and John Colucci, partner in Mattatuck Music, Waterbury, Conn. They stopped at the State Music Distributing Corporation to say hello to Ralph Colucci, State Music owner. John is one of Ralph's brothers. Win Gaffney, head of the Win Gaffney concern at Norwich, is Al Gaffney's brother.

### Vital Statistics Deaths

Phil Bogen, music machine operator in the New York City area, last week. He had retired from the business some time ago.

rants are on the list of improved spots. . . . The two most popular disks used on phonographs at present are "Johnson Rag" (Columbia) "Chattanoogie Shoe-Shineand Boy" (Capitol). The Janes Music Company presented its customers with small desk calendars as a Christmas present.

#### Washington:

Evan Griffiths, of Pioneer Novelty Company, claims that Carmen Cavallaro's "Chopin's Polonaise" backed by "Warsaw Concerto" is doing well again. . . . Decca Records are now being distributed by the Kaufmann - Washington Company. The outfit has moved from its former location at 1116 O Street S. E. to 1215 Kenilworth Avenue N. W.

"Enjoy Yourself, It's Later Than You Think," with Guy Lombardo, was the Eddie Gallaher juke box record of the week for the first seven days of the new year. . . . Bill Schwartz, of Hirsh Coin Machine Company and editor of the Washington Music Guild (WMG) News Letter, picks several old platters like Ted Weem's "Heartaches," "Near You" by Francis Craig, and Russ Carlyle's "When You Wore a Tulip" as good current possibilities. He also recommends Patti Page in "With My Eyes Wide Open I'm Dreaming." In the hillbilly department, Schwartz figures **Dolph Hewitt** will hit the top this year and suggests spirituals for race locations.

January issue of the WMG News Letter carries a resume of the Guild's accomplishments during 1949. It includes donations of juke boxes and records to public schools, girls' and boys' clubs, and camps, plus a \$100 check to the Trinidad Boys' Club and \$500 to the Metropolitan Police Boys' Club; collections for the Tuberculosis Christmas Seal campaign, the Heart Drive, the D. C. toy drive, the Damon Runyon Cancer Fund; a strong public chine operator, is among those relations program, including mention on three disk jockey programs; co-operation with the D. C. Health attracted front-page newspaper at-(See Washington on page 113)

ment of the injunction he is seeking tion of his Hershey bar vending against the teamsters union. The machine, has moved from Brooklyn case was postponed again until January 31. . . . K. W. McIntire, who operates in near-by Downey, renewed acquaintances on coin machine row last week. . . . Another visitor was Norman Tarpenning, who operates in Seal Beach.

Jack Simon, of Sicking Distributors, is showing off Genco's new (See Los Angeles on page 113)

#### **Philadelphia**:

David and Ned Yaffe, heads of Y. & Y. Popcorn Supply, hosted an affair at a downtown club in honor of their father's 40th wedding anniversary. . . . Eddie Mesner, head of Aladdin Records, in from Hollywood visiting with Harry Rosen, record manager for David Rosen Company, music machines and records distributor, in planning a promotion campaign for the label's newest artist, Herb Kenny, the talking member of the Ink Spots. . . Charles Hannon, business manager of the Music Machines Association, negotiating for additional promotional tie-ups for the association's "Click Tune of the Month" program.

Norman H. Fuhrman, executive secretary of the Cigarette Venders' Association, earning many new and well-deserved laurels for his work as president of the Golden Slipper Square Club which includes more than 50 amusement and vending machine men among its membership. . . . 32 Carat Club made a substantial contribution to its Permanent Charity Fund in memory of Eddie Richter, one of its members, who was secretary of the Amusement Machines Association of Philadelphia.

Felix Valdera, head of the Paramount Record Shops and music masponsoring a benefit for the Lillian Gilyard family, a needy case that tention for many days.

George Seedman, Rowe vice-presidene, leaves Tuesday (17) on a sales trip to the West Coast. He reports that 'current production of Diplomats is evenly divided between consoles

(See New York on page 113)

#### Yankton, S. D.:

Mike Imig, president of the South Dakota Phonograph Association (SDPA), hosted the membership here last week at the org's first meeting of 1950. Mike and Mrs. Imig held open house Sunday (8) for early arrivals and their wives. . . . Among the missing at the meeting was Ike Pierson, who left for a Florida vacat on the week before the session was called. Norman Gefke, who was commended for the job he did while serving as SDPA secretary last year, was elected to the org's board of directors.

Ops reported at the meeting that the shuffle-type novelty games are going strong in many parts of the State, and are beginning to pick up in those areas where they got off to a late start. Music business, however, seems to be generally good, while amusement units are also doing well.



### **Calendar for Coinmen**

January 18-Coin Machine Operators' Association of Harris County (CMOAHC), monthly meeting, Houston Chamber of Commerce Building, Houston.

January 24.—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia,

January 26-Michigan Self-Service Laundry Association (MSSLA), regular dinner, discussion meeting, Leland Hotel, Detroit.

January 26-27-National Dairy Council (NDC), annual meeting, LaSalle Hotel, Chicago.

January 31-Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

February 2-Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

February 6-Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore. (Association will hold its annual dinner dance February 5 at the Lord Baltimore Hotel.)

February 7 and 21-Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

February 9-Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

February 9-Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington,

March 6-8, Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to The Billboard, 188 West Randolph Street, Chicago 1, for listing in this calendar.)



## COINMEN YOU KNOW

#### Chicago:

(Continued from page 107) with Midge Ryan and Oscar Schultz at the home of Morrie Ovitz Sunday (8). Ovitz is recuperating from a recent operation. . . R. L. Budde, A. B. T. Corporation, says the response to the firm's new coin-operated cartridge venders is drawing many inquiries. The vender is used in connection with A. B. T.'s Rifle Sport, a new type gun game suitable for arcades, parks and related locations.

Jimmy Martin, heading James H. Martin & Company, reports rising interest in his DuGrenier- conversion units. Installation of the sixcolumn candy conversions in unaltered cabinets, replacing original cigarette units, can be accomplished within a short space of time and with minimum use of tools, Martin says. . . . Leon Segal, Kandy Korner, continues moving forward as a candy operator. His route, a little over two years old, is already set in the city's candy vending pattern and Leon conducts operations in a location and customer-pleasin' style.

Tom King and Paul Crisman, partners heading King & Company, turn in word of good activity on their Northwestern vender line. Boys cover a multiple county territory for Northwestern and are finding candy ops moving more strongly into the penny field. . . . Theodore Griesenauer, head of Bowman Dairy Company's refrigerated cabinet department, continues active in seeking out and examining new ice cream and carton milk venders.

The mixed operation being conducted by Automatic Dispensing, Inc., under Arthur Hutelin and

Corporation president, is enjoying a

long delayed vacation in Florida He is expected back February I R. L. Budde finished a brief vacation before Patzer departed. Firm ex pects to do big business with A. B. T.'s Rifle Sport which is nov available as a coin-operated uni with the addition of A. B. T.'s cart ridge vender.

Sam Stern, Williams executive, 1 enthused over the final tests on Twi Shuffle, the straight novelty of which one or two may play for dime per person. Stern regards th scoring mechanism on the game as mechanical brain which can actually score bowling points faster than the player can add them up. Paul Fed. erman, Williams road representa tive, is on a business trip in the interest of Twin Shuffle.

Bill Ryan, Universal vice-presi dent, says the reason that so many distributors were in recently wa to get a look at Feature Bell, console which he says is Universal' way of saying a happy and prosper ous new year to the trade. . . . Howi Freer, Empire Coin Machine Ex change, reports that business on al shuffle games continues at top de mand. Jerry Bremner, hurt in at auto crash earlier in the week, was back on the job Monday (9).

Roy McGinnis, president of J., H Keeney & Company, took off Mon day (16) for California where he will vacation for a month. Roy is driving to the Golden Gate State and intendi making the trip in easy stages. Vice President John Conroe reports that Keeney's complete line of equipment is enjoying a real sales spurt, with the new Pyramid bell and Ten Pir bowling game leading the pack.

Francis Harper, serves to prove that Activity at Victor Vending Cor poration continues at a rising pace Firm's bulk vender offerings are being accorded the nod of approval by (See Chicago on page 113)

| Wholesale Prices         RECONDITIONED, READY FOR         LOCATION         SCALL CAMES         UTAH       \$159.5         TAMPICO       149.5         SHARPSHOOTER       119.5         AQUACADE       109.5         BOWLING CHAMP       99.5         MAJOR       99.5         SARATOGA       79.5         BUCCANEER       69.5         SWANEE       69.5         BONEHEAD       59.5         PUDDIN' HEAD       59.5         HIT PARADE       49.5         MERRY WIDOW       49.5         SUMMERTIME       39.5         TRADE WINDS       29.5         TRIPLE ACTION       29.5 |
|---|
| LOCATION<br>5-BALL CAMES<br>UTAH \$159.5<br>TAMPICO 149.5<br>SHARPSHOOTER 119.5<br>AQUACADE 109.5<br>BOWLING CHAMP 99.5<br>MAJOR 99.5<br>SARATOGA 99.5<br>SARATOGA 79.5<br>BUCCANEER 69.5<br>BONEHEAD 99.5<br>SWANEE 69.5<br>BONEHEAD 59.5<br>PUDDIN' HEAD 59.5<br>PUDDIN' HEAD 59.5<br>HIT PARADE 49.5<br>SUMMERTIME 39.5<br>SUMMERTIME 39.5<br>SUMMERTIME 39.5<br>TRADE WINDS 29.5  |
| 5-BALL CAMES         UTAH         TAMPICO         TAMPICO         SHARPSHOOTER         AQUACADE         BOWLING CHAMP         POS         MARYLAND         MARYLAND         MARYLAND         SARATOGA         BUCCANEER         BONEMEAD         PUDDIN' HEAD         HIT PARADE         MERRY WIDOW         CONTACT (Spinner)         SUMMERTIME         PARADISE         KING CO'.E         TRADE WINDS         TRIPLE ACTION   |
| UTAH \$159.5<br>TAMPICO 149.5<br>SHARPSHOOTER 119.5<br>AQUACADE 109.5<br>BOWLING CHAMP 99.5<br>MARYLAND 99.5<br>MAJOR 99.5<br>SARATOGA 99.5<br>BUCCANEER 69.5<br>BUCCANEER 69.5<br>BONEHEAD 59.5<br>PUDDIN' HEAD 59.5<br>PUDDIN' HEAD 59.5<br>HIT PARADE 49.5<br>MERRY WIDOW 49.5<br>CONTACT (Spinner) 39.5<br>SUMMERTIME 39.5<br>FARADISE 39.5<br>KING CO'.E 39.5<br>TRADE WINDS 29.5<br>TRIPLE ACTION 29.5  |
| TAMPICO149.5SHARPSHOOTER119.5AQUACADE109.5BOWLING CHAMP99.5MARYLAND99.5MAJOR99.5SARATOGA99.5BUCCANEER69.5SWANEE69.5BONEHEAD59.5PUDDIN' HEAD59.5HIT PARADE49.5MERRY WIDOW49.5SUMMERTIME39.5SUMMERTIME39.5FRADE WINDS29.5TRADE WINDS29.5  |
| AQUACADE 109.5<br>BOWLING CHAMP 99.5<br>MARYLAND 99.5<br>MAJOR 99.5<br>SARATOGA 99.5<br>BUCCANEER 69.5<br>BUCCANEER 69.5<br>BONEHEAD 59.5<br>PUDDIN' HEAD 59.5<br>HIT PARADE 49.5<br>MERRY WIDOW 49.5<br>CONTACT (Spinner) 39.5<br>SUMMERTIME 39.5<br>SUMMERTIME 39.5<br>FARADISE 39.5<br>KING CO'.E 39.5<br>TRADE WINDS 29.5   |
| MAJOR       99.5         SARATOGA       79.5         BUCCANEER       69.5         SWANEE       69.5         BONEHEAD       59.5         PUDDIN' HEAD       59.5         HIT PARADE       49.5         MERRY WIDOW       49.5         CONTACT (Spinner)       39.5         SUMMERTIME       39.5         FARADISE       39.5         KING COLE       39.5         TRADE WINDS       29.5         TRIPLE ACTION       29.5  |
| BUCCANEER         69.5           SWANEE         69.5           BONEHEAD         59.5           PUDDIN' HEAD         59.5           HIT PARADE         49.5           MERRY WIDOW         49.5           CONTACT (Spinner)         39.5           SUMMERTIME         39.5           FING COLE         39.5           TRADE WINDS         29.5           TRIPLE ACTION         29.5   |
| PUDDIN' HEAD 59.5<br>HIT PARADE 49.5<br>MERRY WIDOW 49.5<br>CONTACT (Spinner) 39.5<br>SUMMERTIME 39.5<br>PARADISE 39.5<br>KING COLE 39.5<br>TRADE WINDS 29.5<br>TRIPLE ACTION 29.5  |
| MERRY WIDOW 49.5<br>CONTACT (Spinner) 39.5<br>SUMMERTIME 39.5<br>PARADISE 39.5<br>KING COLE 39.5<br>TRADE WINDS 29.5<br>TRIPLE ACTION 29.5  |
| PARADISE 39.5<br>KING COLE 39.5<br>TRADE WINDS 29.5<br>TRIPLE ACTION 29.5   |
| TRIPLE ACTION 29.5  |
|   |
| TRINIDAD<br>HUMPTY-DUMPTY   |
| ARCADE EQUIPMENT  |
| BING-A-ROLL   |
| ADVANCE ROLL  |
| MANY OTHERS<br>Also Stock of Reconditioned Phone  |
| graphs. Write for Our Complete Price  |
| V1 Certified Deposit  |
| "Wisconsin's LEADING DISTRIBUTOR  |
| UNITED  |
| - INC   |
| 4227 W. Vilet St. Phone: West 3-322<br>MILWAUKEE 8, WIS.  |
| EXCLUSIVE DISTRIBUTORS FOR<br>WURLITZER AND UNITED  |
|   |
| WANT TO DUN   |
| WANT TO BUY   |
| Any quantity Seeburg postwar three w<br>5-10-25. Wall Boxes known as type 3W5-L   |
| Advise price and condition.   |
| MODERN MUSIC CO.<br>1810 Welton St., Denver, Colo, Tabor 2  |



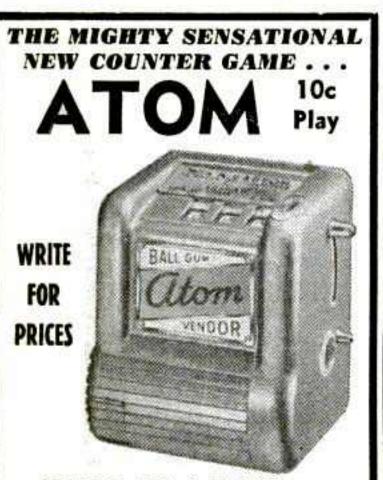
January 21, 1950

The Billboard

#### 109 **COIN MACHINES**



920 M St., Lincoln, Neb.



#### SMALL AS A MITE . . . PROFITS BIG AS A GIANT! Cigarette Sales Booster. Line up 3 of a kind.

win a carton of cigarettes. The best moneymaker you've ever had. Don't take our word for it—try it yourself.

 Available in 1¢ or combination 1-5. Cigarette or Fruit Reels. Weight: 6 lbs. • Size: 51/2"x51/2"x6".

GROETCHEN TOOL & MFG. CO. CHICAGO 6, ILL. 126 N. Union Ave. Phone: RAndolph 6-2807

## WANTED

Will pay cash for used

United Shuffle Alleys, Bally Eurekas

Wurlifzer 3020 Wall Boxes Brand New 5 Ball Closeouts

Write BOX D-294, Care The Billboard, 2160 Patterson, Cincinnati 22, Ohio

## **GIVE TO THE RUNYON CANCER FUND**

North Dakota February 10-Cigarette distributors' report due.

Ohio February 10-Cigarette wholesalers' report due.

February 15-Cigarette use tax and report due.

Oklahoma February 10-Cigarette wholesalers', retailers' and vending machine owners' reports due.

February 15—Information return under income tax due. Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's reports due.

Oregon February 15—Income tax information return due. Property tax quarterly installment due.

# Williams Key **Post Resigned By P. Federman**

CHICAGO, Jan. 14.-Paul D. Federman has resigned as national field sales representative of the Williams Manufacturing Company effective January 17. Vice-President Sam Stern announced Wednesday (11).

In making the announcement Stern said: "We regret that Paul Federman has decided to leave us. In the two years he has been affiliated with the Williams organization he has displayed an unusual ability to come up with progressive ideas for amusement games which have proved to be of great value to the entire industry. He has also won many new friends for the trade as a whole."

Stern also stated that Williams' Twin Shuffie is now in full production and quantity shipments are leaving the plant daily. The game can be played by either one or two persons and features automatic scoring and puck return. It is played according to bowling rules.

BOSTON, Jan. 14.-A new Hub city government and the convening of the Massachusetts Legislature has failed to daunt the coin machine industry, which is looking forward to bright prospects in 1950.

The surprise defeat of James Michael Curley, stormy Hub political figure for over three decades, by John B. Hynes, resulted in a clean sweep of Curley appointees from the city hall.

#### **BLB-Pin Games**

Left over from the old regime is a city ordinance providing for a license fee of \$25 on pins, which created a feud between the old city administration and the Boston Licensing Board (BLB). This licensing fee, which was to have brought the city thousands in revenue, got blitzed when the BLB refused to allow any locations under its jurisdiction to install pin games.

Last year the State Legislature passed a bill legalizing pins and allowing cities and towns to license the machines at amounts to be determined by the local governing bodies. This was called the greatest step forward in history by the coin machine industry.

This year the State Legislature has no bills before it which are of grave interest to the industry. There are, however, the usual cigarette tax bills, which are filed at each session, and which, to date, have usually ended in oblivion.

## **Q-Ball** TV

NEW YORK, Jan. 14.-The start of the WOR-TV series of programs featuring official Q-Ball tournament play-offs has been advanced to Friday, February 3, Eddie Lane, head of the American Q-Ball Congress, announced this week. The halfhour programs, originally scheduled to begin February 4 (The Billboard, January 14), will now be aired each Friday night.

|  | 1   |
|--|---|
| The second se                              | THE ROOM<br>THEY GO   |
| ON<br>Universal Photo Fin<br>Bally Champion<br>IS Bally Citation   | FOR   |
| 20 Bally De Luxe D<br>10 Bally Double Ups<br>10 Universal Arrow  | NSOLES<br>raw Bells \$150.00 Ea.<br>250.00 Ea.<br>Bells, 5¢-5¢ 375.00 Ea.<br>Draw Bells 125.00 Ea.                                      |
| Shuf   | fle Alleys  |
| United   | Shuffle Alley   |
| Chicago Co   | in Bowling Alley  |
| H. C. Evans  | Shuffle Ten-Strike  |
| Shuffle Lane-two   | -OLA MFG.<br>models. De Luxe—8 foot.<br>-9-6. Write for Price.  |
| PHON<br>Seeburg 147-M  | OGRAPHS   |
|  | n Games. We save you noney.   |
| 515-A Fourth Ave.,   | artz Sales Co.<br>S. Nashville 10, Tenn.<br>ne: 4-8571  |
| Finest hardwood<br>for years of pro<br>was \$325 00. Ea.<br>3 Falcon 10¢ Shoe<br>Samples). Ea<br>1 A.B.T Skill Gun<br>Carton)<br>No extra ch | factory recondi-<br>nished like new.<br>construction. Good<br>fits. Original cost<br>Shiners (Floor<br>99.00<br>(New, in Orig.<br>39.00 |
| REAI<br>1947 Ten Strike<br>Auto Roll<br>Total Roll<br>Green Vest Pockets<br>Late Columbia Bell<br>Jenn. Club Bells<br>Steel Ball Roll Dow    |   |

| REAL                 | BUYS!       |       |
|----------------------|-------------|-------|
| 1947 Ten Strike      | \$89.5      | 0     |
| Auto Roll            |             | 00    |
| Total Roll           |             | 0     |
| Green Vest Pockets . |             | 0 Ea. |
| Late Columbia Bell   |             | 0     |
| Jenn. Club Bells     |             | O Ea. |
| Steel Ball Roll Down | \$ 10.0     | O Ea. |
| Aireon Phonos        |             | 0 Ea. |
| Packard Wallboxes    | 14.0        | O Ea, |
| Wurl. 81 & Stand     | 35.0        | 0     |
| Wurl. 600K's         | 59.5        | O Ea. |
| Wuri. 700            |             | 0     |
| OLSHEIN              | DIST. CO.   |       |
| 1100 Broadway        | Albany 4, I | N. Y. |



#### The Billboard





January 21, 1950

- 58

The Billboard

COIN MACHINES 111

(B. 1)

2

 $\left( \hat{q} \right)$ 

| January 21, 195                                      | U  | The Dialo          | CONT MATCHANES  |
|--|--|--------------------|---|
| Reco   | rd Reviews   | RATINGS<br>OVER T  | JANUARY   |
| ARTIST   | TUNES  |                    | PHONOGRAPH SALE   |
| ABEL AND NO.   | COMMENT  | ATOR               | Unconditionally Guaranteed AT NO EXTRA CHARGE!<br>Wurlitzer 1100\$419<br>Wurlitzer 1080   |
|  | POPULAR  |                    | Wurlitzer 1015 269 Seeburg 1475   |
| OB CROSBY ORK  | South Rampart Street Parade<br>One of the standout pop two-beats instrumentals of<br>the 'thrities is revived here on Decca's red label.<br>Runs 3:30, long for boxes, but jocks and new genera-<br>tion of collectors will latch on.<br>Dogtown Blues<br>Another fine Crosby reissue, this big band Dixie blues<br>should find jock and fan favor. Length, 4:06, virtually<br>rules it out for ops. | 72757565<br>7373NS | PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD<br>WORKING ORDERWURLITZERROCKOLASEEBURG750E   |
| ANNY KAYE<br>Decca 24820                             | tove Me or Leave Me<br>the amazing performers unwraps a serious ballad effort<br>here that reveals him as a front-rank pop warbler.<br>Abetted by good choral backing, he rings the gong with<br>a superior etching.<br>Happy Times  | PA                 | 500       600K       69       President       59       Colonel       69         600K       69       12 Record       39       Major       69         600R       64       12 Record       39       Major       69         600R       64       AIREON       Commander       69         616       39       '46 Deluxe       \$69       Regal       59         These Prewar Phonographs Available With       59       Speaker Inspected       59 |
|  | A most attractive ballad from the new flick, "The<br>Inspector General," gets a class treatment from Kaye.   | 10                 | V Worn Parts Replaced V Professionally Refinished Cabinet   |
| ARTHA RAYE<br>Discovery 517                          | The Boy Next Door<br>Miss Raye's super-hip rendition is out of character with<br>the fragile, litting melody of this "Meet Me In<br>St. Louis" special.  |                    | V Tone Head Renewed V Unconditionally Guaranteed  |
| . /  | Lotus Land<br>Exotic Fritz Kreisler song, in a modern Phil Moore<br>scoring, is warbled, sans words but with echo chamber,<br>for a "let's-be-weird-and-esoteric" side that some<br>jocks will dig.  |                    | AMI Automatic Hostess. 30 stations with console<br>cabinets-complete record library cheap.<br>WALL BOXES<br>Seeburg W6-L56, 5/10/25<br>Seeburg Prewar, 5c, 3 Wire.\$10.50   |
| NDREWS SISTERS-<br>RUSS MORGAN<br>ORK<br>Decca 24812 | Charley My Boy<br>Likely looking revival is given a thoroly projection<br>by the combination of big money names. The in-<br>gredients are here.  |                    | Wireless  |
| Y Y  | She Wore a Yellow Ribbon<br>Spirited, slam-bang rendition of the pictune, with<br>chorus, banjos, whistling, etc,. It there's still money<br>in the song, this disk should get a big share.  |                    | Seeburg WB-1Z, 5/10/25,<br>Wireless Baromatic         Wurlitzer         125         7.50           Seeburg DSB-1Z, 5/10/25,<br>3-Wire Baromatic         17.00         Wurlitzer         120         3.50           Rock-Ola Dial-a-Tune         3.50  |
| OAGY CARMCH-<br>AEL-EVELYN<br>KNIGHT<br>Decca 24821  | Crime and Punishment<br>Moralizin' hillbilly tune is too much like the real thing<br>to be a gag, which the artists', via contrived<br>dialects, must have intended.   |                    | TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D.<br>WE SPECIALIZE IN EXPORT TRADE  |
| 2<br>2   | Crocodile Tears<br>Less affectation here, but it's still a self-conscious<br>hybrid rendition of the hillbilly-would-be-pop tune.  | 71727070           | DISTRIBUTING CORP.  |
| AUDE THORNHILL<br>ORK<br>RCA Victor 20-3629          | Sitting By the Window<br>Russ McIntyre<br>A relaxed, danceable, if uninspired rendition of the<br>plug tune, with Thornhill's sound approximating that<br>of his older disks.<br>720 in the Books  |                    | 738 ERIE BLVD. EAST<br>SYRACUSE, N.Y.—PHONE 5-5194<br>SYRACUSE, N.Y.—PHONE 5-5194   |
|  | The Jan Savitt oldie is unlikely to set the world on   |                    |   |

|  | fire, but provides an innocuous instrumental dance side, with plano featured.   | _                    |  |
|--|---|----------------------|--|
| UANITA HALL-<br>FOUR TUNES<br>RCA Victor 20-3633 | Old Bojangles Is Gone<br>Rhythmic eulogy to the late Bill Robinson is shouted<br>In Miss Hall's distinctive spiritual style, with tap-<br>dancing effect thruout. But it's strictly special<br>material.  | 65676564             | TRIPLE ACTION         \$39.50         TOTAL ROLLS         \$29.50           TRADE WINDS         39.50         BERMUDA         29.50           MARDI GRAS         39.50         SPINBALL         29.50  |
|  | I'm in the Mood for Love<br>The "South Pacific" thrush projects carefully, but<br>warmly, in an off-the-beaten-track pop style. May<br>have trouble finding its market.   | 67686766             | PUDDINHEAD         59.50         ADVANCE ROLLS         39.50           1-2-3         64.50         BING-A-ROLLS         49.50           YANKS         44.50         SPORTSMAN ROLLS         89.50           SPEEDWAY         49.50         BOX SCORE         29.50 |
| ARROLL LUCAS<br>ORK<br>King 15021                | The Wise Old Owl<br>Jackie Searl and Trio<br>Pop-corn oldie is unexciting by today's standards, but it<br>gets a pleasant, danceable whirl here.<br>If You Were Mine<br>Band goes after a Glenn Miller sound on an old-                           | 68686868<br>69706868 | All Games Cleaned and Checked! Specify Second Choice<br>Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota,  |
| EX BENEKE ORK<br>RCA Victor 20-3616              | fashioned hunk of sentiment. Nothing special here, tho.<br>Mother Prairie<br>Pretentious tune is handed a production to match<br>warbier Glenn Douglass getting the best of it. Weak<br>effort to find another "Riders in the Sky."               | 71737070             | North Dakota, South Dakota and Upper Michigan  |
|  | Can I Canoe You Up the River<br>Polished dance disking spots an infectious melody,<br>neat beat and fine vocal group effort with Beneke's<br>vibrato-full tonsils featured.   | 76787278             | S. L. London Music Co., Inc.<br>3130 WEST LISBON AVENUE === 2605-7 HENNEPIN AVENUE   |
| JLLY ECKSTINE                                    | Sitting By the Window<br>Eckstine's first out and out effort to capitalize on<br>the publisher plug song is a decidedly successful<br>venture. With a group, he does this melodic ballad<br>handsomely.   | 86878685             | MILWAUKEE 8, WISC.<br>Division 4-3220 E MINNEAPOLIS 8, MINN.<br>KENWOOD 6612   |
| •  | Lost in a Dream<br>Another publisher item by Rube Bloom and Edgar Leslie<br>is indeed a lovely ballad which is treated beautifully<br>by Billy and group, set in an ear-attracting cleffing.<br>This one could be a universal favorite.           | 89908889             | IT'S GOOD BUSINESS   |
| DDY HOWARD ORK<br>Mercury 5360                   | My Last Goodbye<br>One of the rare mediocre Howard sides.   | 686868               | TO OWN AND OPERATE   |
| i a *  | Rudolph, the Red-Nosed Reindeer<br>If this disking had come out earlier, it certainly<br>would have given Gene Autry a run for his money.<br>Perhaps it will have its fling next year. However<br>should capture some late coin on the hit ditty. | 82858080             | SHUFFLE • MITE<br>"The Shuffleboard With Controlled Playtime"<br>• All the thrills of large board play requires as much skill. It's fast<br>it's profitable it's been proven in test locations.  |
|  | RHYTHM & BLUES  |                      | <ul> <li>Priced low so operator will get investment back in hurry!</li> </ul>  |
| HIS BLUE RIBBON                                  | Nobles' Shuffle<br>Driving rhythm highlights this fast and rowdy blues<br>effort with a Hamptonesque finish.  | 62645964             | DIRECT TRAINING DEVICES  |
| Fortune 125                                      | I May Be Wrong<br>Big beat and some booming tenor pace this small<br>band reading of the standard.  | 56555558             | 1469 ELECTRIC   LINCOLN PARK 25, MICHIGAN WArick 8-8480  |
| ALLAS RED<br>Selective S-112                     | Alma Lee<br>Neat blues shout spots Red as the solo voice and the<br>ensemble as the echo. Stacks up as a potential<br>nickel grabber.   | 77767680             | WANTED<br>FOR QUICK CASH USED PHOTO FINISHES LET'S HEAR<br>TUCKYS. Will pay CASH or trade for FROM   |
|  | Cold Blooded Blues<br>Effective slow blues shout which should find its<br>greatest favor in the South.<br>(Continued on page 112)   | 75757377             | TOR QUICK CASH ) Shuffleboard Bowling Games.<br>LIEBERMAN MUSIC CO.<br>1124 HENNEPIN AVE. AT 5509 MINNEAPOLIS 3, MINN.   |
|  |   | 1                    |  |



#### The Billboard

|                                    | X8245 8   | rd Reviews<br>tinued from page 111)  | RATINGS<br>OPE       | FOR SALE<br>FIVE BALL FREE PLAYS  |
|------------------------------------|---|--|----------------------|---|
| OVER 200 DIFFERENT                 | ARTIST  | TUNES  | R- JO                | CLEAN, READY FOR LOCATION   |
|                                    | LABEL AND NO.   | COMMENT  |                      | BIG TOP   |
|                                    | MEREDITH HOW-<br>ARD<br>RCA Victor 22-0060                  | RHYTHM & BLUES<br>Home Cookin' Mama<br>Spiritless ork backing hampers thrush here. In proper<br>setting, a strong blues style might emerge.<br>Cold Potato<br>A forced novelty ditty has Miss Howard at complete   | 63636165<br>54545355 | BUILD UP         34.50           BUCCANEER         49.50           BUTTONS AND BOWS         89.50           BLUE SKIES         39.50           BANJO         32.50           COLLEGE DAZE         139.50  |
| ANYT YOU CAINED<br>OR LOST WEIGHTY | CHRIS POWELL &<br>THE FIVE BLUE<br>FLAMES<br>Columbia 30180 | disadvantage.<br>I'm Still in Love With You<br>Slow ballad is an effective composite of a number of<br>oldies. Spots wobbly-toned, nervous but effective vocal<br>and Ink Spottish recitative. Establishes and keeps ex-<br>cellent mood thruout.  | 80808080             | DALLAS         89.50           FOOTBALL         119.50           FRESHIE         159.50           GRAND AWARD         79.50           HOCKEY         79.50           HUMPTY DUMPTY         29.50           KING ARTHUR         169.50                                     |
|                                    | 6   | Swingin' in the Groove<br>Noisy item with lots of beat could grab some rhythm<br>location coin.  | 72706878             | MOROCCO 49.50<br>MERRY WIDOW 34.50  |
| 51"<br>HIGH                        | JOHNNY MOORE'S<br>THREE BLAZERS<br>RCA Victor 22-0059       | So Long<br>Re-make of a Blazers' hit of a couple of years ago<br>to go with song's revival. It's a pleasant disking<br>which lacks some of the original's bite.<br>Driftin' Blues<br>Remake of the number which brought the Blazers their<br>greatest fame. Billy Valentine warbles the lyric with<br>lots of style and conviction while Johnny Moore plays<br>some deep blues guitar. | 78787878<br>80808080 | MARDI GRAS       39.50         MAJORS OF '49       69.50         OKLAHOMA       99.50         PUDDIN' HEAD       39.50         ROUND-UP       59.50         ROBIN HOOD       34.50         ST. LOUIS       104.50         SARATOGA       49.50         SWANEE       64.50 |
|                                    | THE FLAMES<br>Selective 113                                 | Please Tell Me Now<br>A righteous note-bender sings the lead of an effective<br>ballad. Could pull in some coin primarily for the<br>maintenance of a deep mood.<br>Young Girl<br>Rhythm blues is handled Ravens' style by this good<br>group. Beat could capture some coin as well as<br>the fine effort of the lead singer, different from<br>featured voice on the other side.      | 75757477             | SAMBA         32.50           SHOW BOAT         69.50           SCREW BALL         34.50           SERENADE         59.50           SARATOGA         59.50           SHANGHAI         29.50           TUCSON         99.50           THRILL         29.50                 |
| *                                  | TEDDY BUNN<br>Selective S114                                | Jackson's Nook<br>Neat walking rhythm Instrumental spots some okay<br>tenor and a bit of good Bunn guitar.<br>I've Come a Long Ways Baby<br>Bunn's expert plucking establishes the blue mood for a<br>weak vocal of uninspired slow blues lyrics.  | 69696870<br>60605762 | TUMBLE WEED       169.50         TRADE WINDS       32.50         TEMPTATION       49.50         8 COLDEN FALLS H. L., 5¢, 10¢, 25¢       80.00         3 '49 BONUS, 2 25¢, 1 10¢       145.00   |
| 25"<br>- 13½"                      | JIMMY MUNDY ORK   |  |                      | 1 3 BELLS (like new)  |
| WIDE                               | E   | Part II  | 626065<br>737078     | MIDWELT NOVELTY (A  |





January 21, 1950

The Billboard

#### 113 **COIN MACHINES**



#### Vew York:

(Continued from page 107) and standard uprights. . . . Tony Rex) DiRenzo and Leo Knebel, of **lex-Lee Enterprises**, are turning out a new conversion on the Aireon Coronet. Part of their facilities are also given over to jobbing used muic equipment.

Eddie Lane, head of the American 2-Ball Congress, reports interest in he coin pool tables has spurted since announcement was made of a local V show, to start in February. Top avern players will compete on the weekly shows. . . . Harry Berger, West Side Distributing prexy, claims he demand is still heavy for shuffle tame rentals. He began his rental plan for ops several months ago.

Dick Steinberg, executive director of the Music Guild of America, has announced that the next annual neeting and banquet of the ops' org will be held Thursday (26) at the Essex House Hotel in Newark. A full at Dave Lowy's avenue store. slate of officers will be elected. . . Phil Bogen, former music op, died Chicago: ast week. He had been ill for a ong time.

YOU SAY YOU WANT MORE FOR YOUR MONEY? WAIT TILL YOU SEE **GOTTLIEB'S** 

More than 250 operators checked in at Runyon Sales' coin row and Newark, N. J., showrooms last week to view the new AMI phonograph. Toppers Barney Sugarman and Abe Green supervised the gala show spiced with food and liquid refreshments and visits by recording stars They were assisted by Runyon salesmen Morris Rood, Irv (Kempy Kempner, Louis Wolberg, Perry Lowengrub, Felix Fleischman, Sid ney Gerber, Joe Jennings and Eddie Berg. Barney kept a photographer busy all week recording the hand shaking in front of the Model C.

The meeting of amusement game operators called by Lou Rosenberg attracted 50 local coinmen to the Manhattan Center Thursday nigh (12). And 25 signed up when it was decided to revive the Associated Amusement Machine Operators o New York. Milty Green was named temporary chairman of the steering committee. Headquarters of the association for the time being will be

(Continued from page 108) an increasing host of ops, as indi cated by the growing bundle of or ders, says President H. M. Schaef . Les Brown, Powell Announce Corporation, tells of plans for using firm's tape-recorder announcing uni on new nickel gum venders. Th electronic announcer unit can b actuated either by operation of th vender, or thru use of an electric ey which operates the unit when pass ers-by break the beam. Firm has vender program shaping up for the announcer, in addition to its use in food marts, etc., as a product sale stimulator.

John Moss, head of Monarch Shuffleboard's Detroit office, was in to discuss trade developments with Clayton Nemeroff, who with Roy Bazelon, heads the Monarch organization. Moss says shuffleboard continues to make progress in key Michigan cities. Bazelon is back from a brief road trip.

| urlitzer 1015       \$275.00         urlitzer 1000       465.00         urlitzer 1000       465.00         urlitzer 600R       95.00         urlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         Mhirl-a-Balls       325.00         OUNTER GAMES (Used)       8 Na         Call       8 Na         OUNTER GAMES (Used)       10, 1         Nhirl-a-Balls       \$12.00         Soft. 3-Way Grip-       18.00         A.B.T. Challengers 18.00       56 M         ARETTE MACHINES (Used)       56 M         ional 950's       \$95.00         ional 950's       \$95.00         ional 950's       \$95.00         ional 930's       65.00         sedapak 500, 9 Col. 65.00       56 M         Grenier Challenger,       106 M         Col.       95.00         Grenier Challenger,       95.00         Grenier Challenger,       95.00         Grenier Challenger,       95.00         Col.       95.00         SHUFFLE GAMES       106 M         Se B       56 M         10c M       56 B         <   | VENDORS (Used)<br>V. #33 B.G4<br>V. #39 B.G.<br>Nut<br>Ver King, 5¢ Nut<br>Ver King, 1¢ Gum<br>above are posty<br>models)<br>Honal 9 Col. 5¢<br>ndy Vendors4<br>BALL GUM<br>Finest BUBBLE<br>d in 25 Ib. carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>s. or more, 27¢ p<br>SLOTS & BELLS<br>IIIS Blue Fronts \$<br>IIIS Blue Fronts<br>IIIS Blue Fronts<br>IIIS Brown Fronts<br>IIIIS Brown Fronts<br>IIIIS Brown Fronts<br>IIIIS Brown Fronts<br>IIII   | 6.50       Sci         6.50       Pit         6.50       Ba         6.50       Skr         6.50       Skr         6.50       Skr         6.50       Skr         6.50       Skr         \$85.00       Mode         GUM       He         911       Str         \$85.00       Mode         GUM       He         915       In         916       Str         917       Str         918       Str         919       Str         910       Str         911       Str         912       Str         913       Str         914   | KEENEY'S PIN<br>ARCADE EQUIPMEN<br>entific X-Ray<br>Pokers   |
|---|--|---|--|
| urlitzer 1015       \$275.00         urlitzer 1000       465.00         urlitzer 1000       465.00         urlitzer 600R       95.00         urlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         8 Na         Call         8 Na         Call         Nhirl-a-Balls         Pop Ups         Seeburg         Seeburg         Pop Ups         Sers         Packet         100         Pop Ups         Sets         Sets <t< th=""><th>V. #33 B.G<br/>V. #39 B.G.<br/>Nut<br/>Ver King, 5¢ Nut<br/>Ver King, 1¢ Gum<br/>above are posty<br/>models)<br/>tional 9 Col. 5¢<br/>ndy Vendors<br/>BALL GUM<br/>Finest BUBBLE<br/>d in 25 lb. carto<br/>70 and 210 count<br/>or more, 28¢ per<br/>s. or more, 27¢ per<br/>SLOTS &amp; BELLS-<br/>ills Blue Fronts<br/>ills Blue Fronts<br/>ills Blue Fronts<br/>ills Brown Fronts<br/>ills</th><th>6.50         Sci<br/>6.50           6.50         Pit<br/>6.50           6.50         Pit<br/>6.50           6.50         Skr<br/>Sci<br/>50.00           \$85.00         Mo<br/>Box<br/>Str<br/>Sci<br/>50.00           GUM<br/>r         Box<br/>Box<br/>Box<br/>Sci<br/>F           GUM<br/>r         He<br/>Ch<br/>So           GUM<br/>r         He<br/>Ch<br/>So           So         Mo<br/>Box<br/>Sci<br/>F           So         Mo<br/>Box<br/>Sci<br/>F           GUM<br/>r         He<br/>Ch<br/>So           So         Sci<br/>F           Sci<br/>F</th><th>entific X-Ray<br/>Pokers</th></t<> | V. #33 B.G<br>V. #39 B.G.<br>Nut<br>Ver King, 5¢ Nut<br>Ver King, 1¢ Gum<br>above are posty<br>models)<br>tional 9 Col. 5¢<br>ndy Vendors<br>BALL GUM<br>Finest BUBBLE<br>d in 25 lb. carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 27¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Brown Fronts<br>ills  | 6.50         Sci<br>6.50           6.50         Pit<br>6.50           6.50         Pit<br>6.50           6.50         Skr<br>Sci<br>50.00           \$85.00         Mo<br>Box<br>Str<br>Sci<br>50.00           GUM<br>r         Box<br>Box<br>Box<br>Sci<br>F           GUM<br>r         He<br>Ch<br>So           GUM<br>r         He<br>Ch<br>So           So         Mo<br>Box<br>Sci<br>F           So         Mo<br>Box<br>Sci<br>F           GUM<br>r         He<br>Ch<br>So           So         Sci<br>F           Sci<br>F  | entific X-Ray<br>Pokers  |
| urlitzer 1015       \$275.00         urlitzer 1000       465.00         urlitzer 1000       465.00         urlitzer 600R       95.00         urlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         8 Na         Call         8 Na         Call         Nhirl-a-Balls         Pop Ups         Seeburg         Seeburg         Pop Ups         Sers         Packet         100         Pop Ups         Sets         Sets <t< th=""><th>V. #33 B.G<br/>V. #39 B.G.<br/>Nut<br/>Ver King, 5¢ Nut<br/>Ver King, 1¢ Gum<br/>above are posty<br/>models)<br/>tional 9 Col. 5¢<br/>ndy Vendors<br/>BALL GUM<br/>Finest BUBBLE<br/>d in 25 lb. carto<br/>70 and 210 count<br/>or more, 28¢ per<br/>s. or more, 27¢ per<br/>SLOTS &amp; BELLS-<br/>ills Blue Fronts<br/>ills Blue Fronts<br/>ills Blue Fronts<br/>ills Brown Fronts<br/>ills</th><th>6.50         Sci<br/>6.50           6.50         Pit<br/>6.50           6.50         Pit<br/>6.50           6.50         Skr<br/>Sci<br/>50.00           \$85.00         Mo<br/>Box<br/>Str<br/>Sci<br/>50.00           GUM<br/>r         Box<br/>Box<br/>Box<br/>Sci<br/>F           GUM<br/>r         He<br/>Ch<br/>So           GUM<br/>r         He<br/>Ch<br/>So           So         Mo<br/>Box<br/>Sci<br/>F           So         Mo<br/>Box<br/>Sci<br/>F           GUM<br/>r         He<br/>Ch<br/>So           So         Sci<br/>F           Sci<br/>F</th><th>entific X-Ray<br/>Pokers</th></t<> | V. #33 B.G<br>V. #39 B.G.<br>Nut<br>Ver King, 5¢ Nut<br>Ver King, 1¢ Gum<br>above are posty<br>models)<br>tional 9 Col. 5¢<br>ndy Vendors<br>BALL GUM<br>Finest BUBBLE<br>d in 25 lb. carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 27¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Brown Fronts<br>ills  | 6.50         Sci<br>6.50           6.50         Pit<br>6.50           6.50         Pit<br>6.50           6.50         Skr<br>Sci<br>50.00           \$85.00         Mo<br>Box<br>Str<br>Sci<br>50.00           GUM<br>r         Box<br>Box<br>Box<br>Sci<br>F           GUM<br>r         He<br>Ch<br>So           GUM<br>r         He<br>Ch<br>So           So         Mo<br>Box<br>Sci<br>F           So         Mo<br>Box<br>Sci<br>F           GUM<br>r         He<br>Ch<br>So           So         Sci<br>F           Sci<br>F  | entific X-Ray<br>Pokers  |
| urlitzer 1100       465.00         urlitzer 100       465.00         urlitzer 600R       95.00         urlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         Whirl-a-Balls       \$12.00         Pop Ups       12.00         Pop Ups       12.00         Soft. 3-Way Grip-       12.00         Soft. 3-Way Grip-       18.00         A.B.T. Challengers 18.00       56 M         A.B.T. Challengers 18.00       56 M         A.B.T. Challengers 18.00       56 M         Michael Solo, 9 Col. 65.00       56 M         ional 950's       \$95.00         ional 930's       65.00         edapak 500, 9 Col. 65.00       56 M         Bedapak 500, 9 Col. 65.00       56 M         Grenier Challenger,       56 M         Col.       95.00         Grenier Challenger,       56 M         Col.       95.00         St UFFLE GAMES       106 M         106 M       56 J         106 M       56 J         106 M       56 J         St B       106 M         St B       56 M         Ider  | BALL GUM<br>BALL GUM<br>BALL GUM<br>BALL GUM<br>BALL GUM<br>BALL GUM<br>Finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or   | 6.50 Pit<br>6.50 Ba<br>6.50 Skr<br>war Ro<br>50.00 Bo<br>50.00 Bo<br>50.00 Bo<br>50.00 Ch<br>50.00 Ch   | chem & Batem 2<br>Ily Big Inning 2<br>y Fighter 1<br>taries With Claws 2<br>rikes & Spares 1<br>ientific Baseball<br>other-in-Law Gun<br>omerangs<br>hibit Vitalizer<br>otomat, Late<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>ravy Hitters<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>ravy Hitters<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>ravy Hitters<br>icago Coin Pistol<br>icago Coin Pistol<br>icago Coin Pistol<br>icago Coin Pistol<br>bit Dale Gun<br>roetchen Metal<br>Typer<br>SKEE BALLS<br>oalee<br>chi Coin Basketball 2<br>SKEE BALLS<br>ink Balls, 9'-12'-14'<br>preme Alley, 9'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| Curlitzer 500       95.00         Curlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         8 Na       Ca         Cullater 616       325.00         6 Seeburg       325.00         Nhirl-a-Balls       \$12.00         Pop Ups       12.00         Sott. 3-Way Grip-       18.00         A.B.T. Challengers 18.00       56 M         Nional 950's       \$95.00         ional 950's       \$95.00         ional 950's       \$95.00         ional 930's       65.00         edapak 500, 9 Col. 65.00       56 M         bedapak 500, 9 Col. 65.00       56 M         Sedapak Monarch,       56 M         0 Col.       95.00         Grenier Challenger,       56 M         Col.       95.00         Ste MUFFLE GAMES       10c M         Ste Ji       56 Ji         0 Col.       95.00         Ste Ji       56 Ji         Ste Ji       56 Ji         Col.       95.00         Ste Ji       56 Ji         Ste Ji       56 Ji         Ste Ji       56 Ji         St   | BALL GUM<br>BALL GUM<br>To and 210 count<br>or more, 28¢ per<br>SLOTS & BELLS<br>BLUE Fronts<br>BLUE FR | 6.50<br>War<br>\$85.00<br>GUM<br>GUM<br>GUM<br>GUM<br>GUM<br>GUM<br>GUM<br>GUM  | Ily Big Inning 2<br>y Fighter 1<br>taries With Claws 2<br>rikes & Spares 1<br>lentific Baseball<br>other-in-Law Gun<br>omerangs<br>hibit Vitalizer<br>otomat, Late<br>iotomat, Late<br>avy Hitters<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>dersea Raider<br>remobile<br>totago Coin Pistol 1<br>hibit Dale Gun<br>hibit Dale Gun<br>hibit Dale Gun<br>hibit Dale Gun<br>hibit Dale Gun<br>cence Metal<br>Typer<br>SKEE BALLS<br>on Basketball 2<br>SKEE BALLS<br>ink Balls, 9'-12'-14'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| Curlitzer 616       50.00         6 Rock-Olas       250.00         6 Seeburg       325.00         6 Seeburg       325.00         Call       8 Na         Call       9 Coll         Soft. 3-Way Grip-       9         Call       95.00         Set M       104 M         Ibs. C       500 lb         Set M       104 M         Set G       104 M         Set G       104 M   | BALL GUM<br>models)<br>tional 9 Col. 5¢<br>ndy Vendors<br>BALL GUM<br>finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per  | war         Ro           \$85.00         Mo           Bo         Bo           GUM         Bo           GUM         He           minimit         Ch           -100         To           r         Ib.7           er         Ib.7           er         Ib.7           er         Ib.7           er         Ib.7           solo         Gr           50.00         Gr           50.00         Ic   | taries With Claws 2<br>rikes & Spares  |
| 6 Seeburg 325.00       8 Na         OUNTER GAMES (Used)   | BALL GUM<br>Finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts \$<br>ills Blue Fronts \$<br>ills Brown Fronts<br>ills Bro   | \$85.00         Sci<br>Mo<br>Bo           GUM         Bo           GUM         He           OT         OD           To         To           To         To           F         Ib.7           F         Ib.7 <td>ientific Baseball<br/>other-in-Law Gun<br/>omerangs<br/>hibit Vitalizer<br/>otomat, Late<br/>avy Hitters<br/>icago Coin Hockey<br/>orld Series<br/>mmy Gun<br/>dersea Raider<br/>remobile<br/>ivemobile<br/>hicago Coin Pistol<br/>hibit Dale Gun<br/>hibit Dale Gun<br/>oetchen Metal<br/>Typer<br/>oetchen Metal<br/>Typer<br/>boalee<br/>SKEE BALLS<br/>oalee<br/>chi Coin Basketball 2<br/>SKEE BALLS<br/>ink Balls, 9'-12'-14'.s<br/>preme Alley, 9'<br/>emier 9' Barrel Roll<br/>Seven Hi Pool<br/>Tables</td>  | ientific Baseball<br>other-in-Law Gun<br>omerangs<br>hibit Vitalizer<br>otomat, Late<br>avy Hitters<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>dersea Raider<br>remobile<br>ivemobile<br>hicago Coin Pistol<br>hibit Dale Gun<br>hibit Dale Gun<br>oetchen Metal<br>Typer<br>oetchen Metal<br>Typer<br>boalee<br>SKEE BALLS<br>oalee<br>chi Coin Basketball 2<br>SKEE BALLS<br>ink Balls, 9'-12'-14'.s<br>preme Alley, 9'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| Ca           OUNTER GAMES (Used)           Whirl-a-Balls         \$12.00           Pop Ups         12.00           Soft. 3-Way Grip-           Ders         18.00           A.B.T. Challengers 18.00           A.B.T. Challengers 18.00           Martine Science           Soo Ib           Soo Ib           Soo Ib           Soo Ib           Soo Ib           A.B.T. Challengers 18.00           Sectapak 500, 9 Col. 65.00           Sectapak 500, 9 Col. 65.00           Sectapak Monarch, 0 Col.           O Col.           O Col.           Shuffile Skills           Shuffile Skills           Shuffile Skills           Stills           Stills           Stills           So Col.           Stills           Stills           Stills  | BALL GUM<br>Finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts \$<br>ills Blue Fronts \$<br>ills Brown Fronts<br>ills Bro   | \$85.00         Mc           GUM         Bo           GUM         He           Ons         In           -100         F           r         Ib.7           r         Ib.7           or   | omerangs<br>hibit Vitalizer<br>hibit Vitalizer<br>otomat, Late   |
| Whirl-a-Balls       \$12.00         Pop Ups       12.00         Soft. 3-Way Grip-       18.00         A.B.T. Challengers 18.00       500 Ib         A.B.T. Challengers 18.00       500 Ib         Sional 950's       \$95.00         Sional 950's       \$95.00         Sional 950's       \$95.00         Seedapak 500, 9 Col. 65.00       56 M         Seedapak 500, 15 Col. 75.00       56 M         Seedapak 500, 15 Col. 75.00       56 M         Seedapak Monarch,       95.00         O Col.       95.00         Grenier Challenger,       10¢ M         Col.       95.00         Seedapak Monarch,       0 Col.         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         See G       10¢ M         See G       10¢ M         See G       10¢ M         See B       10¢ M         See B       10¢ M         See B       10¢ M         See M       <   | finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>s. or more, 27¢ p<br>SLOTS & BELLS-<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Brown Fronts<br>in Silver Chiefs<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>onn. Silver Chiefs<br>onnings 4 Star<br>aster Chiefs   | GUM<br>GUM<br>He<br>ons in<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch  | hibit Vitalizer<br>otomat, Late  |
| Whirl-a-Balls       \$12.00         Pop Ups       12.00         Soft. 3-Way Grip-       18.00         A.B.T. Challengers 18.00       500 Ib         A.B.T. Challengers 18.00       500 Ib         Sional 950's       \$95.00         Sional 950's       \$95.00         Sional 950's       \$95.00         Seedapak 500, 9 Col. 65.00       56 M         Seedapak 500, 15 Col. 75.00       56 M         Seedapak 500, 15 Col. 75.00       56 M         Seedapak Monarch,       95.00         O Col.       95.00         Grenier Challenger,       10¢ M         Col.       95.00         Seedapak Monarch,       0 Col.         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         Seedapak Monarch,       10¢ M         O Col.       95.00         See G       10¢ M         See G       10¢ M         See G       10¢ M         See B       10¢ M         See B       10¢ M         See B       10¢ M         See M       <   | finest BUBBLE<br>d in 25 lb, carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>s. or more, 27¢ p<br>SLOTS & BELLS-<br>ills Blue Fronts<br>ills Blue Fronts<br>ills Brown Fronts<br>in Silver Chiefs<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>onn. Silver Chiefs<br>onnings 4 Star<br>aster Chiefs   | GUM<br>GUM<br>He<br>ons in<br>Ch<br>Ho<br>r Ib.;<br>r Ib.;<br>F<br>S0.00<br>G0.00<br>G0.00<br>G0.00<br>G0.00<br>S0.00<br>G0.00<br>G0.00<br>G0.00<br>G0.00<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ch<br>Ch<br>Ex<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch<br>Ch   | Avy Hitters<br>icago Coin Hockey<br>orld Series<br>mmy Gun<br>idersea Raider<br>idersea Raider<br>idersea Raider<br>idersea Raider<br>intermobile<br>ivemobile<br>icago Coin Pistol<br>icago Coin Pistol<br>icago Coin Pistol<br>icago Coin Pistol<br>itago Coin Basketball 2<br>SKEE BALLS<br>itago Coin Pistol<br>itago Coin Pistol<br>itago Coin Pistol<br>itago Coin Basketball 2<br>SKEE BALLS<br>itago Coin Pistol<br>itago Coin Pistol<br>i   |
| Pop Ups   | d in 25 lb. carto<br>70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts \$<br>ills Blue Fronts<br>ills Brown Fronts<br>income Fronts<br>income Bells<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>onn. Silver Chiefs<br>innings 4 Star<br>aster Chiefs   | GUM He<br>ons in Ch<br>-100 We<br>r Ib.; To<br>er Ib. Jac<br>Ev<br>Dr<br>50.00 Gr<br>50.00 Gr<br>50.00 I C<br>50.00 Ba<br>60.00 Pr<br>50.00 Z S<br>50.00 Z S<br>50.00 Z S<br>50.00 Z S<br>50.00 Z S<br>50.00 Z S  | And the series and the series and the sea Raider an |
| Sott. 3-Way Grip-<br>bers   | 70 and 210 count<br>or more, 28¢ per<br>s. or more, 28¢ per<br>SLOTS & BELLS-<br>ills Blue Fronts \$<br>ills Blue Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>interry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>nnings 4 Star<br>aster Chiefs   |   | orld Series<br>mmy Gun<br>dersea Raider<br>ans Ten Strikes<br>ivemobile  |
| A.B.T. Challengers 18.00         A.B.T. Challengers 18.00         ARETTE MACHINES (Used)         ional 950's \$95.00         ional 9A's 95.00         ional 930's 65.00         eedapak 500, 9 Col. 65.00         eedapak 500, 15 Col. 75.00         eedapak Monarch,         0 Col   | SLOTS & BELLS-<br>ills Blue Fronts \$<br>ills Blue Fronts \$<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>income Fronts<br>income Fronts<br>ar Eagles<br>elon Bells<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>ann. Silver Chiefs<br>annings 4 Star<br>aster Chiefs   | er Ib. Ur<br>Jac<br>Ev<br>Dr<br>60.00 Gr<br>60.00 Gr<br>60.00 I S<br>50.00 Ba<br>60.00 Pr<br>70.00 Su<br>50.00 Pr<br>50.00 I FER<br>60.00 I S   | Adersea Raider 1<br>ck Rabbit  |
| A.B.T. Challengers 18.00<br>ARETTE MACHINES (Used)<br>ional 950's \$95.00<br>ional 9A's 95.00<br>ional 930's 65.00<br>edapak 500, 9 Col. 65.00<br>edapak 500, 9 Col. 65.00<br>edapak Monarch,<br>0 Col 95.00<br>Grenier Challenger,<br>Col 95.00<br>Grenier W's, 9 Col. 55.00<br>we President,<br>0 Col 95.00<br>SHUFFLE GAMES<br>angos 115.00<br>lider 115.00<br>hicago Coin<br>ebounds 100.00<br>leveland Coin  | SLOTS & BELLS<br>ills Blue Fronts \$<br>ills Blue Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>mn. Silver Chiefs<br>mnings 4 Star<br>aster Chiefs  | Jac<br>Ev<br>Dr<br>Ch<br>50.00 Gr<br>60.00 J S<br>50.00 I S<br>50.00 J S<br>50.00 J C<br>50.00 J C<br>50.00 J C<br>50.00 J C<br>50.00 J C<br>50.00 Ba<br>60.00 Pr<br>70.00 Su<br>70.00 Z S<br>50.00 J C<br>50.00 J | ck Rabbit  |
| ARETTE MACHINES (Used)         5¢ M           tional 950's         \$95.00           tional 9A's         95.00           tional 930's         65.00           tional 930's         75.00           tional 930's         95.00           tiot 100's         95.00           tiot 100's         100's           tiot 100's         100's           tiot 100's         100's           tiot 100's         100's           tiot 10'  | ills Blue Fronts \$<br>ills Blue Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>nn. Silver Chiefs<br>nnings 4 Star<br>aster Chiefs  | 50.00 Gr<br>60.00 Gr<br>50.00 Ke<br>50.00 1 S<br>50.00 1 S<br>50.00 1 C<br>50.00 1 C<br>50.00 1 C<br>50.00 1 C<br>50.00 1 C<br>50.00 2 S<br>50.00 Pr<br>50.00 2 S<br>50.00 FFR<br>60.00 FFR   | ivemobile  |
| ARETTE MACHINES (Used)         5¢ M           tional 950's         \$95.00           tional 9A's         95.00           tional 930's         65.00           tional 930's         75.00           tional 930's         95.00           tiot 100's         95.00           tiot 100's         100's           tiot 100's         100's           tiot 100's         100's           tiot 100's         100's           tiot 10'  | ills Blue Fronts \$<br>ills Blue Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs  | 50.00 Ex<br>60.00 Gr<br>50.00 Ke<br>60.00 1 S<br>70.00 1 C<br>50.00 1 C<br>50.00 1 C<br>50.00 1 C<br>50.00 2 S<br>60.00 Pr<br>50.00 2 S<br>60.00 2 S<br>60.00 2 S<br>60.00 FFR<br>60.00 FFR   | hibit Dale Gun 1<br>oetchen Metal<br>Typer   |
| ional 950's       \$95.00         ional 9A's       95.00         ional 930's       65.00         edapak 500, 9 Col. 65.00       56 M         edapak 500, 15 Col. 75.00       56 C         edapak 500, 15 Col. 75.00       56 C         edapak Monarch,       75.00         0 Col.       95.00         Grenier Challenger,       56 M         Col.       95.00         We Imperial, 6 Col. 65.00       56 G         Grenier W's, 9 Col. 55.00       56 J         we President,       106 J         0 Col.       95.00         SHUFFLE GAMES       56 J         angos       \$115.00         lider       150.00         hicago Coin       100.00         ebounds       100.00         Iveland Coin       100.00   | ills Blue Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs   | 60.00 Gr<br>50.00 Ke<br>50.00 1 S<br>70.00 1 G<br>50.00 2 S<br>50.00 Pr<br>50.00 2 S<br>50.00 2 S<br>50.00 FR<br>60.00 TER<br>60.00 1 G  | SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>Seven Hi Pool<br>Tables<br>MS:   |
| Start         Start <th< td=""><td>ills Brown Fronts<br/>ills Brown Fronts<br/>ills Brown Fronts<br/>herry Bells<br/>ar Eagles<br/>elon Bells<br/>elon Bells<br/>old Chromes<br/>old Chromes<br/>old Chromes<br/>onn. Silver Chiefs<br/>enn. Silver Chiefs<br/>ennings 4 Star<br/>aster Chiefs</td><td>50.00 Ke<br/>60.00 1 5<br/>70.00 1 6<br/>50.00 1 6<br/>50.00 1 6<br/>60.00 1 6<br/>70.00 Ba<br/>60.00 Pr<br/>50.00 2 5<br/>60.00 2 5<br/>60.00 FR<br/>60.00 TER<br/>60.00 1 6</td><td>SKEE BALLS<br/>SKEE BALLS</td></th<>   | ills Brown Fronts<br>ills Brown Fronts<br>ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs   | 50.00 Ke<br>60.00 1 5<br>70.00 1 6<br>50.00 1 6<br>50.00 1 6<br>60.00 1 6<br>70.00 Ba<br>60.00 Pr<br>50.00 2 5<br>60.00 2 5<br>60.00 FR<br>60.00 TER<br>60.00 1 6   | SKEE BALLS<br>SKEE BALLS   |
| ional 930's       65.00         eedapak 500, 9 Col. 65.00       25¢ M         eedapak 500, 15 Col. 75.00       5¢ C         eedapak 500, 15 Col. 75.00       10¢ C         eedapak Monarch,       75.00         0 Col   | ills Brown Fronts<br>herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>ann. Silver Chiefs<br>ann. Silver Chiefs<br>ann. Silver Chiefs<br>annings 4 Star<br>aster Chiefs  | 70.00     1 0       50.00     1 0       60.00     1 0       70.00     1 0       60.00     1 0       70.00     8 0       70.00     2 5       50.00     2 5       50.00     2 5       50.00     2 5       50.00     70.00       50.00     2 5       50.00     70.00       60.00     70.00       70.00     70.00       70.00     70.00       60.00     70.00   | SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>STATES AND   |
| Shuffle Skills         Stuffle  | herry Bells<br>ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs  | 50.00 1 0<br>60.00 1 0<br>70.00 8a<br>60.00 Pr<br>70.00 2 5<br>50.00 2 5<br>60.00 70.00 7ER<br>60.00 7ER  | SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>SKEE BALLS<br>Skeen Balls, 9'-12'-14'-14<br>Seven Alley, 9'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables   |
| Bedapak Soo, 15 Col. 75.00         10¢ C           Bedapak Monarch,         95.00           O Col   | ar Eagles<br>elon Bells<br>elon Bells<br>old Chromes<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs   | 60.00<br>70.00<br>60.00<br>70.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50<br>50<br>50<br>50<br>50<br>50<br>50<br>50<br>50   | SKEE BALLS<br>Ink Balls, 9'-12'-14'. S<br>Preme Alley, 9'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables   |
| 0 Col.       95.00         Grenier Challenger,       5¢ M         Col.       95.00         we Imperial, 6 Col. 65.00       5¢ M         Grenier W's, 9 Col. 55.00       5¢ J         we President,       10¢ J         0 Col.       95.00         SHUFFLE GAMES       5¢ J         angos       \$115.00         lider       150.00         huffle Skills       115.00         bicago Coin       5¢ M         ebounds       100.00         Ieveland Coin       100.00  | elon Bells<br>elon Bells<br>old Chromes<br>onn. Silver Chiefs<br>enn. Silver Chiefs<br>enn. Silver Chiefs<br>ennings 4 Star<br>aster Chiefs  | 60.00<br>70.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>50.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70.00<br>70                                      | mk Balls, 9'-12'-14'.<br>preme Alley, 9'<br>emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| Col.         95.00         10c M           we Imperial, 6 Col. 65.00         5¢ G         5¢ G           Grenier W's, 9 Col. 55.00         10¢ G         5¢ J           we President,         95.00         10¢ J           0 Col.         95.00         5¢ J           SHUFFLE GAMES         10¢ M         5¢ J           angos         \$115.00         10¢ B           lider         150.00         5¢ M           huffle Skills         115.00         5¢ M           hicago Coin         100.00         25¢ M           ebounds         100.00         25¢ M   | elon Bells<br>old Chromes<br>old Chromes<br>onn. Silver Chiefs<br>onn. Silver Chiefs<br>onn. Silver Chiefs<br>onnings 4 Star<br>aster Chiefs   | 70.00 Ba<br>60.00 Pr<br>70.00 2 S<br>50.00 2 S<br>60.00 TER<br>60.00 TER  | emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| we Imperial, 6 Col. 65.00         S¢ G           Grenier W's, 9 Col. 55.00         10¢ G           we President,         10¢ J           0 Col  | old Chromes<br>nn. Silver Chiefs<br>nn. Silver Chiefs<br>nn. Silver Chiefs<br>nnings 4 Star<br>aster Chiefs  | 70.00 2 5<br>50.00 2 5<br>60.00 70.00 TER<br>60.00 1  | emier 9' Barrel Roll<br>Seven Hi Pool<br>Tables  |
| Shuffle Games         State         State <thstate< th="">         State</thstate<>   | ann. Silver Chiefs<br>ann. Silver Chiefs<br>ann. Silver Chiefs<br>annings 4 Star .<br>annings 4 Star .<br>aster Chiefs   | 50.00 2 5<br>60.00 70.00 TER<br>60.00 TER   | MS:  |
| Col.         95.00         25¢ Jo           SHUFFLE GAMES         5¢ Jo           angos         10¢ M           ider         150.00           huffle Skills         150.00           bicago Coin         5¢ M           ebounds         100.00           Sc N         100.00  | enn. Silver Chiefs<br>ennings 4 Star .<br>ennings 4 Star<br>aster Chiefs   | 70.00 TER<br>40.00 TER  | MS:  |
| SHUFFLE GAMES         5¢ Jo           SHUFFLE GAMES         10¢ M           angos         \$115.00         10¢ B           lider         150.00         25¢ B           huffle Skills         115.00         5¢ M           hicago Coin         10¢ M         5¢ B           ebounds         100.00         25¢ M           leveland Coin         100.00         25¢ M  | ennings 4 Star .<br>ennings 4 Star<br>aster Chiefs   | 40.00 TER<br>60.00 J  |  |
| SHUFFLE GAMES         10¢ M           angos         \$¢ B           lider         150.00           huffle Skills         150.00           bicago Coin         5¢ M           ebounds         100.00           leveland Coin         DeLu  | aster Chiefs   |   |  |
| Shuffle         Set B           angos         5¢ B           lider         150.00           huffle         5¢ B           hicago         5¢ B           lebounds         100.00           25¢ N         5¢ N           leveland         Coin  |  | 50.00   |  |
| lider         150.00         25¢ B           huffle Skills         115.00         5¢ N           hicago Coin         10¢ N         10¢ N           ebounds         100.00         25¢ N           leveland Coin         DeLu  |  |   | posit  |
| hicago Coin<br>ebounds 100.00 25¢ N<br>leveland Coin DeLu   | lack Cherries  | 120.00 wit  | h all 🔁 🚝  |
| ebounds 100.00 25¢ N<br>leveland Coin DeLu  | ills Golden Falls<br>ills Golden Falls   | 115.00  | lers,  |
| DeLU  | ills Golden Falls  | 125.00  | 2000 CONTRACTOR 1000   |
| ebounds 95.00 vol   | xe Double Re-<br>vearound Safes  | 185 00  | ance   |
|   |  | the Phone Street  | D. D.  |
| "THE NATION'S COIN  | and the second second second second  | A CONTRACT OF A   |  |
| NEVENAN   |  |   |  |
|   |  |   |  |
|   | Constant Charles   |   |  |
| ACHINE EXCH   | ANGE   | INC   |  |
| ACHINE EACH   | ANGE,  | INC.  | A MAY DO   |
| I-2025 PROSPECT AVE .   | CLEVELAND  | 15. OHIO  | M.S. GISSER,   |
| ALL PHONES: TOW   | A DESCRIPTION OF THE OWNER OWNER OF THE OWNER OWNER OF THE OWNER OWN   | and the second second   | and the state of the state   |
| ALL PHONES: TOY   | ER 1-0/13 18   | Contraction of the local division of the loc  | A REAL PROPERTY AND ADDRESS OF THE REAL PROPERTY AD |



Chicago 1, Ill.

188 W. Randolph

Mr. and Mrs. Alvin Gottlieb are expected back from a New Orleans vacation Monday (16). While in the Louisiana metropolis they were royally entertained by Lou Boasberg, New Orleans Novelty Company executive. Visitors at the Gottlieb plant last week for a first look at the five-ball game, Just 21, included Mr. and Mrs. Harry Silverberg. He is with the W. B. Music Company, Kansas City, Mo., a Gottlieb dis-tributor, and Mr. and Mrs. William Betz, W. B. Music Company, St.

#### Los Angeles:

(Continued from page 107) Bowling League, which is creating interest. . . . Tommy Felkins looked over the latest in games last week when he left his San Bernardino headquarters for a quick trip. . . . Jud Lilley, Montebello coinman, was also making the rounds.

The new headquarters on Pico Street for Bard Music Company is getting the paint brush this week. The opening will be announced soon. It's the building formerly occupied by the Ray R. Powers Company. . . . Clyde Denlinger was in town from Balboa. . . . Norman Christ, not seen around for some time, dropped down from Lompoc.

#### Washington:

(Continued from page 107) Department and the U.S. Public Health Service in the anti-VD campaign; presentation of two shows, one for the Coast Guard Memorial Chapel Fund and the other for patients at the Bethesda Naval Medical Center; the backing of Barclay Allen's record, "Timbales," and the beginning of the News Letter which now boasts a circulation of 2,700.



## SPECIAL JANUARY SALE

#### FACTORY REBUILT SLOTS

| WERE                | NOW      |
|---------------------|----------|
| MILLS BLUE BELLS    | \$119.50 |
| MILLS BLACK BEAUTYS | 119.50   |
| MILLS BLACK CHERRYS | 89.50    |
| CRISS CROSS         | 119.50   |
| BONANZA             | 119.50   |
|                     |          |

2/5 or 3/5 pay - 5c, 10c or 25c play

New Cabinets — were \$49.50, NOW \$35.00 BLUE BELL BLACK BEAUTY CRISS CROSS BONANZA

2/5 or 3/5 pay - 5c, 10c or 25c play

These offers made subject to prior sale. 1/3 deposit required with order.

### AMUSEMENT SALES CORPORATION

4047 W. FULLERTON AVENUE

Reconditioned

CHICAGO 39, ILL.

## **DIGGER MACHINE MOTORS**

Limited quantity Dumore Motors in various condition, good, \$15.00 ea.; fair, \$10.00 ea.; those needing rewind, \$5.00 ea. Sale final. F. O. B Phoenix.

#### **RFDWING NOVELTY CO.**

2246 E. OSBORN ROAD

PHOENIX, ARIZ.



The Billboard

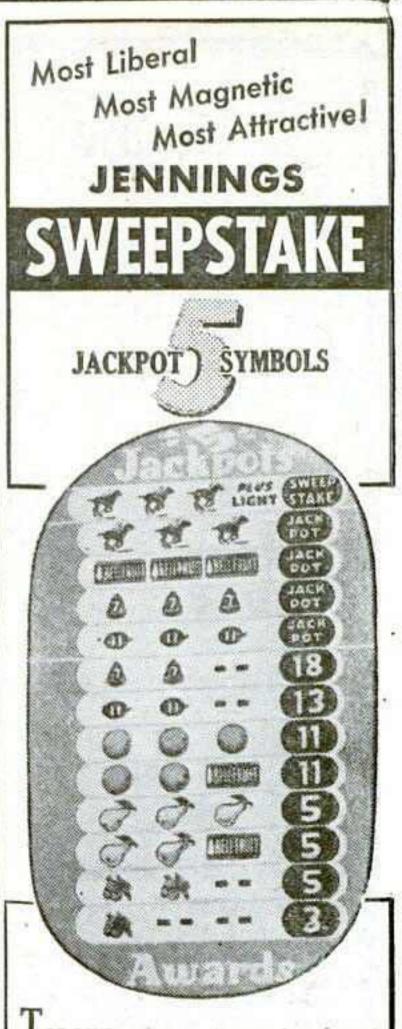


#### anuary 21, 1950



| Q | U | A | RT | TER | BA | CK |  |
|---|---|---|----|-----|----|----|--|

# **Turning Back the Clock**



COTY MACHINES

115

#### The Billboard



The Billboard

January 21, 19



# **GUARANTEED** FACTORY REBUILT 5c, 10c, 25c



# **AUTOMATIC JACKPOTS**

# **GUARANTEED JACKPOTS**

WITH TOKEN PAYOUT and METER

LOOK LIKE NEW! **OPERATE LIKE NEW!** \$95.00 to \$150.00 MONEY BACK GUARANTEE

**BUCKLEY MANUFACTURING CO.** 4223 W. LAKE ST. CHICAGO 24, ILL.

# **AROUND THE 100**

PLAN YOUR '50 PROFITS

Give your top spots the increased playing appeal of 100 different song titles if you want to increase your collections in '50.

Take advantage of the way the "100" promotes business for location owners, if you want to get a better share of revenue in '50.

Profit from the Select-O-Matic's "100" feature and vertical play, if you want to cut down on record breakage and record-changing time in '50.

Cash in on Seeburg's policy of no yearly model changes if you want less depreciation "write off" and more net profits in '50.

> Ask your nearest Shaffer Office about our liberal tradein allowance on your old style phonographs.







# EARNINGS

ALTERNATING FRAME BY FRAME SCORING FOR EACH PLAYER!

STRIKES SPARES TURKEYS SPLITS RAILROADS ETC.!

MECHANISM DOOR IN SIDE OF CABINET

AUTOMATIC PUCK RETURN

PUCK LOCKED IN AFTER EACH GAME

 IDEAL SIZE FOR ANY LOCATION—APPROX.
 8 FT. LONG, 2 FT. WIDE

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER!

# SEE-IT BUY IT AT YOUR DISTRIBUTOR NOW!

A TERRIFIC COMPETITIVE PLAY GAME!

> Williams MANUFACTURING COMPANY

CREATORS OF DEPENDABLE PLAY APPEAL! 4242 W. FILLMORE ST. CHICAGO 24, ILLINOIS



The Billboard





nuary 21, 1950

#### The Billboard

#### 119 **COIN MACHINES**



#### THE NEW SENSATIONAL QUESTION AND ANSWER COIN MACHINE

's Tax Free. A penny operates it. Proven money maker at hundreds test locations. The demand is tremendous. Don't delay; get Quizzettes a your location and start taking your profit.

#### WIRE-PHONE-WRITE TODAY !

ducational-Interesting. The Whole World Is Quiz-Minded penny gets a Quiz Card. The Correct Answer appears on the NEXT ard, together with another Quiz, creating a continuous interest.

#### Little 6-lb. Coin Machine, the Biggest Money Maker on the Smallest Dollar Investment

he Quizzette is small, compact-5x5x10 inches; light in weight-only Ibs. It occupies little space on any table, stand or counter. It holds O Different Quizzes at a Penny per Quiz. Operates manually.

#### RESTAURANTS SNACK BARS LUNCH COUNTERS

e Quizzette is furnished th a highly chromed free okin dispenser on each te, available in several andard sizes.

SODA FOUNTAINS DRUG STORES SOFT DRINK STANDS The Quizzette is furnished with a highly chromed straw dispenser on each side.

MERE ARE 3 CHOICES for . . .

TAVERNS . CLUBS BOWLING ALLEYS WAITING ROOMS

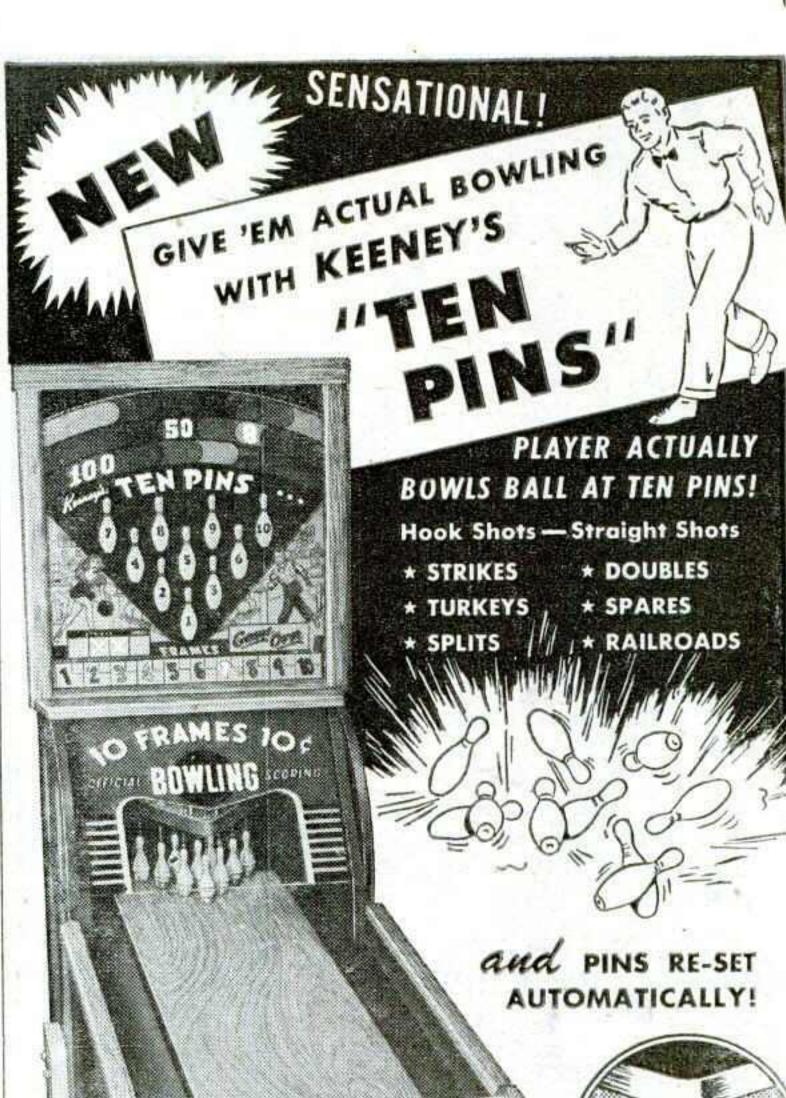
The Quizzette is furnished with highly chromed, closed decorative mountings.

DETROIT 12, MICHIGAN

## CONTINENTAL SERVICE AND EQUIPMENT CO.

**532 HOLBROOK AVENUE** 

Telephone: TRinity 3-5060



## CONSOLES

| DRAW BELLS (M. B.)      | 109.50 |
|-------------------------|--------|
| DRAW BELLS (R. B.)      | 129.50 |
| DELUXE DRAW BELLS       | 149.50 |
| SUPER BONUS BELL        | 149.50 |
| SUPER BONUS BELL (Twin) | 179.50 |
| WILD LEMON              | 199.50 |
| DOUBLE UP               | 260.00 |
| BALLY RESERVE BELL      | 249.50 |
| MULTI-BELL              | 349.50 |
| SPOT BELL               | WRITE  |
| CLOVER BELL             | WRITE  |
|                         |        |

| ONE BALLS       |        |
|-----------------|--------|
| VICTORY SPECIAL | 49.50  |
| SPECIAL ENTRY   | 59.50  |
| JOCKEY SPECIAL  | 99.50  |
| GOLD CUP        | 125.00 |
| CITATION        | 259.50 |
| CHAMPION        | WRITE  |
|                 |        |

|   | 1465 SEEBURG              |
|---|---------------------------|
| l | 146M SEEBURG 225.00       |
|   | 1475 SEEBURG 240.00       |
|   | 147M SEEBURG 250.00       |
|   | 1485 SEEBURG 275.00       |
|   | 148M SEEBURG 295.00       |
|   | MODEL & A.M.I             |
|   | 1015 WURLITZER 225.00     |
|   | 1100 WURLITZER 425.00     |
|   | AIREON FIESTA 125.00      |
|   | AIREON BLOND 140.00       |
|   | AIREON CORONET 400 250.00 |
|   | AIREON CORONET 500 275.00 |

MUSIC

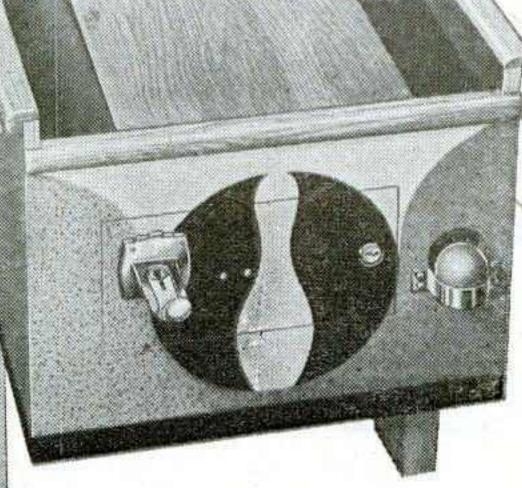


### **NOW! CHICAGO COIN'S BOWLING ALLEY**

One third deposit, balance sight draft

# HERMITAGE MUSIC CO. NASHVILLE, TENN

423 BOAD ST.





Nothing left to the imagination. A real bowling alley with 10 genuine plastic pins. Player bowls ball for every type shot. Official scoring. Pins re-set automatically. Get Keeney's TEN PINS today!



. FIFTIETH STREET 2600 CHICAGO 32, ILLINOIS



SIZE:

8 Ft. Long

2 Ft. Wide





The Billboard

#### COIN MACHINES 121

#### ANNOUNCEMENT

Bell-O-Matic Corporation wishes to announce to the trade that the most beautiful Bell in all the world is now in production.

The Mills All Chrome "21" Bell

Custom built, breathtaking in beauty, terrific in player appeal. Ideal for the elite spots.

#### **BELL-O-MATIC CORPORATION**

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS . 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

THANKS to the many hundreds of Operators who attended our showings and placed orders for

the new A.M.I. Model "C"

The wise operators are going all out for A. M. I. The reasons are simple as

| "A"       | "B"       | "C" |
|-----------|-----------|-----|
| 1946-1947 | 1948-1949 | NOW |

## A. M. I. Model "C" is the Operators Phonograph

Most simple mechanism ever devised. Practically trouble free. (This is important. Remember, each time you have a service call in a city, it cost you \$2.80. If a call is out of the city the cost is higher, plus the fact that you lose income while phonograph is out of order.)

## Low Depreciation—Low Record Cost

Check your trade journals. 1946 A.M.I. Model "A" have highest value of any phonograph produced in 1946.

A.M.I. Phonographs stand up against the roughest treatment.

Operators know their investment in A.M.I. music is secure.

A.M.I. Model "C" was built for the convenience of the operator. One key opens front door, at waist high level, and it is right here that all normal service points are located.

## The Model "C" is brand new from top to bottom

Operators are amazed at the beauty and simplicity of operation of Model "C". The cabinet and lighting effect is glamorous—it draws money—it earns its way.

79% of the machine is illuminated, yet it only uses 235 watts when playing and all lights are burning.

Lighting effect changes when phonograph is playing.

Space does not permit us to state the many remarkable features the Model "C" has . . . features that all operators appreciate.

Dependability of the A.M.I. record changing mechanism is basic—proven over the years. Leader in two sided playing, it has forced the field to follow, and FOLLOW they do.

A. M. I. has the largest distributing organization, doing business with thousands of operators. These operators' wishes have been granted, in building the perfect coin-operated Juke Box, or Phonograph, call it what you will.





January 21, 1950

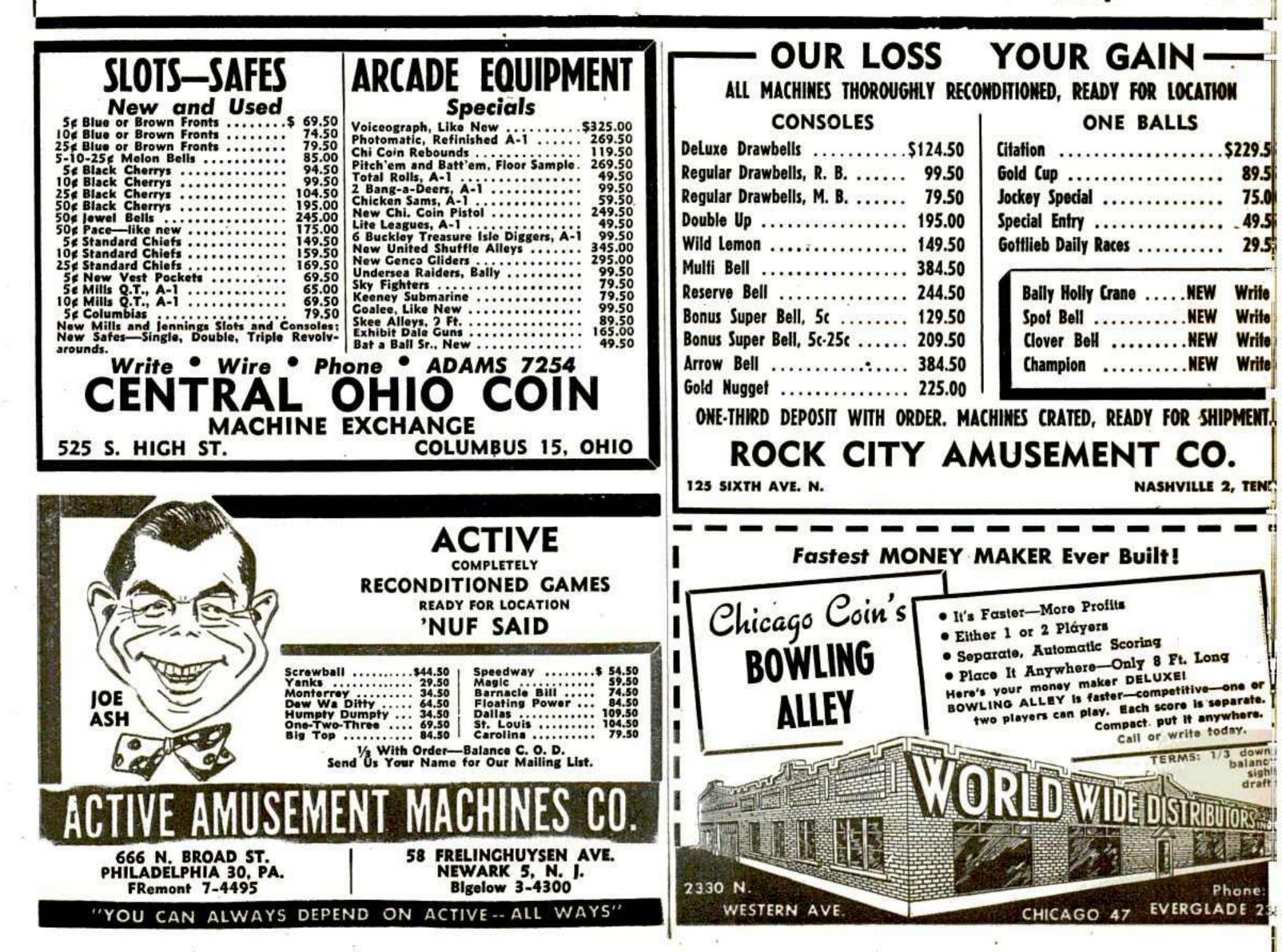
# AT ALL EXHIBIT'S DISTRIBUTORS SOON SHUFFLE BOWL EXHIBIT'S EXHIBIT'S

# **ONE-THIRD ACTUAL REGULATION ALLEY SIZE**

# FOR SHUFFLEBOARD OPERATORS

- 1 TO 5 CAN PLAY . 10c, 20c, 30c, 40c, 50c
- PLAY FRAME BY FRAME
- STRIKES · SPARES · SPLITS · RAILROADS · ETC.
- AUTOMATIC PUCK RETURN . NO WAITING
- **REGULATION SCORE TAB**

# THE SMARTEST AND MOST REALISTIC MINIATURE BOWLING TO-DAY PRICE!!! less than ½ of what you think EXHIBIT SUPPLY CO. · · 4218-30 W. LAKE ST. · · CHICAGO 24, ILLINOIS











There's a

#### The Billboard

Geeburg

18

January 21, 195

in your future!

THERE IT IS - - as clear as this crystal ball for 1950 - - - you

can see for yourself that if you're an operator who's on his way to the top - - - there's a Seeburg in your future! For you'll admit . . . only Seeburg has all those features your customers are demanding: (1) The Select-O-Matic "100" Magic Brain that plays records VERTICALLY; (2) Plays 100 selections - - -50 records, both sides, either side, 10 or 12 inch; (3) Scientific Sound Distribution; (4) Easy selection with remote control Wall-O-Matic. Yes, if you're headed for the top - - - there's a Seeburg in your future! So if eventually - - why not now?



DISTRIBUTOR

R.F.JONES CO.

SEEBURG

Scheetomatic

The Billboard

## THE ONLY SHUFFLE BOWLING GAME WITH REAL PINS! SHUFFLE TEN STRIKE **EVANS'** TEN ALERAMES

Patent No. 2229712

REAL PIN ACTION! Not Synthetic! Not to be confused with ordinary Shuffle Bowling Games!

€5½-INCH PINS—AUTOMATICALLY RESET! ● DIRECT VIEW AUTOMATIC SCORING COUNTER!

**AUTHENTIC SCORING - STRIKES - SPARES - DOUBLES - TURKEYS! ARAISED ALLEY - REAL RECESSED GUTTERS!** 

> **AUTOMATIC PUCK RELEASE delivers Puck at** start of game.

> **AUTOMATIC PUCK LOCK withholds Puck at** finish of game.

Begin your "Golden Era" of Shuffle Game Operating NOW with Evans' Sensational SHUFFLE TEN STRIKE! It has everything for the players . . . Appeal of Real Bowling-Thrilling Flying Pins-Skill Play Challenge! FOR YOU-TESTED, PROVEN 100% MECHANICALLY PERFECT PERFORMANCE, BACKED BY EVANS' QUALITY! SHUFFLE TEN STRIKE gets you into the Shuffle Game picture anywhere. . . keeps your Profit "Averages" high!

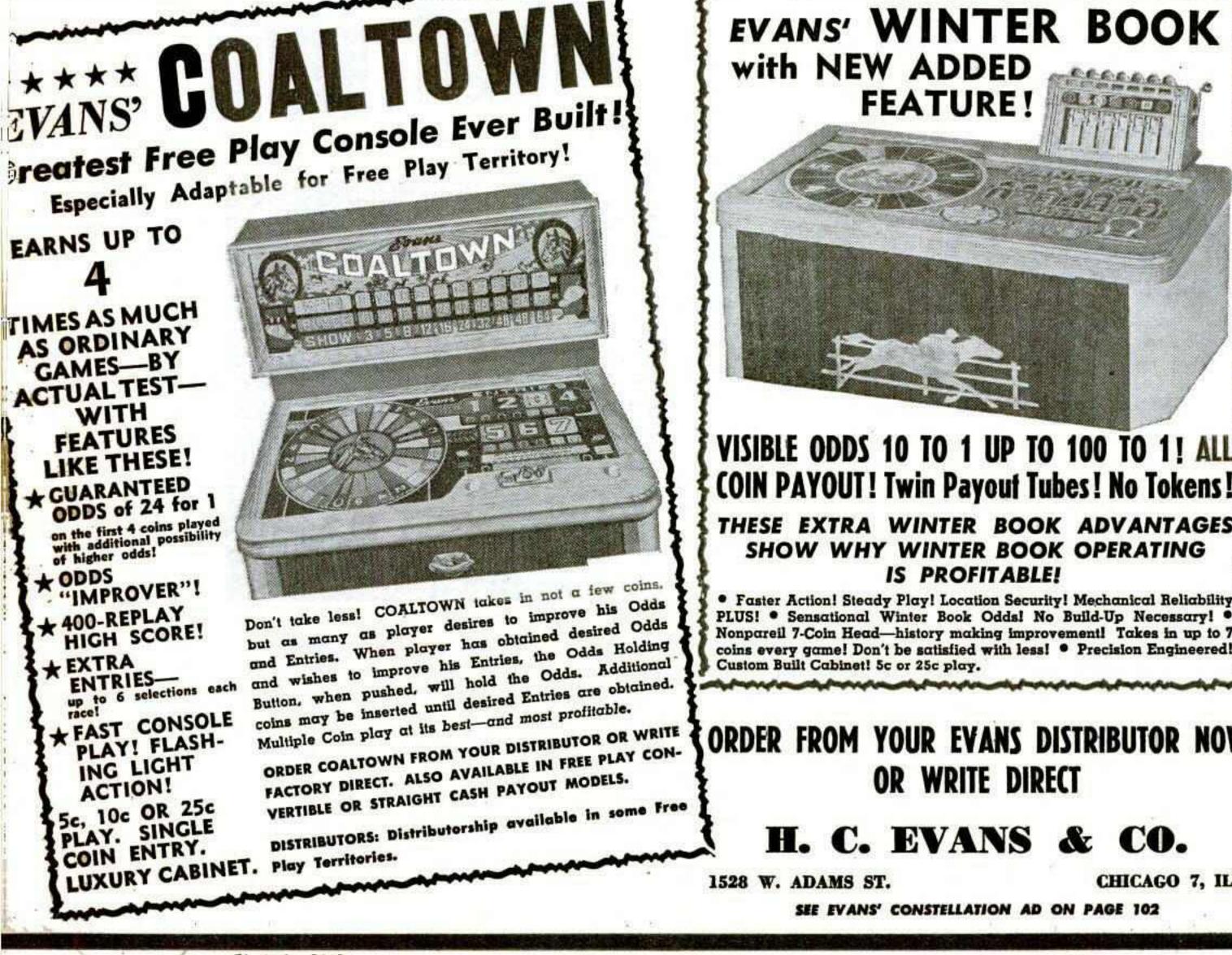
FEATURE!

SIDE MECHANISM DOOR

SHUFFLE TEN STRIK

8 FT. LENGTH **IDEAL SIZE FOR MOST** LOCATIONS! COMING-91/2 FT. MODEL!

RECESSED CHUTE AND SAFETY PUCK - RETURN CUP PRO-TECT PLAYERS!



# VISIBLE ODDS 10 TO 1 UP TO 100 TO 1! ALL COIN PAYOUT! Twin Payout Tubes! No Tokens! THESE EXTRA WINTER BOOK ADVANTAGES SHOW WHY WINTER BOOK OPERATING **IS PROFITABLE!**

REFERE

Faster Action! Steady Play! Location Security! Mechanical Reliability PLUS! • Sensational Winter Book Odds! No Build-Up Necessary! • Nonpareil 7-Coin Head—history making improvement! Takes in up to 7 coins every game! Don't be satisfied with less! • Precision Engineered! Custom Built Cabinet! 5c or 25c play.

## ORDER FROM YOUR EVANS DISTRIBUTOR NOW **OR WRITE DIRECT**

H. C. EVANS & CO.

1528 W. ADAMS ST.

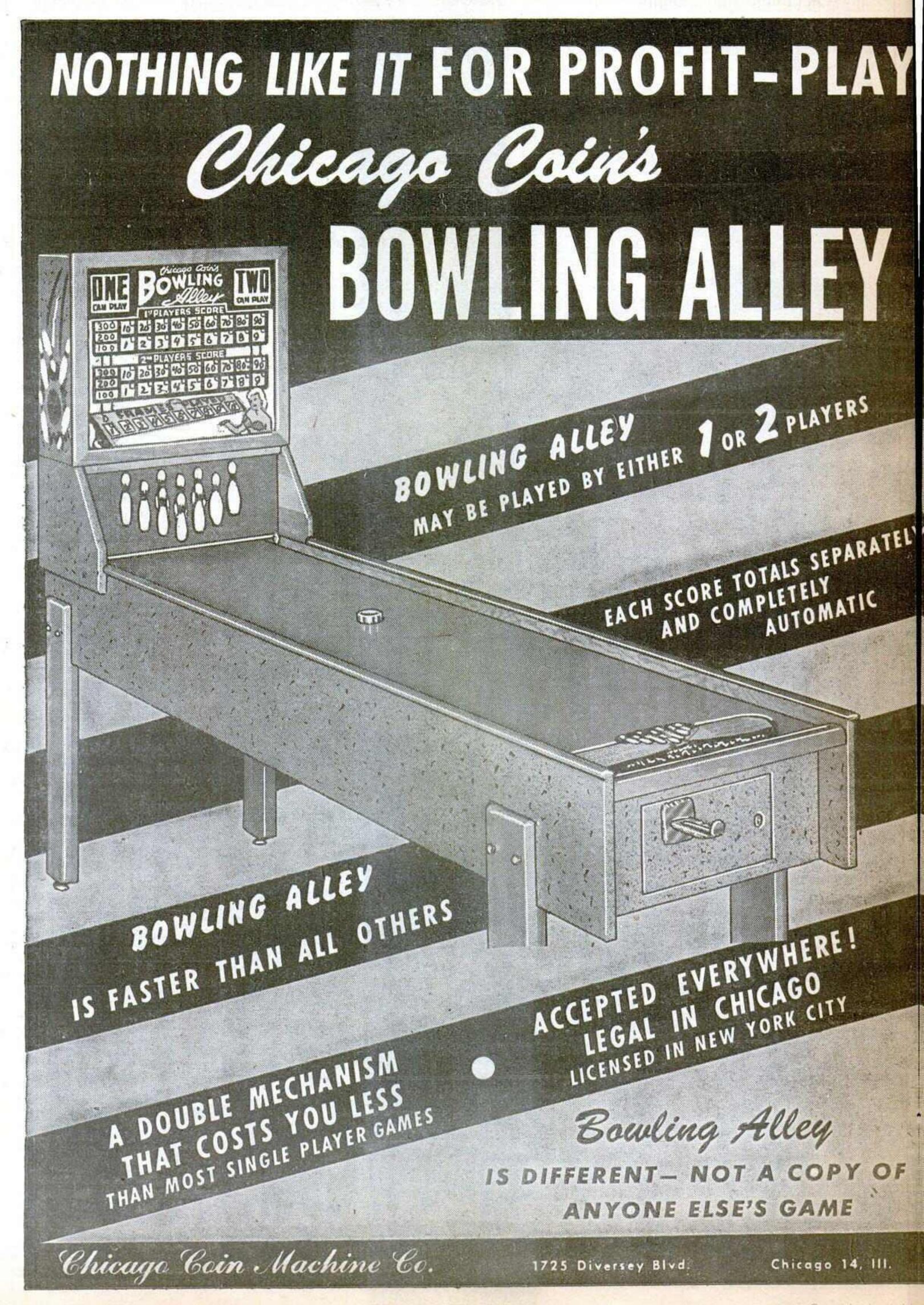
CHICAGO 7, ILL.

SEE EVANS' CONSTELLATION AD ON PAGE 102

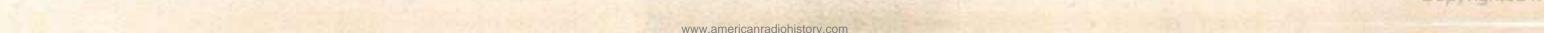


The Billboard

January 21, 1950



Copyrighted material



nuary 21, 1950

The Billboard



Strikes, Spares, Splits, Turkeys, Railroads

AUTOMATIC SCORING **10 Fast Frames** Played again and again

Thrills of Bowling . All the Skills f shuffleboard QUICK AUTOMATIC PUCK RETURN Locks after game's completed

on't Wait - Write! Wire! **hone Your Distributor Now!** 



2621 NORTH ASHLAND AVE. · CHICAGO 14, ILL.

PAMIS

The Billboard







# THE ONLY ABSOLUTELT NEW, POSITIVELY DIFFERENT PLAY IN YEARS!

IT'S A REVELATION IN APPEAL AND EARNINGS!

1140-50 N. KOSTNER AVE.

CHICAGO 51, ILLINOIS

"There is no substitute for Quality!"

LOOK AT

THIS

ACTION!

Player fires ball with new Gottlieb High Power TURRET SHOOTER, operated with same buttons that conirol 2 new SUPER-POWER FLIPPERS. Ball is aimed by motorized OSCILLATING RANGE FINDER. Player shoots to score JUST 21 POINTS by hitting any proper combination among 10 NUMBERED TAR-GETS at upper end of play field. Each Target scores indicated points only on first hit, but adds 100,000 io HIGH SCORE each time hit thereafter. Skillful players can score JUST 21 Points on very FIRST ball to earn 5 REPLAYS! JUST 21 Points score on second ball awards 3 Replays; 3rd ball, 2 Replays; 4th ball, 1 Replay. JUST 21 Points scored on 5th ball adds 500,000 to High Score. If point score is under or over 21, player continues to shoot for High Score Awards.

IT'S FAST, SIMPLE, FASCINATING ... A MONEY-MAKING WONDER!

STEP RIGHT UP AND ORDER FROM YOUR DISTRIBUTOR TODAY!



The Billboard

January 21, 19.

BELL CONSOLE

ADVANCING

**ODDS** 

GET

FAST

PLAY

**MULTIPLE-COIN** 

SINGLE-SYMBOL winners attract and hold biggest, steadiest play in console class. See SPOT-BELL and CLOVER-BELL at your distributor today. You'll be convinced.





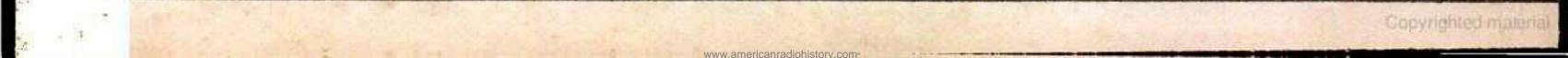
5 18

STILL SMASHING

ONE-BALL

RECORDS

Bally MANUFACTURING COMPANY DIVISION OF LION MANUFACTURING CORPORATION 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

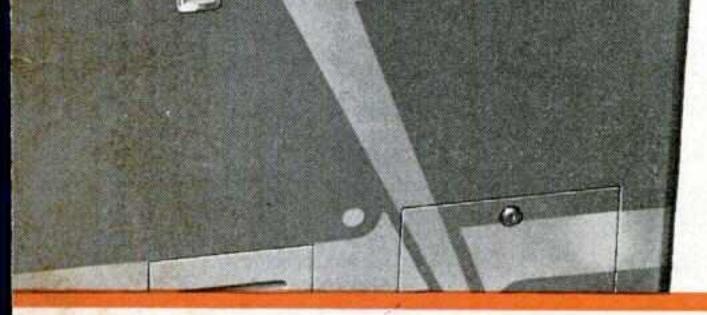


THE GREATEST SINGLE HEAD MULTIPLE COIN CONSOLE OF ALL TIME! \* MYSTERY-TYPE ODDS ADVANCE...

UNIVERSAL'S

WITH GAME-TO-GAME CARRY-OVER AND BUILD UP FIRST TIME EVER INCORPORATED IN CONSOLE PLAY I

Packs those EXTRA COINS in the chute and holds players for positive repeats.



Instantly Convertible

UTE STANDARD-10¢ or 25¢ CHUTE OPTIONAL

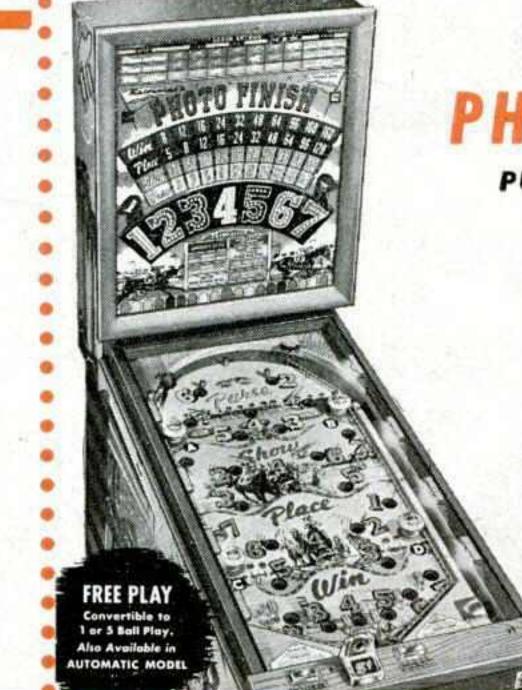
FLUSH METAL TRIMMED TOP GLASS

## DED FEATURES THAT CLINCH THE PLAY:

- \* TOP SCORE: 500 POINTS
- \* JUMBO ELECTRIC MOTOR-DRIVEN ILLUMINATED REELS
- **\* NEW CABINET DESIGN**

rder FROM YOUR UNIVERSAL DISTRIBUTORI

- Player can "buy" up to a complete set of WILD symbols!
- Single Bar Score builds up from game to game as Feature Flash coins are played—even as high as BELL ODDS!
- 🜟 Extra Odds Advance!



# PHOTO-FINISH

PULLS MORE PLAY ....

Take full advantage of this profitable, busy game season by replacing your present equipment with the outstanding 1-ball money maker of all time—

### PHOTO-FINISH

WRITE · WIRE · PHONE See Your UNIVERSAL DISTRIBUTOR

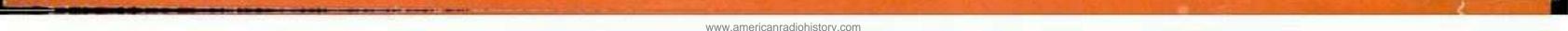
MANUFACTURERS OF HE FAMOUS TWIN HEAD ARROW BELL



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY . Telephone UPtown 8-2345 . CHICAGO 40, ILLINOIS



# Seeburg Selectomatic music systems for

lew Appea

Now, your business no longer depends on a few "pop" tunes. Instead-with 100 selections-there's "music for everyone"-for tots, for teen-agers, for old-timers. But, even more important, today people who never played a coin-operated phonograph are listening to their favorite tunes on the Select-O-Matic "100", and this modern music system is being installed in locations never before considered a part of the coin-operated phonograph market.

NEW FLEXIBILITY. Automatically plays 10 and 12-inch records-no pre-setting necessary.

NEW ACCEPTANCE. Greater location appeal than ever. It's new! It's different! It's a boon to business!

NEW OPPORTUNITY. This sensational music system will earn the maximum potential in your top locations.

NEW CONVENIENCE. 100 selections of music for guests, wherever seated-thanks to the Wall-O-Matic "100"-the most remarkable remote selection system ever developed.

NEW LISTENING PLEASURE. Music at conversational level throughout with Scientific Sound Distribution. Seeburg speakers to meet the requirements of every installation.

NEW BEAUTY. Appearance-wise, too, the Select-O-Matic "100" is in a class alone. The handsome cabinet-a refreshing change in styling-attracts more attention.

NEW ECONOMY. The most service-free music system ever built. Longer record life. Full operating power consumption only 240 watts.

**ADAD Selections** 

SEE YOUR SEEBURG DISTRIBUTOR FOR THE COMPLETE STORY OF SELECT-O-MATIC "100" MUSIC SYSTEMS DEPENDABLE MUSIC SYSTEMS SINCE 1902

P

P. SEEBURG CORPORATION Chicago, III.



A. Donothillight and a state

