

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 11, 1950



Spike Jones, with stars from his "1950 Musical Depreciation Revue," Sir Frederic Gas, Lois Ray, Helen Grayco and Doodles Weaver (left to right), dance the Charleston to George Rock's tootling. Giving a push to the revival of the '20s dance craze is his new RCA Victor album titled "Spike Jones Plays the Charleston." Includes four oldies, "The Charleston," "Black Bottom," "Varsity Drag" and "I Wonder Where My Baby Is Tonight," with two new tunes all done in Jones-styled Charleston tempo. At the box office, grosses for the first nine of the 20-week tour prove that Spike's revue continues a top attraction. Troupe winds up five weeks at Chi's Great Northern Theater March 11 and opens at the Lyceum, Minneapolis, March 13.

Columbia's GREAT NEW SINGING STAR!

Alan

DALE

and his FIRST releases...



"THIS IS HEAVEN TO ME" Columbia 38720

"YOU'RE MY TREASURE" Columbia 38720

"MORE THAN I SHOULD" Columbia Record Number Not Available

"I'LL BELIEVE IN YOU" Columbia Record Number Not Available



in Radio...

"SING IT AGAIN"—CBS 10-11 P.M. SATURDAYS

Personal Management

ALAN DALE MANAGEMENT

1650 BROADWAY, NEW YORK

- G. R. PURCELL
- F. FERRAZZANO

Direction

ASSOCIATED BOOKING CORP.

745 Fifth Avenue, New York 22, N. Y.

CHICAGO
203 No. Wabash

HOLLYWOOD
9151 Sunset Blvd.

Exclusively



ASCAP CONSENT DECREE DUE

NBC Charges Hotfoot by CBS On Bob Hope, 'Telephone Hr.'

HOLLYWOOD, March 4.—NBC this week was doing a double burn at what it called unfair publicity tactics by CBS. Involved were the *Telephone Hour*, now airing on Monday nights over NBC, and Bob Hope, on NBC Tuesday nights. CBS, according to NBC, planted stories about both shows, one to the effect that the phone show was quitting NBC and the other that if Hope were not renewed by Lever Bros. he would sign with CBS Board Chairman William S. Paley. Neither story was issued officially, however.

In the case of Hope, NBC declares that he has several more years to go under his contract and that option time is not until May. On top of that, NBC, without divulging details, declares that it has "understanding with Hope that if he does become at liberty he'll stick with his present network."

By way of spiking the reported *Telephone Hour* shift, NBC this week

nailed down a year's renewal on the show, effective in April, with a special 10-year celebration to be aired April 10, starring Ezio Pinza. The show, for the occasion, will originate in Carnegie Hall.

"Let's Go," Sez Massman in Sesqui Post

New Site Sought

WASHINGTON, March 4.—Paul M. Massman, widely known showman, will take over Monday (6) as general manager of the National Capital Sesquicentennial Commission. In his new job he not only will run the Freedom Fair which is slated to get under way in the spring of 1951, but he will also have complete charge of this year's celebrations, which include numerous big-scale showbiz affairs. Massman, who is embarking on his new duties almost immediately, is expected to spark new life into the bogged-down preparations for the Freedom Fair and also to pep up plans for the 1950 showbiz projects. Massman himself hinted at this when he announced yesterday (3) that "let's go" is the by-word from here on out.

Incidental to Massman's taking over the job, which is figured as

Another TV First

HOLLYWOOD, March 4.—Film producer Anson Bond will use tele kinescopes next week to plug a new pic, *Vicious Years*. Bond has bought time on KNBH, local NBC outlet, for remote telecast of the Hollywood premiere opening Wednesday (8) from Four Star Theater. Pre-showing ceremonies will be beamed locally via delayed kinescope, to be shown one hour after event is picked up.

Excerpts of the kine will then be edited for distribution to tele outlets thruout the country.

Indie Pubber Fights Movie Music "Trust"

By Bill Simon

NEW YORK, March 4.—Edwin H. Morris & Company, Inc., one of the largest independent music publishers, this week undertook to carry the ball for unaffiliated publishers in their war against alleged monopolistic tendencies of several film companies and their affiliated publishing houses. In a suit which crystallized the long-harbored complaints of numerous indie pubbers and songwriters, restraint of trade on a broad scale was charged against the defendants, including five film companies and 14 publishing outfits. Morris is seeking damages totaling \$1,700,000 on behalf of itself and the Mayfair and Melrose pubberies, both of which are wholly owned by the Morris corporation. The pubber is also seeking injunctive

Latest Federal Version Seen All Embracing

To Include 60-20-20?

By Ben Atlas

WASHINGTON, March 4.—The Department of Justice's revised consent decree in the American Society of Composers, Authors and Publishers (ASCAP) case is due to be filed shortly in the Federal Court of the Southern New York District in New York City. The revised decree which constitutes, in effect, a broad code of standards for operation of storm-tossed ASCAP, will be submitted under federal judicial procedure in open court for the signature of Federal Judge Henry W. Goddard, inasmuch as Judge Goddard signed the original consent decree in the ASCAP case in 1941.

The amended decree is figured to be an all-embracing document touching broadly on the major phases of ASCAP's operations, including some democratization features affecting membership and scaling down any part of the performing rights Society's international activities which have been construed by the Department of Justice as violating anti-cartel mandates. With Att. Gen. J. Howard McGrath's having announced this week the long-awaited filing of an anti-trust judgment against Technicolor, Inc., and Technicolor Motion Picture Corporation of Los Angeles, it is known the ASCAP amended consent judgment now had top priority on the department's consent decree schedule. Barring an unforeseen hitch the ASCAP document could be filed as early as sometime next week.

60-20-20 Plan

The document is expected to include ASCAP's compromise 60-20-20 formula for distribution of fees, altho the codal language will undoubtedly be quite general, leaving the details to contractual arrangements. Under the 60-20-20 plan, the distribution rates 60 per cent for past performances, 20 per cent on current performances and 20 per cent on seniority.

The decree is also expected to provide for collecting from movie producers instead of from exhibitors as was the practice which precipitated the Leibell decision against ASCAP. The codal arrangement in the revised decree would provide for a flat rate payment by movie producers instead of the former exhibitor seat tax.

Another feature of the document, it

In This Issue

Burlesque	58	Music Machines	114
Carnival	73	Music Pop Charts	24
Circus	86	Night Clubs	52
Classified Ads	90	Parks and Pools	82
Coin Machines	105	Pipes for Pitchmen	100
Fairs & Expositions	89	Radio-Television	5
Final Curtain	89	Repertoire	60
General Out. onr	24	Rinks and Skaters	89
Honor Roll of Hits	24	Roadshow Films	60
Legitimate	58	Routes	71
Letter List	98	Sale-boards	103
Magie	58	Shuffleboards	120
Merchandise	90	Vaudeville	52
Music	16	Vending Machines	106

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.

Diskers Ready On 'Cottontail' For Easter

NEW YORK, March 4.—The recording companies, apparently having learned a lesson from *Rudolph the Red-Nosed Reindeer*, are taking no chances with *Peter Cottontail*, which interested parties are billing as the Easter time follow-up to *Rudolph*. Ten diskings of *Peter* have been made

Radio Boosts the Dance Orks

Shows Switch To Bands, Aid Revival Move

Sinatra Takes Lead

NEW YORK, March 4.—An indirect aid to the drive to restore the dance band business has been fostered on commercial radio programs which feature top warblers. The trend on these vocalist-starred shows has been to eliminate violin sections in favor of standard 15 to 17-piece dance-type crews spotting regular sax, trumpet, trombone and rhythm contingents.

The Frank Sinatra five-day-a-week show was one of the first to turn to the standard dance crew support. This show, beginning next week, will go the trend one better by utilizing a regular dance band maestro as general musical director and conductor for the program.

"There's No Biz Like Showbiz" — You Ain't Kiddin'?

WASHINGTON, March 4.—Showbiz wages are among the nation's lowest, topping only those of farmers and domestics, according to a survey by the Census Bureau which placed the number of employed amusement workers at 486,000 in 1949.

Despite the low average earnings, the number of workers in the amusement field jumped nearly 25 per cent from the 395,342 employed in amusement and related services in 1940. More spectacular was the rise in the number of women in the field, up 50 per cent from 79,272 in 1940 to 119,000 last year. Male employment increased 16 per cent, from 316,063 to 367,000.

Because of the few number of women included in the sample survey last year, the Census Bureau calculated only male salaries in the amusement field. The average man in show business earned only \$2,167 in 1948.

AGVA Group Okays Zone Rule for TV

Members Vote March 13

NEW YORK, March 4.—The latest proposals in the television code conflict were presented Wednesday (1) at an emergency meeting of the American Guild of Variety Artists (AGVA) TV committee, wherein the acceptance of the principle of zoning was the major accomplishment.

According to the newest plan, all AGVA performers are to get at least the minimum base pay from an originating TV station and duplicate salaries from all other stations which use this program either simultaneously or via a kinescope at a later date.

When an actor gets only a minimum salary (minimums yet to be established) from a New York station, all

(See *AGVA Group* on page 52)

(See *No Biz Like Showbiz* on page 58)

Pix Quit Tax-Cut United Front

Flicks Selling Other Showbiz Down River

Niteries, Radio, TV Trapped

WASHINGTON, March 4.—As the House Ways and Means Committee prepares to go into executive sessions to draft the excise tax bill, the united industry front for showbiz tax cuts is falling apart, with the movie interests willing to sacrifice reductions in other excises for the sake of an admissions levy cut.

Prominent flicker officials have put across to individual members of the tax committee the view that continuation of high rates on niteries and radio sets, plus the imposition of a levy on TV sets would make it possible for an admissions tax reduction without too much loss of revenue to Uncle Sam.

One-Track Minds

A reduction in the admissions tax would benefit a large part of the non-movie amusement industry, but the motion picture interests have made it clear to Congress that their concern is not with admissions bites on legit shows, circuses, and the like, but only with the movie ticket levy. Their mail campaign has been directed not at the admissions rate, but at the movie tax.

The motion picture group figures that cutting the 20 per cent admissions tax in half would result in a loss of no more than about \$14,000,000 a month in federal revenue even if attendance fails to jump with lower prices. This amount, some \$3,500,000 a month, would be recaptured thru a TV set tax. A prospective decline of around \$2,000,000 monthly would be saved if the radio tax is kept intact rather than sliced 50 per cent. A continuation of the cabaret tax at 20 per cent would keep another \$2,000,000 monthly on the books, it is argued.

Public Hearings End

The committee wound up the public sessions Friday (3) after hearing general tax testimony from individual congressmen. For the next couple of weeks, the group will meet behind closed doors. The first step will be to hear opinions of congressional staff tax experts connected with the joint committee on Internal Revenue taxation.

Early in the executive phase of the hearings, the committee will consider a motion to junk from the prospective bill every tax matter except excise cuts. However, administration forces will battle this motion, since they claim President Truman will veto any excise-cutter that does not include provisions for raising revenue thru closing loopholes and juggling the estate-gift and corporation levies.

With all developments indicating that Congress will eventually go further in cutting excises than Truman recommended and probably not so far in raising new revenue, advocates of tax cuts are beginning to speculate over the chances of overriding a possible veto. A good indication of the outlook for licking any veto will be shows in the size of the House vote when the committee bill is passed. A two-thirds majority vote is necessary in both houses of Congress to override a veto.

Thesaurus Preps Dixie Pkg.

NEW YORK, March 4.—The new Thesaurus, RCA Victor's library service, has readied to release a Dixie-land package titled *Old New Orleans*. The show features Jimmy Lytell and the Delta Eight.

V. Monroe To Knock 'Em Dead As Gent Bandit in Flicker Debut

NEW YORK, March 4.—Vaughn Monroe, the actor, is going to surprise his thousands of fan and trade admirers with his performance as a gentleman bandit in his flicker thesping debut. Vaughn, who sports a full beard, chops trees, evades posses, handles a pair of six-shooters, kisses the heroine with the aplomb of a Gable, etc., is the star of the latest of Republic Pictures' Trucolor oat operas,

DuMont Sets Up Potato Chip Web

CHICAGO, March 4.—A new Chicago-originated square dance program will start on the DuMont TV network March 19 under a co-op sponsorship basis. Program, to be titled, *Jamboree*, will be aired on eight interconnected Midwest and Eastern stations of the web Sundays from 8 to 9 p.m.

Locally, the program will be sponsored by the Jay's Potato Chips Company and will originate at WGN-TV, with production under the supervision of Kaufman & Associates. Altho John Dolce has been signed to call the dances, an emcee for other portion of the program, devoted to variety talent, has not yet been selected.

Unique twist in the arrangement is that the contract with the net states that only potato chip companies may sponsor in other markets. An exec of Jay's is trying to get other chip makers interested thru negotiations with members of the American Potato Institute.

Singin' Guns. This is his first movie work since *Carnegie Hall* and *Meet the People*, and marks the maestro's initial public showing sans band, Moon Maids and trumpet. He commits himself admirably as an actor and sings but briefly in the 95-minute running time of the movie.

The film is a high-budgeted Western epic for Republic, and save for a couple of awkwardly written sequences sustains interest thruout. Story values are culled from a familiar cloth, that of the reformation of the bandit to gentleman hero. Vaughn's thesping support is drawn from a batch of familiar Hollywood plainmen including Walter Brennan, (See *V. Monroe To Knock on page 20*)

Y&R Options 'Silver Theater'

NEW YORK, March 4.—Young & Rubicam (Y&R) this week took an option on the Jerry Fairbanks studio in Hollywood to film International's *Silver Theater*. Kenyon & Eckhardt had wanted the same kind of option for *Ford Theater* which goes weekly next fall, but Y&R had the initial in because of the previous filming of one episode of the International Silver TV drama at the studio.

It has not been decided exactly how many episodes of *Silver Theater* will go on film. However, there is a strong possibility that the next cycle of 13 dramas will all go before the cameras at the Fairbanks plant. The demand for the Fairbanks studio will naturally mean an expansion of his facilities.

Richards Hearings Open March 13; His New Lawyer Loses a Round With FCC

Says All He Knows Is What He Saw in "Billboard"

WASHINGTON, March 4.—Barring an unforeseen court injunction or a change of heart in the Federal Communications Commission (FCC), the stage is set for the March 13 opening of the oft-deferred Los Angeles hearing in the G. A. Richards case. Hugh Fulton, Richards' new chief counsel in the case (*The Billboard*, March 4), Friday (3) tossed a new eleventh hour motion to the FCC for a 30-day stay in the hearing. Earlier in the week (1) FCC hearing examiner J. Fred Johnson rejected a similar plea by Fulton, who in a stormy two and a half-hour prehearing conference hinted strongly that the case would be appealed to the courts if the Richards license renewal proceedings should go against Richards.

With FCC legalists and trunkloads of evidence already en route to Los Angeles for the hearing, the possibility of a new last-minute deferment is remote but not at all outside the realm of possibility; in fact, there is some wagering here that Fulton might still manage to get the reprieve for Richards. Fulton's latest deferment motion is on the ground that as new counsel he has had insufficient time to warm up to the case; he also complained he lacks knowledge of detailed documents to be used by FCC in its examination.

In a wrangle with FCC general counsel Benedict Cottone, Fulton futilely sought to extract from the commission a detailed description of FCC's key documentary evidence, with Fulton twice asserting at the prehearing conference that he has been "compelled" to rely for his information largely on *The Billboard's* exclusive reports two years ago of complaints against Richards on charges of ordering news-slanting on his stations' programs. *The Billboard's* reports also came into an informal post-conference discussion between Fulton and Cottone. The latter reminded Fulton that the FCC has conducted a thoro investigation in the Richards case subsequent to *The Billboard's* first published accounts of complaints. Cottone reminded Fulton also that Richards' big battery of legalists has been close to the case even tho Fulton has just taken on the assignment of heading up the Richards defense.

Prolonged Hearing Likely

The Los Angeles hearing, scheduled to open in Room 229 of the U. S. Postoffice Building, is expected to last several weeks. While Cottone's vigorous performance at this week's prehearing conference indicated that (See *Richards Hearings on page 14*)

Icecapades 180G At Cincy Garden

CINCINNATI, March 4.—*Icecapades of 1950* rang up a hefty \$180,000 in 14 performances at Cincinnati Garden February 17-26, with matinees on both Saturdays and Sundays (18-19 and 25-26). The turnstiles clicked a total attendance of 83,700 persons for the 14 performances, 79,700 of whom laid it on the barrel head. Tickets were pegged at \$1.25 to \$3 top.

On its first appearance at Cincinnati Garden last July, *Icecapades* grossed around \$147,000 in 14 performances. Shipstad & Johnson's *Ice Follies*, only other icer to play the local arena, holds the gross record for Cincinnati Garden. As the first major attraction to play the Garden at its opening a year ago, *Ice Follies* pulled 196,000 paying customers for a gross of \$215,000. On its return here last November, *Ice Follies* attracted 91,300 persons in 11 performances for a gross of \$192,300.

Nearing Hiatus Puts KNBH Eye on Sports

HOLLYWOOD, March 4.—KNBH, local NBC tele outlet, will go all out on remote sports coverage after a year of virtually no remote programming. Definitely set are weekly polo matches beginning March 5, marking the first time such sporting event has been beamed to local video viewers. In the works are deals for exclusive rights to Pacific Coast professional female softball league, covering two weekly telecasts.

In addition, the station hopes to snag exclusive wrestling rights when the current hassle with grunt and groaners is resolved. Outlet will also negotiate for boxing cards and will definitely bid for the big league football skeds next fall.

Heretofore, KNBH was unable to pitch for any sporting event since heavy network commitments precluded any local coverage. With approaching summer hiatus period opening time slots and the reskidding of kine and local shows into early-evening hours, station will open up new blocks of prime time for sports and special events coverage.

The Billboard

The World's Foremost Amusement Weekly

Founded 1894 by W. H. Donaldson

Publishers

Roger S. Littleford Jr.

William D. Littleford

E. W. Evans Pres. & Treas.

Lawrence W. Gatto Secy.

Editors

Roger S. Littleford Jr., Editor in Chief, New York

C. R. Schreiber... Coin Machine Editor, Chicago

Herb Dotten... Outdoor Editor, Chicago

William J. Sachs... Exec. News Editor, Cincinnati

Managers and Divisions

E. W. Evans, Gen. Manager Cincinnati

Main Office & Printing Division

2160 Patterson St., Cincinnati 22, Ohio

Phone: DUNbar 6450

W. D. Littleford, Gen. Manager Eastern Division

1564 Broadway, New York 19, N. Y.

Phone: PLaza 7-2800

M. L. Reuter, Gen. Manager Western Division

188 W. Randolph St., Chicago 1, Ill.

Phone: CEntral 6-8761

Sam Abbott, Gen. Manager West Coast Division

6000 Sunset Blvd., Hollywood 28, Calif.

Phone: HOllywood 9-5831

F. B. Joerling, Gen. Manager Southwest Division

390 Arcade Bldg., St. Louis 1, Mo.

Phone: CHestnut 6443

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.

NBC SCANS HIATUS HORIZON

R. I. P.

NEW YORK, March 4.—The list of top 15 radio network programs, as rated by C. E. Hooper, Inc., shown below, is the last such list the company will publish. Hooper this week sold his AM and TV network rating service to A. C. Nielsen.

1. Jack Benny
Original broadcast, 22.7
Added by second broadcast, 3.2.25.9
2. Radio Theater 24.5
3. Arthur Godfrey's Talent Scouts.....21.6
4. My Friend, Irma 21.0
5. Groucho Marx Show 19.9
6. Fibber McGee & Molly 19.8
7. Walter Winchell
Original broadcast, 18.3
Added by second broadcast, 1.3.19.6
8. Charlie McCarthy
Original broadcast, 14.4
Added by second broadcast, 3.0.17.4
9. Bing Crosby 17.3
10. Bob Hope 17.0
11. Mr. Chameleon 16.5
12. Fat Man 16.4
13. Mystery Theater 16.4
14. Big Town 16.0
15. Mr. Keen 16.0

Luckies May Go Into "Show Biz"

NEW YORK, March 4.—Lucky Strike cigarettes and one other potential bankroller this week were in hot pursuit of *This Is Show Business*, now on CBS-TV Sunday nights. Crosley, the current sponsor of the program, has canceled effective March 26.

At the moment the cigarette company seems to have the inside track because its competitor would have to drop a show it is currently sponsoring on CBS-TV. Naturally, the web would prefer to have the new Lucky Strike business rather than a sponsor shifting programs. Crosley intends to exit from TV until next season.

"Times" Wants Copy Of Levant TV Cracks

NEW YORK, March 4.—The *New York Times* this week requested a transcript of the NBC-TV quiz show, *Who Said That?*, following Saturday's (25) show on which Oscar Levant got off some critical comments about Bosley Crowther, the *Times*'s first string film critic.

Following a question concerning St. Louis music critics' reaction to Levant's concert there earlier in the week, Levant got wound up in a dissertation on criticism in general, and identifying Crowther by name, declared he thought Crowther, among other things, was "opaque and ponderous."

Levant further complicated matters, after he had spouted for a while, when he interrupted himself and said, on the air, "What the hell am I doing talking about this on television?"

Century Pic Circuit Inks Theater Video

NEW YORK, March 4.—The latest movie chain to move 'nto theater television is the Century Circuit, Inc., which this week signed to equip two of its 34 Metropolitan New York houses with RCA large-screen equipment. First of the circuit's group to be wired for TV will be the 2,500-seat Albemarle Theater in Brooklyn. Both will feature a screen image 20 by 15 feet, thrown from a distance of about 65 feet.

Both houses are planning showings of special sports and news events in conjunction with their regular bills, with long-range plans of Century said to call for development of special theater TV material.

DF&S Seeks Rate Guarantee On 'Beulah' TV

NEW YORK, March 4.—The Dancer, Fitzgerald & Sample Advertising Agency this week was reported trying to secure a two-year rate protection deal with TV stations thruout the country for the forthcoming TV-film version of *Beulah*. The radio version of the show, is sponsored on CBS by Procter & Gamble, and will be under similar sponsorship in video.

Inquiries to the stations have gone out in the past week or so, it is reported. A precedent for this practice was established when the same agency placed the film version of *The Lone Ranger* on TV for General Mills.

Many stations feel they can offer no such rate guarantee because of the constant climb in tele rates.

Navy Rescue

DETROIT, March 4.—WWJ-TV here is carrying only the first hour of NBC's *Saturday Night Revue*, dropping the show to air wrestling from the nearby Grosse Ile Naval Air Station. The wrestling show was taken on as a way of helping the navy men raise money for their recreation fund, by building attendance at the event, and WWJ-TV refuses to renege.

Y&R Preps a Drive For New PG Deterge

NEW YORK, March 4.—Young & Rubicam is currently preparing a campaign for a new Procter & Gamble detergent. The budget is said to be around \$1,000,000 a year, with all media to be used.

P&G now is leading the detergent field with its Tide, but the company has a standard policy of competing with itself in its various cleanser products.

May Offer AM BR's Same Cut As Television

Confab in Atlantic City

NEW YORK, March 4.—Revision of present AM hiatus policies is now under consideration by NBC and will be whipped into shape at an Atlantic City meeting of top web brass next week-end. The chances are that the new NBC policy will parallel, to some extent, changes the network is expected to announce shortly in connection with TV summer layoffs. In order to keep top shows on the air in tele during the summer and fend off the wholesale departures which took place last summer in video, NBC will offer TV advertisers an additional 35 per cent discount if they use video for a solid year.

The hiatus question, insofar as radio is concerned, will be part of the general AM agenda being drawn up for the Atlantic City meeting which will be chaired by Charles R. Denny, NBC executive vicepee, who is also heading the NBC AM operation. Focal issues for the NBC confab will be sales and programs. Slated to attend, among others, are Harry Kopf, AM sales vice-president; Walter Scott, Eastern sales manager; Tom McCray, program director; Leslie Harris and Mitchell Benson, two of McCray's assistants.

NBC staffers are currently working on a study of the web's rate structure, with particular reference to discounts and fees for hiatus time. The NBC practice heretofore has been to charge advertisers taking summer layoffs 28 per cent for protection on the time segments. In re-examining this picture, NBC has two main objectives: One is to reduce the number of shows going off the air by making it financially attractive for advertisers to stay on the air on a year-round basis via more discounts; the other is to improve its position competitively, both with respect to other networks and other media.

Mutual Leads Pack In Net Science Race

NEW YORK, March 4.—With the webs all racing to get science fiction adventure shows on the air, the first to hit the microphone shaped up this week at MBS, with ABC and NBC following hard behind. The MBS entry is a Sherman Dryer package, not yet titled, to get the 9 p.m. Wednesday time, starting March 15. Dryer was producer of the science fact series, *Exploring the Unknown*. Dryer now is seeking to tie the new show in with a science fiction magazine, *Amazing Stories*, leading publication in the field, is under contract to Wilbur Stark and Jerry Layton, for their upcoming series, which ABC is said to be gandering for early airing.

The NBC series is titled *Out of This World*, which will be auditioned Tuesday (7). Written by Er Kinoye and directed by Mitchell Grayson, the series will be compared with another NBC entry, auditioned in Hollywood. This second show is written by Ray Bradbury and directed by Warren Lewis. The show considered better likely will be the first of NBC's upcoming summer replacements. NBC also is planning to audition *An Hour To Kill*, hour-long series of psychological chillers. Homer Canfield will produce in Hollywood.

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

TV Out at Chi Golden Gloves, But Gate Slumps

Despite theories that TV hurts sporting events, attendance this year at Chicago Tribune Golden Gloves quarter finals, when there was no telecasting, was below last year's, when there was. Last year, when WGN-TV telecast the bouts, attendance for three nights was 7,235, 8,845 and 12,875. This year first-night attendance was not reported, but it was reliably stated by a Tribune source to be 3,500. Second night it was 6,428 and third night, 7,028.

Connolly Moves to CBS-TV as Program Sales Manager

Tom Connolly, manager of radio program sales for CBS, last week moved over into the TV side of the operation to become manager of program sales for CBS-TV.

Weems Heads GAC Radio-Tele Department

Art Weems, General Artists Corporation (GAC) exec who has been in charge of the agency's New York office and whose forte has been the band business, last week was appointed supervisor of the GAC radio and television department.

WPTZ Offers 4/5 of Rate for Strip Shows

A new strip program price was established last week by Alexander W. Dannenbaum, WPTZ, Philadelphia, commercial manager. All local programs of five minutes or more televised five consecutive days in a week will be available at the new rate of four-fifths the regular rate card for the five programs per week. Under the new structure, a sponsor using a Monday thru Friday show will receive the across-the-board coverage for the former Monday thru Thursday cost. Frequency discounts are accrued at a rate of 5 per cent for 26 weeks and 10 per cent for 52 weeks. In explaining the new rate, Dannenbaum said the move was made to compensate and encourage across-the-board programing, particularly during the daytime hours.

NBC Leases Three Floors in N. Y. for TV Props

A three-floor, 6,000-square-foot area has been leased on West 56th Street by NBC, to house TV scenic design and storage facilities. Part of the top floor, rented from Sheffield Farms, also will be used for rehearsal space. The space will service NBC tele studios at 106th Street, the International Theater and the RCA Building. Space will be split up for carpentry shops, paint shops, wardrobe rooms, scenic storage rooms and furniture lofts.

Biow Pitches Paar for Summer Slot on "Take It"

Comedian Jack Paar, heard over NBC several seasons ago as the Jack Benny summer replacement, may return to the air as summer emcee of "Take It or Leave It." Negotiations with Paar are currently under way by the Biow Agency, which has pitched him as Eddie Cantor's sub during the hiatus period. Also under consideration is Garry Moore, who emceed "Take It" for a stretch prior to Cantor taking the job.

WXYZ Sells AM and TV to Stokely-Van Camp

Stokely-Van Camp Company bought a 52-week series on both AM and video on WXYZ and WXYZ-TV last week, thru the Gardner Advertising Company of St. Louis. On AM, the deal is for three 15-minute segments at 1 p.m. in the Russ Mulholland "Meet the Ladies" quiz show. The television deal is for a weekly participation in the Edythe Fern Melrose "Charm Kitchen" Thursdays and Fridays on WXYZ-TV.

Hooper and Nielsen

Claude E. Hooper, the doughty head of C. E. Hooper, Inc., is down in Arizona, happily athwart some sturdy steed, and probably laughing to himself each time he thinks of his deal with Art Nielsen. Nielsen, for \$600,000, bought Hooper's national and Pacific Coast network rating services as well as the now defunct U. S. Hooperatings. Hooper will remain in the audience measurement business, confining his activities to market-by-market and individual city reports. Hooper owns or controls 90 per cent of C. E. Hooper, Inc.; Nielsen is paying the purchase price over 10 years.

While Hooper reports will be available for network programs when ordered thru Nielsen, it is virtually inevitable that they will be discontinued eventually and Nielsen's reports, based on his audimeter and averaging a month or so behind actual broadcast date, will take over. Unless Nielsen speeds up his service—an achievement which so far has evaded him—immediacy, to a great extent, will be a missing ingredient in program popularity measurements.

Can't Mix 'Em, Says Hoop

Hooper contends that there isn't room, economically, for two national measurement services and that besides, as TV grows, it is

making it increasingly difficult to report accurately, since it means mixing non-TV and TV cities. Hoop says he doesn't think you can mix apples and oranges, altho he himself did it in his U. S. Hooperatings, which mixed diary and phone reports to project U. S. audiences. Projecting U. S. audiences was, until Hooper moved in, Nielsen's specialty. The Nielsen service, incidentally, costs about three times the prices Hooper used to charge.

Research men state that despite its shortcomings, the loss of the Hooper national services may have some disruptive effect since, within a short time, a large body of data will become worthless without current figures for comparison. Nielsen's adamancy against publicity may also prove to be an adverse factor. In any event, the Hooperatings, a handy reference, which despite shortcomings had been standard equipment in radio for almost 14 years, now are about to go out of existence. Presumably, Nielsen hopes his acquisition will fend off a repetition of his radio losses which, reports state, exceeded \$1,000,000 in 1949.

But it sure was a good deal for the horseman of the Hooperatings.

C. E. Hooper Prepares New AM-TV City Reports

NEW YORK

SHARE OF BROADCAST AUDIENCE

SUM OF STATION SHARES IN RANDOM HOMES = 100%.
AVERAGES BASED ON SAMPLING CONDUCTED THE FIRST AND THIRD WEEKS OF EACH MONTH.
STATIONS WITH LESS THAN 1.0 INCLUDED IN OTHERS.

EVENING

SUN. thru SAT.
6:00 PM-11:00 PM

JAN-FEB		B'DCAST AUD. 36.0	RADIO SHARE ➡							82.0 19.7		TV SHARE		
WQXR 2.3	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.9	5.7	10.7	15.0	16.8	21.8	6.4	5.2	3.0	2.2	1.0	1.3	1.3		
WOV 1.6														
OTH. 6.2														
FEB-MAR		B'DCAST AUD. 35.9	RADIO SHARE ➡							80.3 21.4		TV SHARE		
WQXR 2.2	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.8	5.3	10.0	15.5	16.0	21.9	7.2	5.5	3.5	2.2	1.7	1.4	1.4		
WOV 1.4														
WMCA 1.1														
OTH. 5.1														
MAR-APR		B'DCAST AUD. 35.3	RADIO SHARE ➡							77.1 24.6		TV SHARE		
WQXR 2.1	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.7	4.8	9.6	14.9	15.0	21.3	7.9	6.5	3.9	2.8	2.1	1.6	1.6		
WOV 1.3														
OTH. 6.4														
APR-MAY		B'DCAST AUD. 33.3	RADIO SHARE ➡							73.4 26.7		TV SHARE		
WQXR 2.0	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.3	5.0	8.2	9.2	12.4	17.5	10.0	10.4	5.0	4.2	3.0	2.8	1.1		
WOV 1.1														
OTH. 4.6														
OCT-NOV		B'DCAST AUD. 34.2	RADIO SHARE ➡							61.3 38.9		TV SHARE		
WQXR 2.0	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.3	5.0	8.2	9.2	12.4	17.5	10.0	10.4	5.0	4.2	3.0	2.8	1.1		
WOV 1.1														
OTH. 4.6														
NOV-DEC		B'DCAST AUD. 35.6	RADIO SHARE ➡							59.2 40.9		TV SHARE		
WQXR 1.9	WNEW	WOR	WJZ	WNBC	WCBS	WNBT	WCBS-TV	WPIX	WABD	WJZ-TV	WPIX	WATY		
WMGM 1.5	4.4	8.1	8.7	12.1	17.2	11.7	11.6	5.0	4.2	3.4	2.8	1.3		
WOV 5.3														
OTH. 5.3														
DEC-JAN		B'DCAST AUD. 36.4	RADIO SHARE ➡							55.3 44.7		TV SHARE		
WQXR 1.8	WNEW	WOR	WJZ	WNBC	WCBS	WCBS-TV	WNBT	WABD	WJZ-TV	WPIX	WATY			
WMGM 1.4	4.3	7.7	8.2	10.9	15.9	13.3	13.3	8.4	3.9	3.0	3.0	1.3		
WOV 5.0														
OTH. 5.0														

The cut above shows what C. E. Hooper's new city reports will look like in those cities where both radio and television are operating. In non-TV markets only the radio share, of course, will be shown. As usual, the Hooper reports will be based on coincidental telephone surveys in which the basic question is: "Were you listening to the radio or viewing television just now?"

In the specimen shown above, covering New York only, the six-month interval between April and October has been deleted, but those months show, as does the last quarter, a continuing gain for the television share of the New York audience.

Broadcasters and radio researchers alike, however, have been quick to criticize the Hooper AM-TV survey procedure. They claim that by relying exclusively on the telephone, Hooper is repeating the statistical errors he made when he measured radio only. What makes it worse, they claim, is that in an urban TV area the errors are not only being repeated but are repeated on an even larger scale. The reason is that phone homes own

an estimated 40 per cent of receivers compared to the normal 25 per cent receiver ownership.

Insofar as the New York audience is concerned, researchers argue that the 55-45 ratio shown between AM and TV for the December period, as shown above, is both a statistical and actual possibility. They claim that the telephone sample used not only reflects the distortion accruing from the phone-receiver situation, but also fails to reflect an increase in radio use reported thruout the nation as well as in New York.

It is also argued that Hooper is not on sound ground in comparing the two media's share of audience, since they are not equal or comparable units. Finally, while TV has cut into radio homes, it also has increased radio set use, according to most listening surveys, thus, in effect, giving radio a smaller share of a larger pie. This would not be reflected in a telephone-only survey.

\$150 PER HR. FOR TV ACTORS

NAB Awaits Miller's Choice For Gen. Mgr.

WASHINGTON, March 4.—The new post of general manager of the National Association of Broadcasters (NAB) authorized by the NAB board will be filled by an experienced broadcaster not now on the NAB payroll, if President Justin Miller's commendation for the job is approved by the board. This was learned this week as preparations were being made for a study of prospects for the new job which will rank second in importance only to Miller's in the NAB hierarchy.

There appears to be no doubt but that Miller's recommendation for the post will get the board's okay. The NAB prexy said he has not yet finally settled on a proposed choice, but he is certain that his choice will fall to someone outside the present NAB administrative set-up and that it will be someone actively engaged in broadcasting.

Hardy Is Rep

Meanwhile, following up the NAB board's recent changes in the organization chart, Ralph Hardy has registered with the House clerk and Senate secretary as a legislative representative of the NAB. The trade association's contacts with Capitol Hill and executive agencies are expected to be greatly stepped up under the new set-up, with increased concentration being readied on a number of major legislative and governmental issues. Under the lobby registration act, Hardy, who has headed the discontinued radio department of the NAB, is required to identify his representation and list his expenses and compensation in the work.

Board Elections

Results of balloting in the elections to the board this week brought D. (Jess) Willard Jr., former NAB executive vice-president, to membership on the board for a two-year term.

Others elected were:

- William B. Fay, WHAM, Rochester, N. Y.;
- Frederic Essex, WSJS, Winston Salem, N. C.;
- Frederic Wheelahan, WSMB, New Orleans;
- George J. Higgins, WISH, Indianapolis;
- William B. Quarton, WMT, Cedar Rapids, Ia.;
- Frank Todd, KAKE, Wichita, Kan.;
- William Grove, KFBC, Cheyenne, Wyo.;
- Calvin Smith, KFAC, Los Angeles;
- Patt McDonald, WMM, Memphis;
- Edgar Kobak, WTWA, Tomson, Ga.;
- John Esau, KTUL, Tulsa, Ia.;
- James D. Shouse, WLW, Cincinnati;
- William B. Ryan, KFI, Los Angeles;
- Frank Fletcher, WABL-FM, Arlington, Va.;
- Craig Lawrence, WCOP-FM, Boston;
- Ben Strouse, WDC-FM, Washington;
- Robert D. Swezey, KSU-TV, New Orleans;
- and Eugene S. Thomas, WOIC, Washington.

Philip Morris Eyes Heidt TV

NEW YORK, March 4.—Philip Morris this week was reported planning to bankroll a new TV variety show next season, featuring Horace Heidt and his young talent format. The cigarette firm now bankrolls Heidt on radio over CBS, and the web also expected to get the TV business. Biow handles the account.

The tele version of the Heidt show is expected to follow the AM format closely with the addition of a few production numbers in each program. The sponsor has not yet decided what such a deal would mean with regard to continuation of its current TV show, *Candid Camera*, which also is CBS.

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

NBC Programing Shuffle Will Re-Deal Robb

Realignment of the NBC radio program department under its director, Tom McCray, is in the works. Principal change will involve Arch Robb, who will shift to the web's integrated services department, to head up clearances, music library and similar functions. A number of new titles also will be dished out to present staffers. None, however, will be labeled as assistants to McCray. Elimination of the assistant handle is in line with the Booz, Allen & Hamilton plan for NBC's reorganization.

CBS Readying Show To Star Steve Allan

CBS is readying a radio show to star Steve Allan, West Coast disk jockey, now emceeing "Earn Your Vacation" over the network. Its format hasn't been decided upon as yet, but the web wants to build a show that will take advantage of his varied comic talents. Meanwhile, the CBS West Coast program packaging mill is preparing a new TV musical program to star comedian Ben Blue. The audition is expected to be soon.

CBS Builds Show for Toni, 9 P.M. Wednesdays

CBS is putting together a musical-variety video show of a light nature for submission to Toni Home Permanent, at Toni's request. Toni has bought the 9:30 p.m. slot on alternate Wednesdays beginning April 5. No personalities have yet been selected.

Esty's Question: How To Dress Hawk Like a Hawk?

William Esty Agency has taken an option on a new TV package called the "Original Animal Hour." The program would dress singers as birds and other entertainers in various animal disguises. The owner is Bob Hawk.

ADA Sets Up 16-Man TV-Radio Committee

Americans for Democratic Action (ADA), New York, set up a 16-man TV and radio committee, to co-ordinate ADA broadcasting activities, under the direction of Robert Allison, at its meeting last week. The new committee, a subdivision of the ADA's Public Information Committee, intends to create a "talent pool" of prominent ADA members who will be available as guests for radio or TV shows dealing with current issues. In addition, the committee also plans to send transcribed interviews with ADA members to New York and Washington radio stations.

Byoir Gets Plugs Via 15-Minute Commentary

Bob Davis, of the Carl Byoir Agency, New York, has devised a way of garnering free air plugs for the firm's industrial accounts, via a free script service to radio stations across the country. The weekly 15-minute commentary, tagged "Parade of Business" and penned by Davis, is currently being carried as a regular broadcasting feature by 300 stations. Each show gives a rundown on current business news plus, of course, a couple of unobtrusive plugs for Byoir's clients.

Pepsi Still Reported Dropping ABC's "Counterspy"

Despite denials, reports persisted last week that Pepsi-Cola plans to drop "Counterspy," currently airing at 7:30 p.m. Tuesdays and Thursdays on ABC. Biow agency execs are expected to get their notice from the sponsor this week. The soft drink outfit signed a 39-week contract with ABC in January, but it is said to have decided to cancel out at the end of the current cycle.

RMA To Mull Advertising Code at Chi Confab

Adoption of an advertising code for TV will be the subject of a special meeting of the sales managers' committee of the Radio Manufacturers' Association (RMA) at Chicago's Drake Hotel March 23, the RMA announced last week. The committee will meet with sales managers of all RMA member set makers to discuss what the proposed code should contain.

Oliver To Head FC&B's Houston Headquarters

C. Burt Oliver, Coast exec for Foote, Cone & Belding (FC&B) and former manager of the agency's Hollywood operation, will be transferred to Houston as head of FC&B's new district headquarters. Oliver will supervise the Grand Prize Beer account there. Bob Ballin will continue as vice-president in charge of Hollywood operations, with S. S. (Bud) Spencer upped to the post of Coast director of radio and television. In addition to his FC&B berth, Oliver has been a mainstay of Broadcast Measurement Bureau and a Coast rep for the American Association of Advertising Agencies (AAAA).

\$7,500 Settles Privacy, Libel Suit Vs. CBS, JWT, Wrigley

Under terms of a quick settlement out of court, CBS, J. Walter Thompson and the William Wrigley Jr. Company last week paid \$7,500 to end a suit involving invasion of right of privacy and libel charges. Winner was Lt. Col. Frank L. O'Brien, of Sugar Grove, Ill., who contended in a U. S. District Court suit that the defendants had portrayed him to be "cowardly, incompetent and irresponsible" during a Gene Autry program broadcast June 28, 1942. O'Brien sued for \$50,000 and charged that during the show his role in a wartime air crew rescue in Alaska had been misrepresented and that his part had been made to appear "false and inferior."

ABC May Build McNeil as Another Godfrey

ABC, still hip-deep in negotiations with Don McNeil, is reported considering building a TV show for the "Breakfast Club" veteran as lure for a quick inking. McNeil is said to be interested in becoming ABC's counterpart to CBS's Arthur Godfrey. Nature of the TV effort still is in the nebulous stage, but it's considered likely that something may be built for McNeil by fall.

TVA Outlines Conditions & Pay Demands

Thesps' Okay Needed

By Leon Morse

NEW YORK, March 4.—Elimination of simultaneous telecasts from studios or theaters charging admission, base fees of slightly over \$150 an hour (including rehearsal rates) and special fees for standard vaude and nitery acts are among the demands formulated by the wages and working conditions committee of Television Authority (TVA), the performers video union. The TVA has completed drafting its proposals which will be presented to the actors for approval the middle of this month in various cities.

Highlights of the salary proposals are minimum fees of \$95 an hour, \$65 a half hour and \$50 a quarter hour, plus \$6 an hour rehearsal charges, which will raise the actors' take to around \$150. Minimum rehearsal for an hour show is nine hours.

Rates for standard vaude acts range from \$250 an hour for singles to \$750 an hour for quartets, with fees for quarter-hour and half-hour shows proportionately higher. Overtime for rehearsals is to be time and a half.

Audition Clauses

TV auditions are to be paid for at the regular rates with an additional subsequent charge, if the audition goes on the air. The rates for performers doing commercials and filmed telecasts is to be the same as for those engaged for regular acting stints, based on the length of the show. However, there is to be no fee for talent auditions, video screen tests or voice tests. Rehearsals are not to extend over nine consecutive days for hour programs; five, for half-hour shows, and three, for quarter-hour presentations.

There is to be no extra fee for kines, provided they are exhibited within 30 days. However, reuse requires additional fees each time they are presented. Remotes from theaters, night clubs and circuses must be paid for at minimum TVA rates, plus the fees paid for the theater performance. The charge for groups of dancers (eight or more) is to be three-quarters of the applicable minimum rehearsal fee for each individual. Walk-ons are to get \$15 each. This is in addition to regular rehearsal charges.

Repeat performances within 48 hours of live telecasts for supplementary coverage are to cost the same fees as for the original video-cast. Announcers who memorize commercials and perform on camera are to receive 1 1/2 of the program fee; those using only voice off-camera, the regular rate. Pay for stand-ins is the rehearsal rate, except if they should perform, then the usual minimums are to apply.

Performers going on location outside the metropolitan area of New York, Chicago or Los Angeles must be paid \$23.75 per day, plus first-class transportation and living expenses, in addition to telecast fees. For retakes, the entertainers are to get one half the program fee, in addition to a charge for whatever rehearsal is required. The TVA also wants payment to be made three days after date of performance.

Broadcasters Protest U. S. NARBA Concessions to Cuba

WASHINGTON, March 4.—U. S. broadcasters this week began an organized protest against what they termed an unauthorized agreement whereby certain U. S. standard broadcast frequencies would be ceded to Cuba. The protests were being directed toward individual broadcasters' legislative representatives.

The United States will make "some" concessions to Cuban demands if necessary to conclude an informal bilateral agreement this month, State Department officials told *The Billboard* this week as disagreement widened between government and industry members of the U. S. delega-

tion now meeting with the Cubans at Havana.

NARBA Session in Summer

The State Department hopes to work out an agreement with Cuba sometime this month in order to smooth the way for the next meeting of the North American Broadcasting Agreement (NARBA) to be held in the nation's capital starting either July 1 or August 1.

As it became apparent that representatives of State Department and Federal Communications Commission (FCC) are prepared to permit Cuban

Town Bars TV

GREENWICH, Conn., March 4.—Television stations have been barred here. The Town Plan Commission this week vetoed a proposed change in the building code which would have put TV transmitters in the same approved category as radio stations and towers.

inroads on U. S. frequencies, national Association of Broadcasters (NAB) recalled from Havana for "consultation" its engineering director, Neal McNaughton. The NAB delegate left for Washington this week after notifying FCC Commissioner Rosel Hyde. (See U. S. Broadcasters on page 14)

Coast Baseball Puts KFI-TV on Night Schedule

HOLLYWOOD, March 4. — KFI-TV, local tele indie which pioneered as country's first all-daytime video outlet, re-enters the nighttime field this month with the opening of the Coast baseball season. Station will up airtime from its present 57 hours to a new high of 80 hours weekly, retaining its present 9 to 6 p.m. sked in addition to night airings.

To bridge into evening programing KFI-TV shelled out \$25,000 for exclusive rights to the Los Angeles Angels baseball sked, outbidding rival KLAC-TV, which snagged Hollywood Stars baseball rights and sought ditto deals from the Angels. KFI-TV peddled the rights to Eastside beer and Emerson television distributors, getting \$40,000 from each bankroller, plus an additional \$15,000 for baseball time adjacencies.

Because the Angels will play locally every other week, the station will fill alternate weeks with studio programing. In the works are a block of kiddie shows, special remotes and other features which will keep the transmitter perking until game time and on non-game evenings.

Station will also hypo its programing structure with the first all-tele soap opera series beginning March 27. Show, to be aired five times weekly, is tagged *The Jonathan Story* and will be produced on film by Will Langkergood Productions. Series is first attempt to mass produce a soap opera for local syndicated film release and will be peddled to indie outlets for \$20 to \$60 per day, depending on size of tele market.

"Marriage for Two" Dropped by Kraft

CHICAGO, March 4. — *Marriage for Two*, daytime serial aired on NBC under sponsorship of Kraft Foods Company, will be canceled, effective March 31. Altho spokesmen for the agency, J. Walter Thompson, said there was no decision on how the portion of the Kraft advertising budget represented by *Marriage* would be allocated, it has been stated by Kraft execs that the dough would be allocated to newspapers.

Theory of the Kraft company, it is said, is that retention of *Kraft Television Theater* and *Great Gildersleeve* on AM would give sufficient coverage impact in major markets and that use of newspapers is needed to reach consumers in small cities and rural regions.

Marriage has been aired since October 3, 1949, on NBC, Monday thru Friday, 9:30 to 9:45 a.m. under Kraft sponsorship.

Switch to TV Ads Sells 3,000 Units

DETROIT, March 4. — The four-week sponsorship of the mid-afternoon *Pat 'n' Johnny* show on WXYZ-TV by Gee Bee Sales of Michigan, reads like a success story for video. The firm has been using two participations weekly at a cost of \$32 for the four weeks and sold 3,000 of its indoor television units at \$6.95 as a result during that period.

Previously the firm had used 15-inch ads three days a week, spotted in the television sections, in all three daily papers at a cost of \$2,180 for the month. When they went on video they got 78 calls in about two hours on the one phone listed and sold 126 units the next day. The previous high had been 45 sales a day on a Saturday.

John Bogart, head of Gee Bee, signed a contract Wednesday (22) to double his participations; the firm dropped all newspaper advertising several weeks ago.

THANKS . . .

TO

The Billboard

... and its distinguished panel of judges for the
12th Annual Radio and Television Promotion Competition.

WLW:

FIRST IN
SALES PROMOTION
Clear channel network affiliates

WLW-T:

FIRST IN
GENERAL PROMOTION (tie)
Television stations

WINS:

FIRST IN
PUBLIC SERVICE and
AUDIENCE PROMOTION
50,000-Watt
non-network stations

Crosley Broadcasting Corporation

Cauliflower Biz On Coast Gears Anti-TV Strike

HOLLYWOOD, March 4.—Having heard from their wrestling brethren that video coverage supposedly kills gates, local boxing boys are gearing to stage an "anti-video strike" some time in May. According to sources close to boxing bigwigs, the fisticuff fraternity will nix any future contracts if tele coverage is included without dough for them. Both amateurs and pro boxers will be involved, and indications are that fighters will demand a hefty slice of tele revenue before fighting again in video arenas.

Contracts with tele ops are up for renewal in both Hollywood Legion Studio and smaller South Gate Arena, beginning in May. Legion-Don Lee tele deal, currently rounding out a three-year term, calls for flat payment of \$150 per week for video rights. Boxers now hold the deal is below value and want both a percentage of the tele take and gate guarantees should video hurt the box office.

Meanwhile the wrestling situation is still unresolved (*The Billboard*, March 4). It was learned late this week, however, that a deal is in the wind to limit tele rights to one night weekly on an exclusive basis. Rights would be peddled on the open market to the highest bidder, similar to football during the past two years. Wrestling interests feel such a deal would bring between \$3,000 and \$5,000 into the till weekly, thereby ending any threat to the box office.

The current 30-day wrestling ban ends March 12, and a future policy decision is expected before that date. Wrestling interests definitely insist that no indiscriminate sale of rights to any number of stations will be tolerated regardless of the outcome of the present hassle.

WJBK May Build Auditorium for Detroit Boxing

DETROIT, March 4.—Objections of sports promoters to telecasting of sports events may have a new answer in plans being made at WJBK, which has a theater auditorium studio awaiting construction. Tentative plans, Al Nagler, sports commentator, told the Television Round Table this week, call for a suspended rink which can be dropped down onto the floor when in use, or lifted up to the roof when the studio is used for other purposes.

If suitable arrangements cannot be made with local promoters for boxing and wrestling shows, the station will be in a position to produce its own shows, amateur or professional, with plenty of good amateur talent anxious for a video appearance. The studio will seat several hundred spectators and provide sports telecasting under controlled ideal conditions if the plans go thru.

M. & M. Candy Quits Baker for Esty

NEW YORK, March 4.—The M. & M. Candy Company this week shifted its agency affiliation from the Lynn Baker Company to William Esty. The new agency will now handle the billings on the sponsor's recent purchase of the second half of *Super Circus* over ABC-TV.

M. & M. canceled its bankrolling duties on the Joe Di Maggio radio show over CBS, effective March 11. The acquisition of the new account, plus the already heavy TV activity of Camel Cigarettes, places the Esty Agency in a front-running position among those advertising firms handling video. Camels is an Esty account.

Nets' 1st Free Lance Megger Pact Is Up for RTDG Okay

NEW YORK, March 4.—Up for ratification by the membership of the Radio and Television Directors' Guild (RTDG) Monday (6) is the first contract with the webs covering free-lance directors, establishing commercial fees ranging from \$50 to \$650 a week for meggers. Other commercial fees include \$200 a week for a 15-minute across-the-board show, \$260 weekly for 30-minute programs and \$330 a week for hour-long presentations. Sustaining rates are to be one half the commercial rates.

Exempt from the pact are news shows, forums, discussions, sporting events, man-on-the-street interviews and unrehearsed quiz and audience-participation programs. The director is to get 75 per cent of the applicable fee for auditions, plus the remainder, if the show is sold.

Covers Only New York

The agreement covers only shows which originate in New York, but the RTDG will negotiate similar pacts in

other cities. Directors are to get air credit.

The contract, retroactive to January 29, is for one year and includes a no-strike clause. Both parties to the agreement will set up an arbitration board of 14 to consider differences in the interpretation of the agreement.

The pact is especially important at this time because it will set a precedent for TV free-lance directors. The RTDG can now point to this agreement when it goes in after a new video meggers' pact next season.

RWG Gets 1-Bit Hike For Scribes at CBS

HOLLYWOOD, March 4.—After 11 months of wage negotiations, CBS agreed to grant Radio Writers' Guild (RWG) a 12½-cent hourly pay increase. Boost goes to scribblers now on the staff, with new rates to be established for newly hired hands and those assigned to coast-to-coast sustaining shows. Net's previous contract is being altered in clauses dealing with staff scribes' duties, hours and grievances.

Wage hike talks were started last April and reached a stalemate in the latter part of 1949. At that time the Federal Mediation and Conciliation Service was called in in an effort to untangle the situation. Since then the Guild has called strike meetings and at various times threatened a walk-out.

New pact is dated March 1 and will run for two-and-a-half years. Pay boost is retroactive to May 1, 1949, expiration date of the old contract.

NBC Retains Cowan To Build Vaude Show

NEW YORK, March 4. — Lou Cowan, independent radio and tele packager *Quiz Kids*, *Stop the Music*, has been hired on a retainer basis by NBC to build a new variety program. This is said to be the second time NBC has taken such a step. The first time was when the web retained Cowan to produce a give-away show, in that case the now defunct *Hollywood Calling*.

The network is said to have the Sunday p.m. time opposite Jack Benny on CBS for the upcoming Cowan package.

he has the fans in his fist

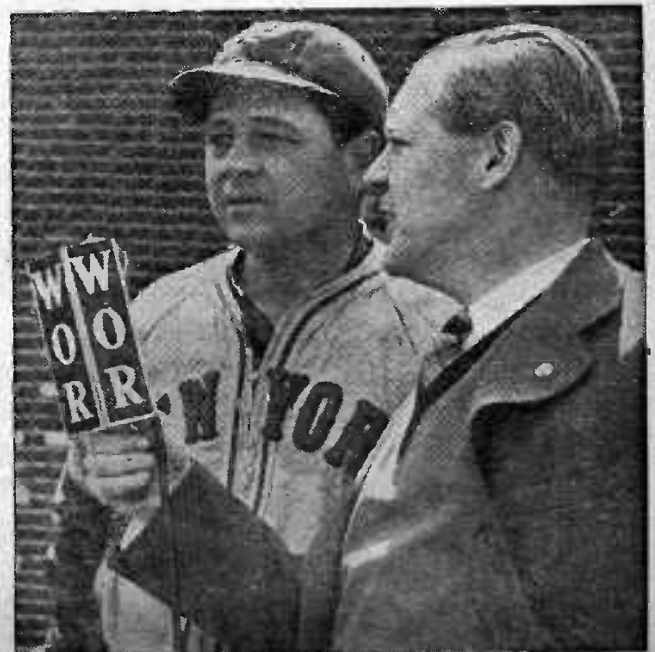
WHEN WOR's Henry Stanley Lomax, famous to millions as "Stan", throws his eye on sports every weekday night at 6:45 PM, 239,702 people a minute are punch, puck or pigskin conscious. Why? Because for over 19 years Stan Lomax has made the sporting world more alive than a 3-ring circus... more colorful than a baseball diamond... more human, less humdrum.

A sportscaster who's always at the scene of the sport. He's relayed headline sports events and sampled the hooks and jabs of Joe Louis so WOR listeners in 14 states could know what it felt like to trade blows with the Brown Bomber.

Given a dispatch, Lomax can make it a story. Given a product he can make it sell. His WOR fans have bought everything from beer to banking service. On a recent survey a sponsor found that men listening to Stan Lomax showed a 4½ to 1 preference over non-listeners for his product. You or your client can grab Stan to reach 130,273 Metropolitan New York homes a minute for 1/12th of 1¢ per listener. That, gentlemen, is a buy! Our address is

WOR

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



Here's Morgan

Reviewed Thursday, 6:30 to 6:45 p.m. Sustaining on WNBC, New York. Producer-director, Clay Daniel; announcer, Jack Costello. Cast, Henry Morgan.

Back to the original 15-minute chatter and screwy records routine on a local basis, a format which shot him to fame in the first place, Henry Morgan is out in front of WNBC's cigar store five nights weekly now. Based on a couple of the shows heard thus far, it must be said that this is unquestionably a natural type of show for Morgan's personality. It must be added, however, that Morgan also is exceedingly spotty off what was caught, evincing either an off-hand feeling by the comic for his old kind of show or too big a burden what with his regular web offering Saturdays and preparations for a TV series.

Some of Morgan's tart comments were trenchant indeed. Others seemed to be merely time-killers. One need not expect the full 15 minutes to be crammed full of boff stuff, Morgan style, to feel some deficiencies in the show. But based on the knowledge of what Morgan could do and has done with this type of stanza, it still would seem that the average could be boosted a notch or two.

Rambling Critiques

But what is on tap still is undoubtedly a feast for those who are partial to Morgan's highly personalized, rambling critiques on life and mores. Anent the film industry's fight against the federal 20 per cent tax, he remarked that those who go to the movies these days deserve to pay the tax, and the movie moguls would do better to kill 20 per cent of the pictures they have been making. To the water commission's appeals for conserving aqua pura, he pointed out that three-fourths of the earth's surface is liquid and demanded to know why they can't find any. Dewey, he said, (See Here's Morgan on page 14)



Radio and Television Program Reviews



Designates Radio Review



Designates Television Review

Herb Sheldon Show

Reviewed Wednesday (1). Broadcast Monday thru Friday, 6:30 to 7 p.m. Sold on participating basis by WJZ, New York. Producer, Herb Sheldon; director, Jack Hillman; writer, Arthur Whiting. Cast, Herb Sheldon.

To buck Henry Morgan on WNBC, Herb Sheldon is carrying the WJZ banner for 30 minutes across the board. The selection of Sheldon would seem a wise and interesting one. The style of the opposing comics are similar, yet not the same. This may also be said of the material. The outlook is that Sheldon may get a fair percentage of Morgan listeners, plus a good many who wouldn't go for the NBC comic.

Sheldon (like Morgan) uses a personalized technique and some novelty recordings, plus his observations on prevailing customs. But he picks no big squabbles, tosses pebbles rather than rocks and the result is more level than that achieved by Morgan. It also is less titillating than Morgan at his best, but is less likely to offend than Morgan at his brashest.

Sheldon's Style

Typical of the Sheldon style is the ad he said one is likely to run into, what with the fuel shortage. This would have a young man with a heater seeking a young woman with fuel, object being 70 degrees. Where Morgan is hypercritical of such institutions as motion pictures, Sheldon (See Herb Sheldon on page 14)

Strictly for Laughs

Reviewed Wednesday (1), 7-7:15 p.m. EST. Sustaining via the CBS-TV network. Producer, Barry Wood; director, Alex Leftwich. Featuring the Kirby Stone Quintet. Guest, Joe Bushkin.

This program, which features the Kirby Stone Quintet (piano, bass, drums, trumpet and sax) starts off promisingly enough what with a live bunch of colorfully dressed young musicians blowing their hot notes, but before the 15 minutes is over much of the interest has evaporated. The question is, why?

The first error seems to have been one of conception. This show seems to have been thrown together with little effort made to rehearse, change pace or offer more than just music. The boys seem to be doing the same act they did in cocktail bars. Undoubtedly the unit is a good cocktail act but they need a stronger act for video.

Lack Variety

The quintet is great on novelties, but uses hardly any ballads. The fact that they don't use pops makes for a lack of variety in the show. Television also requires a visual element. The group tries to add comedy, but their effort is not strong enough.

The boys had Joe Bushkin on as a guest to play the piano. The ivory tinkler was okay till he went out of his element to sing. Kirby Stone, the leader of the combo, plays a good trumpet, but isn't strong enough vo- (See Strictly for Laughs on page 14)

All Your Strength

Reviewed Thursday (2), 11:30 to 12 p.m. (Sundays, 1 to 1:30 p.m. on NBC except in New York). Sustaining on NBC. Produced in co-operation with the United Nations Department of Information. Producer, Gerald Kean; assistant producer, James Harvey; writer, Robert Cenedella; cast featuring Sir Cedric Hardwicke.

With the international situation reaching the high boiling point, it is timely that the United Nations and world co-operation are featured in new radio series getting started. With MBS readying a Corwin-produced group, NBC this week kicked off its own series, airing as part of the America United series. Scripted by Robert Cenedella, veteran radio writer, the initial opus used a number of effective devices to illustrate the work of the economic and social council. Using a dramatic base, Cenedella made the show's key figure the mayor of a small Canadian town, who resigned from office because of petty bickerings and the resistance to reform of some hard-shelled council members.

As played by Sir Cedric Hardwicke, the ex-mayor decided to visit his son, a UN employee in New York, before continuing his travels. But the stopover proved much longer, as the son piloted the old man around the UN and showed him the various subgroups of the economic and social council at work. The more the old man saw, the more he became revitalized, with the result that he returned to his old job with a new world outlook to help make a new start.

Smoothly directed and wisely scripted with several humorous touches and without sounding artificial or preachy, the show nevertheless did manage to get over a feeling of optimism while making for entertaining listening. There can't be too many of this sort of thing.

Sam Chase.



two in a row!

In New York, most competitive market in the country, advertisers put a premium on punchy promotion by a station.

Such a station is WNBC, which for the second straight year, has walked off with the top award for Audience Promotion by a clear-channel network affiliate in The Billboard's Promotion Competition.

NOTE TO ADVERTISERS: This heads-up advertising, publicity and exploitation is yours for the asking on

WNBC

NBC's key station in New York



Glamour-Go-Round

Reviewed Thursday, 9:30 to 9:45 p.m. Sponsored by Harriet Hubbard Ayer, Inc., over CBS tele web thru the Federal Advertising Agency. Producer, Teleshows, Inc.; director, Robert Mayberry; writers, Ilka Chase and Mary Paxton. Cast: Ilka Chase and guests.

Despite some sloppy camera work, the preem of Ilka Chase's Glamour-Go-Round came off pretty well. This was due, not so much to the efforts of the tart-tongued wit and writer or her colleagues, as to a mostly funny guest shot by the comic team of Jim Kirkwood and Lee Goodman. These lads, who have done considerable work at Upper East Side niteries, did a pretty devastating take-off on kid radio shows, commercials and all.

It was a mistake on the part of the producers of this show, however, to follow the comics with a straight-faced commercial for Harriet Hubbard Ayer's Luxuria face cream, for the plug proved more outrageous, if possible, than anything in the comic routine. This had the smooth-looking females copping an a capella plea, in chorus, for the audience to use the sponsor's product. However, an earlier plug was more effective, with some piano chords and doodling serving as a means of stressing husband's dislike of the fashion of wives' taking a faceful of goo to the nuptial couch at night.

Miss Chase had a few opportunities to show her wit, inasmuch as that portion of the show not used for the guest shot was given over to a build-up for it. More time should be spared for the star of the show to let loose her stock in trade. Sam Chase.

U. S. Treasury Bandstand

Reviewed Saturday (18), 5-5:30. Presented by the U. S. Treasury Department thru CBS. Director, Clay Daniels. Ork, Jimmy Dorsey.

The music of Jimmy Dorsey and his ork, featuring his Dixieland styled band-within-a-band, the Dorseyland Eight, is a good selection for this spot on the Treasury show. The enticement of Dorsey's newest aggregation is that it is equally palatable when playing for dancing or for listening. Too, jazzophiles should really appreciate the maestro.

For listeners who like the smooth, satiny kind of musical treatment, Dorsey offered This Can't Be Love, It's the Dreamer in Me and I Don't Know Why. The last two numbers had the benefit of fine warbling from Kenny Martin and Claire Hogan, respectively. Both singers know what to do with a tune, with perhaps Martin stronger on ballads and Miss Hogan a shade better on novelties.

Dorsey's Dixieland unit rocked the walls with its version of Big Noise From Winnetka, which featured the drumming of Ray Bauduc and the bass playing of Bill Lolatte. Then J. D. and the Dorseyland Eight took off on Muskrat Ramble. Leon Morse.

Fame and Fortune

Reviewed Thursday, 10-10:30 p.m. Sponsored by Otto Erlanger Brewing Company thru E. L. Brown Agency, via WCAU-TV, Philadelphia.

With a \$1,000 bill as the come-on, this bid for "fame and fortune" is attractive enough for those allegedly with talent of all sorts, sizes and smells to face the camera. Even if only one turn in 13 weeks of trying grabs off the grand note, the program is satisfying to the ego of the tyros and those pros tempted by the grab-bag.

Even the sponsor gets paid off plenty — what with three generous loads of adjectives hurled at his foam, generous sprinkling of name cards sporting the "Otto" character trademarking the lager, and two giant beer-bottles as the back-drop for (See Fame and Fortune on page 14)

The Godfrey Digest

Reviewed Saturday, 9:30-10 p.m. Presented by Chesterfield Cigarettes thru the Cunningham & Walsh agency via the Columbia Broadcasting System (CBS). Production supervisor, Will Roland; engineer, Frank Telewski; announcer, Tony Marvin. Cast: Bill Lawrence, Janette Davis, the Chordettes and the Mariners. Starring Arthur Godfrey.

The Columbia Broadcasting System (CBS) certainly had itself a brainstorm when it decided to piece together parts of Arthur Godfrey's various shows during the week into a half-hour Saturday night program. The proceedings can aptly be tagged the best of Godfrey and the higher ratings on the CBS web that evening reflect his audience draw. The inimitable Arthur chats along

and cracks jokes in his usual refreshing and relaxing style. On this program he did a satire on vocal exercises which was both humorous and penetrating.

The entertainment side of his show was also very strong. Bill Lawrence did a duet with Janette Davis in I Wanna Go Home, then Lawrence sang Together, the Mariners quartet, Big Movie Show in the Sky and Godfrey paired with Miss Davis for If I Had You on a Desert Island. All were excellently done and had the benefit of fine musical backing from Archie Bleyer and the ork.

Godfrey on Blue Side

Godfrey made a few joshing remarks to the Mariners being captains of the head, naval slang for the term not used on the air. This is not the first time he has let his willfulness get (See The Godfrey Digest on page 14)

Quiz of Two Cities

Reviewed Monday 9:30-10 p.m. Sustaining over KLAC-TV, Hollywood and KFMB-TV, San Diego. Producer-Writer, Al Buffington. Director, Luther Newby. Emcees: Stu Wilson (Los Angeles) and Dean Long (San Diego). Announcer, John Milton Kennedy. Audience contestants.

Judged on its entertainment merits, Quiz is no worse nor better than many of the lesser TV audience participation stanzas. A throwback to the radio feature of the same name, format is simple and foolproof. Of most significance is the fact that show marked the first successful airing of a two-way, microwave relay on the West Coast. Stations involved are about 100 air miles apart. Instant switch from studios in both cities. (See Quiz of Two Cities on page 14)

Billboard Awards for 1949-'50

the XL stations

TO PACIFIC NORTHWEST BROADCASTERS First Place IN GENERAL PROMOTION Regional Networks THE BILLBOARD'S 12TH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION 1949-'50

TO KXLJ HELENA, MONTANA First Place IN PUBLIC SERVICE PROMOTION Local Channel Network Affiliate THE BILLBOARD'S 12TH ANNUAL RADIO AND TELEVISION PROMOTION COMPETITION 1949-'50

- KXL—Portland • KXLE—Ellensburg • KXLY—Spokane • KXLL—Missoula • KXLF—Butte • KXLK—Great Falls • KXLQ—Bozeman • KXLJ—Helena



AN OPEN LETTER

FEBRUARY 28, 1950

BOARD OF JUDGES
 THE BILLBOARD'S
 12TH ANNUAL RADIO
 AND TELEVISION PROMOTION
 COMPETITION
 1564 BROADWAY
 NEW YORK 19, NEW YORK

GENTLEMEN:

WORZ'S FIRST PLACE AWARD IN THE LOCAL NETWORK AFFILIATE
 AUDIENCE PROMOTION CATEGORY HAS MADE US VERY PROUD AND
 VERY HAPPY.

THIS IS THE BEST WAY WE KNOW TO SAY "THANK YOU" FOR THIS
 RECOGNITION, HENCE THIS OPEN LETTER.

THIS AWARD IS AN ENDORSEMENT OF OUR EFFORTS TO PROMOTE
 ALL OUR PROGRAMS AND ALL OUR SPONSORS. WE ACCEPT IT HUMBLY
 AND PLEDGE CONTINUED STRONG EFFORTS IN OUR CLIENTS' BEHALF.

SINCERELY,

CENTRAL FLORIDA BROADCASTING COMPANY

Eugene D. Hill
 EUGENE D. HILL, GENERAL MANAGER

Sandy Roen
 SANDY ROEN, PROMOTION MANAGER

WILLIAM D. BIRKHEAD, JR. • JAMES H. HILL

Chi NBC Reshuffle Pattern Cut From Cloth of Network

CHICAGO, March 4.—Following negotiations with New York execs for weeks and inter-departmental discussions locally, over-all structure of the local NBC operation this week was broken down into a pattern following the general reorganization which has been under way within the net for months.

Sales have been broken into five divisions: AM network, TV network, AM local, TV local and AM and TV national and local spot. Weeks ago Gene Hogue was named head of network TV sales, while Paul McClure was given jurisdiction over network AM sales. John MacPartlin also had been named head of local TV sales. But in moves announced this week, E. C. Cunningham was named head of WMAQ (local program) sales, while Oliver Morton, who had charge of local and national spots as well as local AM sales, was placed over only net and local AM and TV spot sales.

Another change took place in the AM and TV program departments. Ted Mills, formerly program manager for TV, was named executive producer in TV, and Art Jacobson, former AM program director, was given Mills' old post. Homer Heck, former AM production manager, was named WMAQ program director to replace Jacobson, with no replacement for Heck named yet.

In the promotion department, a sharp cleavage between network and local operations was cut. Dave Lasley was given charge of network promotion, both AM and TV, while Hal Smith was made top man in the local AM and TV promotion department.

Altho it could not be confirmed, it was reported that Bob Guilbert, formerly in charge of AM continuity and continuity acceptance, would be responsible for only continuity acceptance henceforth, while continuity will come under the jurisdiction of the program director.

Another rumor was that Bill Ray, now head of local and network news, special events, would be placed in charge of local and network news, special events, press and special affairs, but this was denied.

The engineering department was broken into AM and TV divisions under Howard Luttgens. Under Lut-

gens now are Paul Moore, head of TV engineering, and Ted Schreyer, AM engineering chief.

Chick Showerman, head of NBC here, said the changes are an attempt to correct situations which found certain departments top heavy in man power and bring about conditions which would adapt themselves to a more efficient cost accounting and budgeting arrangement. Other execs said, off the record, that NBC here, except in sales and programming, had to all practical purposes been changed into a strictly local operation under Jim Gaines, net head of o. and o. stations, in New York.

Sears Studying "Cat" Readers In TV Pitch

NEW YORK, March 4.—Sears, Roebuck & Company is considering entering television. As a means of ascertaining the type program it should sponsor, it is surveying its known catalog customers. Sears, for some time, has had a policy of supplying catalogs only to those customers, rural and urban alike, who buy from the company regularly. Thus, in quizzing its catalog mailing list, the company is following a survey procedure unavailable to other large retailers.

Indications are, from the questions being asked, that Sears is primarily interested in daytime video and its predominantly fem audience. After explaining that the company "is thinking of a television program," the questionnaire asks whether the respondents own a TV receiver; if not, whether they watch on a set owned by others; which station (in the particular area) is preferred; whether the respondent watches daytime TV; if so, what daytime hours are preferred; and, finally, the kind of daytime TV program preferred.

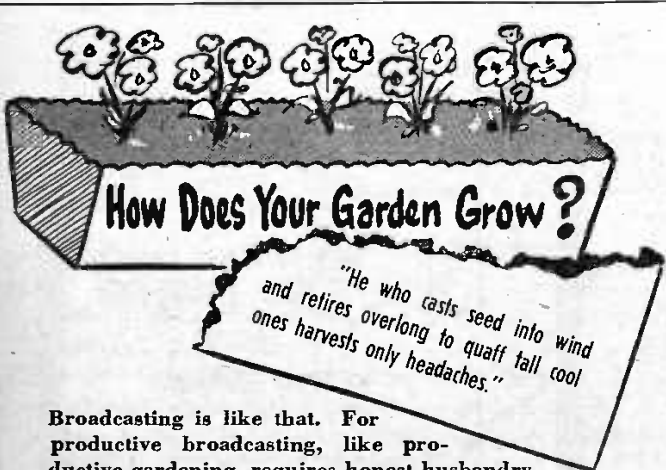
Altho efforts have been made to get Sears back on the air as a network radio account, the company has for some time restricted its radio use to the local level.

SHORT SCANNINGS

Dorothy Doan's "Vanity Fair" show on CBS-TV gets a new participating sponsor, Fibre-Glass, starting Monday (6). Fuller, Smith & Ross is the agency. . . . Shirley Dinsdale's "Judy Splinters" will be the next video puppet to be licensed for merchandising. . . . John Deer, CBS's associate sports director, takes over mike chores on that web's "Saturday Sports Review" broadcast, beginning March 18. . . . TV-Programs, Inc., has added TV director Clay Yurdin, ex-WPIX, to its production staff. . . . Ensign Frank J. Roehrenbeck Jr. (his dad's general manager at WMGM) won his gold wings last week and reports to the navy's jet training unit, Milton, Fla., soon. . . . CBS's Red Barber celebrates 20 years in radio Saturday (4).

Batten, Barton, Durstine & Osborn, Inc., upped three veteran employees to veepee status this week. Fred B. Manchee, New York, was appointed executive vice-president in charge of marketing and merchandising while veepee titles went to Jack Denove, New York, account executive for American Tobacco's "Lucky Strikes," and Chet Oehler, Chicago, research director for the firm's Western offices. . . . Reporter John Wingate leaves for Europe Thursday (9) to gather material for a WOR documentary of the Holy Year abroad. Working with the French and Italian state radios, Wingate also will carry portable recording equipment for complete coverage. He's scheduled to return in April, and the program will be broadcast over WOR sometime in the spring. . . . WHOM's nightly disk jockey show, "After Hour Swing Session," originates from the Club Baby Grand, New York, beginning Monday (6).

Jerry Sperling has joined WERE's announcing staff in Cleveland. . . . Sy Siegal, WNYC manager, leaves New York Friday (3) for a two-week tour of duty starting in New Orleans with the Naval Reserve. . . . The Ted Ashley office has been appointed TV sales agents for the "Nero Wolfe" mystery series. . . . TV producer Howard L. Corderly, of Marschalk & Pratt, heads for Hollywood next week to kinescope the March 15 preem of the Alan Young Show. Esso will sponsor the kinc-version in the East beginning April 6. . . . Frank Zuzulo, MBS's assistant press director, has been named a member of the board of directors of the University of Missouri Alumni Association. . . . Robert J. Shaw, who scripts "Mr. District Attorney" on NBC, starts a coast-to-coast lecture tour this month beginning Tuesday (7) at Buffalo.



Broadcasting is like that. For productive broadcasting, like productive gardening, requires honest husbandry. Radio isn't magic. But it can work wonders if sown in fertile ground and carefully nurtured. In broadcasting, the seed of thought must be carefully planted—then cultivated and fed with aggressive, well-planned promotion.

This kind of radio gardening has brought KNAX an annual crop of blue ribbon advertisers—and a bouquet of industry awards. In the 1949-'50 BILLBOARD MAGAZINE competition WNAX harvested honors in four classifications—the only station in the nation to do so.

How Does Your Garden Grow?

5,000 Watts—750 KC
 A Cowles Station
 Represented by Katz



The BIG AGGIE
 Station
 Yankton—Sioux City
 Affiliated with ABC

NBC Oughtta Build a Statue Of Max (Sat. Nite) Liebman

NEW YORK, March 4.—NBC ought to build a statue, smack dab in the middle of Rockefeller Plaza, in honor of Max Liebman. And Pat Weaver, NBC's vice-president in charge of television, ought to dedicate it—somewhat reverently. For the network, in launching its controversial Saturday night 2½-hour tele program Saturday (25) got off to a woeful start in the first hour of show, which originated in Chicago, but then zoomed back with just about the best tele revue anybody's seen anyplace.

NBC, rather thwarted in its attempts to sell the show to a group of participating sponsors before the premiere, should have no trouble now in lining up accounts. The program is a good buy, Saturday night or any night, and even if the Chicago contribution was lacking in quality last week, it's a good bet to venture it will perk up before long.

Everything Boff

Usually, in a revue or vaude show, it's easy to enumerate high spots, but *Your Show of Shows*, as the New York 1½-hour is tagged, offered no such chance. Actually there was only one lag, an Imogene Coca number with a male trio. Otherwise, it was boff, boff and bigger boff, winding up with a truly terrific ballet number, with Kenny Gardner doing off-screen vocalizing on *The Shooting of Dan McGrew*, and a crack collection of dancers interpreting against a compelling and mood-laden set.

Before that there was Sid Caesar, in a number of amusing sketches but scoring a smash in his solo, a typical take-off on a fellow about to be married; Robert Merrill and Margarate Piazza in a superb treatment of a *La Traviata* excerpt built to a fine finish via Merrill's solo; Gertrude Lawrence in a corny but comic take-off (a sort of Lawrence take-off of Lawrence) on a triangle situation as it happens in real life and as how a Noel Coward might have done it; and then Gertie herself in an old vaude number. And before that there was a completely entertaining ventriloquial bit by Clifford Guest, an Aussie voice thrower, who took the familiar dummy-in-the-suitcase routine and refurbished it in fine style; Nell Fisher and Jerry Rose in a gay dance interpretation of *Betsy Pike*, a folk song sung by Bill Hayes; Imogene Coca, somewhat of a surprise with the success of her *Smorgasbord* tune, Burgess Meredith was emcee, doubling into some sketches.

And thru it all, was Max Liebman's superb production and Hal Keith's able direction. There was pace, there

was variety and there was knowing use of camera, emphasizing thruout the all-important ingredient of close-ups. Perhaps the New York half assumed a quality out of actual proportion because of its contrast with what had preceded it, but nevertheless, it was video at its best. In achieving this mark, Liebman took NBC off a terrific hook, a \$50,000 weekly hook, if reports are true. That statue is about due.

But what happened to Chicago? Produced by Ted Mills, who has demonstrated a rare ability thru his like chore on the Dave Garraway TV show, it was one continual lull. It offered a straight vaude show emceed by the hard-working Jack Carter, but only once did it rise above mediocrity, with Cass Daley coming thru in her customary star bang. Mills seemed at a loss in the use of cameras and play-ons because of the strictures imposed by theater origination (the Chicago show comes from the Studebaker, the New York from the International). This deprived Mills, seemingly, of the complete flexibility available on the Garraway show and others. The device of having the acts worked in by asking Carter for a job wore thin mighty fast, and it seemed to be the extent of available imagination.

Chi Level Off

Production levels were off, otherwise, too. Camera work was sloppy, dollying on to upcoming sets too soon, for example. The show started with a dull announcement of NBC's intention (the New York opening, too, was bogged down by a plethora of credits); with the Johnson Brothers (2); Benny Baker; Franchot Tone; Pierot Brothers (2); Donald Richards and a completely floppola radio quiz take-off. Richards scored well with his *Wild Goose* vocalizing, with the Merriell Abbott dancers giving an okay assist and the juggling Pierots, with a good act, suffering from bad camera. Tone, replacing George Raft, ill, played a Chi racketeer out to sell Carter laugh-protection. It could have been built to a good running gag, but it wasn't, and it had no pay-off, and consequently was a bomb. The hooting Johnsons provided a fast start.

Carter just quite didn't make it. His material was so-so, even tho he played it as well as possible. But the tempo didn't vary, and worse yet, never lived up to the expectations Carter builds up and seldom delivers. In this case, tho, it seemed the result of direction and treatment, rather than anything else. *Jerry Franken.*

CBS Seeks License Rights For Merchandise Pay-Offs

NEW YORK, March 4.—Columbia Broadcasting System's (CBS) recent decision to secure all radio and television licensing rights from any of its new talent emphasizes the little-known, but important merchandising operation taking place at the web, the object of which is to derive secondary revenue from CBS properties. Because of the impact of TV, these properties have suddenly acquired a new value and the tempo of the operation is now being slowly stepped up.

Currently pending are two record deals, several books and a summer stock and amateur theater version of radio packages. *Suspense*, *Let's Pretend* and *Crime Photographer* comic books are or will be out on the stands shortly. There are two Amos 'n' Andy items—a plastic and a creeping doll. And WCBS-TV's *Chuck Wagon* has an entire line of children's cowboy clothes marketed by the Kaufman Saddlery Company.

These only scratch the surface of

the merchandising possibilities. The late Kay Kamen, who handled a similar operation for Walt Disney, made between 15 and 75¢ for more than 160 Disney licenses that he granted. Also on the fire at CBS are deals for rights to make novelty games, clothing, jewelry accessories and a host of other products.

The fact that manufacturers are now starting to ask CBS for rights indicates the operation's growth. One such inquiry was received from a business man who wanted the rights for an Amos 'n' Andy item because he heard they were going on TV. There are also plans to market a Snarky Parker doll once the show is established in the public's mind. It only began its CBS-TV career very recently.

Arthur Perles, now in charge of the licensing work at CBS, even envisions a time when radio and TV programs will be created with an eye to their merchandising possibilities.



WFIL Bows TWICE

WFIL is honored to receive FIRST PLACE awards in two categories of The BILLBOARD's Twelfth Annual Radio and Television Promotion Competition. We are proud that these awards encompass the station's whole policy of creative service to the community and effective complementary service to the advertiser.

First Place . . . PUBLIC SERVICE PROMOTION

Awarded for WFIL's \$250,000 "Don't Be A Silly Willie" traffic safety campaign. The most ambitious safety drive ever conducted in Philadelphia, the campaign saved 15 lives in two months, brought the city its lowest number of traffic fatalities for a comparable period since 1921, when such statistics first became a matter of public record.

First Place . . . AUDIENCE-SALES PROMOTION

Awarded for WFIL's promotion in connection with Abbotts Dairies' "Teen Age Time" program. Enlisting the interest and cooperation of merchants, service clubs and community newspapers in Philadelphia suburbs, WFIL brought its search for the typical teen-ager right to the hearts and homes of the client's consumers.

WFIL is grateful to The BILLBOARD for this dual recognition . . . proud of its success at serving two masters—the listening public and the radio advertiser.



The Philadelphia Inquirer Stations
Represented by THE KATZ AGENCY

RADIO STAGE
Honey Dreamers
TELEVISION

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

IT LOOKS GOOD ON PAPER!

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

8"x10", 6¢ ea. in quan.; postcard size, 2¢ ea. in quan.; blow-ups, 20"x20", \$2.00 ea.; 30"x40", \$3.00 ea., plus shipping, all sizes.

Write for free samples and price list B-5

MOSS PHOTO, INC.
155 W. 46 St.
New York City
PI-7-3520

GENUINE HIGH GLOSSY PHOTOS 5¢ EA.

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

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

8x10: \$7.99 per 100; \$55 per 1000
Fan Mail Photos (5x7) \$35 per 1000 - Postcards \$23 per 1000
Mounted Color Prints (3x4) \$1.95 (No Negative Charge on 2 or more)

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

Copy Art Photographers
Plaza 7-8233
165 West 46th St.
New York 19, N.Y.

U.S.A.'S LARGEST REPRODUCTION HOUSE
"WE DELIVER WHAT WE ADVERTISE"

GLOSSY PROFESSIONAL 8x10 PHOTOS

IN QUANTITY

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

MULSON STUDIO

Box 1941 Bridgeport 1, Conn.

SELAN'S
World's Largest Creators of HAIR STYLED PICES

Write for FREE CATALOG
Our Hair Goods are all expertly made of the finest first quality HUMAN HAIR. Write for our FREE CATALOG and WHOLESALE PRICE LIST on latest style Hair Pieces

SELAN'S HAIR GOODS CO.
32 N. State St.
Dept. 1, Chicago 2, Illinois

- Waterfall Braids
- Chignons & Pageboys
- Top Curis
- Switches & Transformations
- Wigs
- Toupees

Burrelles
ESTABLISHED 1888
PRESS CLIPPING BUREAU, Inc.
165 Church St., New York 7, N. Y.
BArcley 7-5371

Richards Hearings Begin March 13

(Continued from page 4)
The Commission has no thought of a let-up in the case, there was some talk here that the FCC may have weakened its position by withdrawing an original assignment to Commissioner Edward M. Webster to preside at the Los Angeles hearing and also withdrawing plans for Cottone to be on hand personally to direct the FCC's legal battery there. Hearing Examiner Johnson has been substituted for Webster at the L. A. hearing. The FCC's legal array there will be headed by Frederick W. Ford, unless Cottone manages to change his arrangements and go out himself. Aiding Ford will be John Edgerton and investigator Ray Lewis. At least three trunkloads of documents and records in the case were sent to Los Angeles this week, with Ford's staff scheduled to spend all of next week in the Pacific Coast city completing preparations for the case.

Ford, a 40-year-old law graduate of the University of West Virginia, has been with the FCC the last three years in various capacities, coming into the Richards investigation last month. He practiced law in Hartsburg, W. Va., for six years after graduation, coming to Washington for the Federal Security Agency, and from there to the OPA. After four years in the air force, winding up as a major, Ford returned to the OPA and then went to FCC.

Among the star witnesses at the hearing will be news commentator Cleve Roberts, who was a major complainant against Richards, who has been accused of ordering a slanting of news on political and racial issues. Nearly 400 pages of memoranda and other documentary material will be introduced into evidence by the FCC which, in the current proceedings, is seeking to determine whether the licenses of KMPC, WGAR and WJR should be renewed. The determination will be made, Cottone declared, on the question of whether Richards is qualified to own the stations. Since the proceedings began, a trusteeship has been formed for the stations, but Richards' financial status as chief owner is considered as unchanged. Earlier this week the FCC denied petitions by Fulton calling on the Commission to disclose all its evidence and identity of witnesses well in advance of the hearing (*The Billboard*, March 4).

FAME AND FORTUNE

(Continued from page 11)
everything from a bird whistler to a yodeling clown.

Moreover, genial Gene Crane, as emcee, in on the pay-off, comes in drinking the sponsoring Erlanger Beer at the drop of the commercial—plus the fact that they've provided him with a lovely looking, short-skirted Ginny Brown as his personal serving barmaid.

Of course, the station, advertising agency, staff pianist Dave Stephen and station technical staff get their due slice of the sponsor's coinage. In fact, the only ones neglected are the unsuspecting viewers at home who have to look at the stuff—excepting those who may have a relative or such trying out for a chance to reach for the grand note.

Essentially, this weekly viewing is the faded and over-worked amateur show pattern presented with little originality and imagination as the six hopefuls bidding for the grand. Judgment is left to the viewers by mail count—which gives relatives and friends a chance to applaud generously. Semi-finals set for nine programs hence, with the thousand-dollar note given away the 13th week. All and sundry are invited to enter this bid for "fame and fortune." And while it might be bad enough for the viewers to be subjected to such talent (?), the pity is for the poor soul who auditions the entrants—if the six acts put thru the paces are the best that could be pulled out of the lot.

Maurie Orendenker.

US Broadcasters Launch Protest One Cuban Deal

(Continued from page 8)
chairman of the U. S. delegation, that NAB "cannot concede or agree with any of the points involving concessions to the Cuban delegation over and beyond that condition which existed as of March 28, 1949."

In Washington NAB Prexy Justin Miller stated that the broadcasters' group is notifying all member stations whose frequencies are involved that they may be affected by proposed agreements.

Situation Grave

Neither NAB nor the State Department feels that McNaughton's recall signifies that the broadcasters are pulling out of the Havana conference. NAB, however, holds the situation grave enough to justify bringing the engineering director back to Washington for consultations with NAB chiefs.

Cuban demands call for authority to put stations on nearly every frequency in the AM broadcast band. Most seriously affected would be U. S. stations operating in the Southeastern section of the country on regional and local channels and clears operating in the Eastern half of the United States. In addition, Cuba is demanding that no more U. S. stations be assigned south of latitude 31 degrees and east of longitude 93 degrees. This, roughly, would ban any new U. S. stations in Florida south of St. Augustine and in the small tip of Southeastern Louisiana.

The State Department claims that by use of directional antennae on new Cuban stations, it will be possible to grant some of the Cuban demands without seriously interfering with any U. S. stations.

One official boiled down the current situation like this: "NAB wants either the status quo or radio war; Cuba does not want the status quo; the State Department does not want war."

HERB'S MORGAN

(Continued from page 10)
blames the Democrats. To Governor Tom he remarked that he might as well blame the Communists for all the water that will get him.

Besides this penchant for one-sided squabbles, Morgan still had his own recommendations for behavior switches on tap. Thus, instead of the stock answer, "fine," to the question how one feels, he suggested an answer by percentages. In his own way, he also pegged the futility of fear in the face of bigger and more effective bombs, since the world didn't end with the discovery of knives and pistols. But for every bright minute in the show there was another when Morgan seemed only to be marking time, watching the clock. It might be wise for him not to undersell the value of this show, either to himself or the station. A little more attention and a more rounded supply of material would not be amiss.

Sam Chase.

HERB SHELDON

(Continued from page 10)
talks in glowing terms of products such as Walt Disney's *Cinderella* and follows thru with recorded music from same. Where Morgan would turn loose a biting remark, Sheldon offered a mild spoof on marriage and in-laws and on old friends who ditched him. Where Morgan would blast, Sheldon uses a jab, as in saying that if the hot air from the mediation meetings were used we wouldn't need coal.

In short, by pulling a bright but watered-down Morgan routine, Sheldon is apt to garner a broader but less fanatical audience than Morgan's. He also has picked up two participating sponsors: *The World-Telegram* and *Sun* and *Coronet* magazine.

Sam Chase.

THE GODFREY DIGEST

(Continued from page 11)
the better of his good judgment and has used slightly offensive language. Many people already do not tune in to Godfrey for that reason and he should be advised that his name is still Godfrey, not God, and that he still should abide by rules of good radio taste, even if he does sell Chesterfields by the cartonsful.

Godfrey's Chesterfield commercials stressed the importance of smell as a guide to good cigarettes. He also declaimed the Marc Antony speech from Julius Caesar as a commercial. The speech goes, "I come to bury Caesar." It was Shakespeare he was burying.

Will Roland, production supervisor, and Frank Telewski, engineer, who pieced the show together, deserve a great deal of credit for their fine work.

Leon Morse.

QUIZ OF TWO CITIES

(Continued from page 11)
was accomplished with little loss of pic quality. Using a booster relay point at an undisclosed spot, signals from San Diego and vice versa were beamed to an intermediate spot and then relayed to Mt. Wilson for direct transmission.

Technically, KLCV-TV lads did okay. San Diego pix, while not as sharp or noiseless as local, were acceptable and should improve as technicians learn new tricks. It was a definite innovation. Use of the same set-up for special events, sports or other remotes will open new vistas to Coast tele lookers.

Emsees Stu Wilson and Dean Long tried too hard to instill a spirit of competition between cities with snide remarks and pseudo rivalry. Otherwise, they handled chores adequately.

Alan Fischler.

STRICTLY FOR LAUGHS

(Continued from page 10)
cally. The unit could also use a good female vocalist.

The band's best number was a novelty called *That's Life*, with a solo singing effort by one of the group. They also did very well with *Conversation While Dancing*.

The camera work and direction were good.

Leon Morse.

ATTENTION, ENTERTAINERS

100 8x10 Prints

for

\$7.50 Plus Postage

NO NEGATIVE CHARGE

50% Deposit, Balance C. O. D.

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

QUALITY PHOTO SERVICE

Perkins St., Box 42 BRISTOL, CONN.
Phone: 4015

PHOTOS IN QUANTITY

New fully automatic equipment, expert technical reproductions, of highest quality and uniformity.

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

EACH IN LOTS OF **100**

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

REPRODUCTO P.O. BOX 1861 Dept. C NEW HAVEN, CONN.

ATTENTION, TALENT

Your name, address, phone listed \$2.00. Other advertising rates on address.

NATIONAL TELEVISION DIRECTORY

20 East Jackson CHICAGO, ILL.
Phone: Webster 9-7434

5,000,000 TELE SETS IN 1950

Meck Rakes TV Set Makers on Low Discounts

CHICAGO, March 4.—In an open letter to the trade, John Meck, president of John Meck Industries, Inc., Plymouth, Ind., this week took manufacturers to task for not giving retailers high enough discounts on TV sets. Meck stated that present low discounts, if continued in the future, would have a drastically adverse effect upon the industry. He also claimed that since his company a few weeks ago introduced retailer discounts ranging up to 40 per cent, Meck sales have increased 82 per cent.

In his letter Meck stated, "This shortsighted, selfish, neglectful policy . . . has got to stop. Television is going to be a 'survival of the fittest' and you can't do business without dealers."

"Today, tomorrow maybe . . . you can get by with a policy of starving dealers. But, gentlemen, sooner than you like to think, this big lush sellers' market is going to change, and then where will you be?"

Giving his reason for advocating higher dealer discounts, Meck said: "A new industry requires new techniques. And, a realistic look at the television picture reveals the need for marked improvement in sales and service matters. Our own point of view is that our dealers must satisfy their customers. This costs money; it takes well-rounded sales training, thoro service facilities. You can't do it on a low mark-up, low profit, low morale arrangement."

At present, prevailing industry dealer discounts range between 26 and 28 per cent.

100G Ballyhoo For Macy TV Music Parade

NEW YORK, March 4.—Over \$100,000 is being spent by Macy's and radio-TV-record-music manufacturers in promoting the store's TV and Music Hit Parade which opened Thursday (2) and will continue until March 18. Over 20 musical instrument, phono record and radio-TV manufacturers have special exhibits set up on the store's huge fifth floor. Promoted via heavy newspaper ads, window displays and posters throuout the rest of the store, crowds jammed the music-radio-TV department and business was reported "above expectations."

Show business names such as Ray Bolger, Ted Husing, Fran Warren, Jan August, Frank Sinatra, Perry (See 100G Ballyhoo on page 17)

Philly TV Dealers War on Proposed Tax

PHILADELPHIA, March 4.—The "big ten" dealers made a public stand this week against the proposed federal tax on TV sets. The group sponsored large display ads in the local papers in an appeal to members of Congress and the public urging that the proposed tax be abandoned.

It marked the first use of institutional advertising copy here on the part of either dealer, distributor or manufacturer, and the forthright statement created much trade interest locally. The "big ten" group includes Taylor's, Ager's, Mort Farr, Pereca and Santini, Bartels, Gerhard's, Bond Radio, Levin's and Murray's.

1950 TV Set Production

CHICAGO, March 4.—The following estimates on TV set production figures for 1950 was made by the Television Shares Management Company here. The 20 manufacturers listed are considered by TV Shares to be the top 20 in the industry.

Manufacturer	Units	Average Factory Price	Total Value (Factory Price)
Admiral	800,000	\$145	\$116,000,000
RCA	700,000	155	108,500,000
Philco	625,000	145	90,625,000
Motorola	535,000	135	72,225,000
Zenith	330,000	165	54,450,000
Emerson	330,000	145	47,850,000
General Electric	300,000	150	45,000,000
DuMont	190,000	225	42,750,000
Tele-Tone	175,000	125	21,875,000
Hallicrafters	170,000	140	23,800,000
Westinghouse	150,000	155	23,250,000
Avco (Crosley)	150,000	150	22,500,000
Mack	150,000	115	17,250,000
Raytheon (Belmont)	140,000	135	18,900,000
Sylvania	120,000	155	18,600,000
Magnavox	100,000	215	21,500,000
Capehart-Farnsworth	100,000	160	16,000,000
Olympic	100,000	145	14,500,000
Garod (Majestic)	100,000	145	14,500,000
Hytron (Air King)	100,000	135	13,500,000
TOTAL	5,365,000	\$149.78 (avg.)	\$803,575,000

Brief and Important

Phono and AM-TV Receiver News Digest

Bauer Elected Prexy of Hartford NARDA

J. Wilbur Bauer was elected president of the Hartford, Conn., chapter of the National Appliance & Radio Dealers' Association (NARDA) last week. Other officers elected were: Vice-presidents, Leonard P. Birnbaum, New Britain; N. A. Blau Jr., Middletown; Russell Potterton, Manchester; secretary, Marvin McGowan, Bloomfield, with A. Thomas Mazzucchi, Hartford, acting secretary; treasurer, William King, Windsor, and Donald Schively, Hartford, acting treasurer.

Small-Screen TV Sets Going Out of Picture

TV sets with the smaller screens are rapidly becoming extinct, according to the latest TV tube shipment figures released by the Radio Manufacturers' Association (RMA) last week. Of 455,279 cathode tubes shipped during January, more than 90 per cent were 12 inches or larger, the RMA said. Tubes of 12 to 13.9 inches accounted for 61 per cent of the total.

3,182,351 TV Sets Shipped to 50 Areas

TV set makers belonging to the Radio Manufacturers' Association (RMA) had shipped 3,182,351 sets to more than 50 television areas by the end of 1949, the RMA announced last week. Nearly a million sets were shipped in the last quarter of 1949. For the three-year period starting January 1, 1947, New York had received the largest number of sets, 641,684. Philadelphia was second with 335,312 sets, while Chicago received 310,261.

10 New TV Firms in Pennsylvania

Ten new TV firms, including manufacturers, distributors, dealers and service outfits, last week filed certificates for conduct of business in Pennsylvania. They include Madisco, Inc., for manufacture and distribution of television sets and parts; Boulevard Radio Tube Company, set up by Walter G. Bastow and Simon Mustokoff; Television Products Company, set up by Leslie M. Friedman; Mul-TV Sales Company, Inc., for radio and television manufacture, and Standard Appliance & Television Company, dealers. New TV service firms include Commercial Television Service, Inc.; Penn Television Service, Inc.; Metropolitan Television Service Company, set up by Morris B. Davis; Acorn Television Sales & Service, established by Benjamin J. Lacca and Salvatore F. Valente, and Hammond & Smith Television Service Company, set up by Wallace B. Smith and William B. Caviness.

Notes on the Manufacturers

Bendix named Jack C. Gardner as district merchandiser for the Maryland and Southern Delaware territory. . . . Sylvania reported a net income of \$3,052,840 for 1949. . . . RCA named Walter S. Bopp as manager of radio and appliance sales for the international division. . . . New sales representatives were appointed by Wilcox-Gay. Ray Tompkins will head the Northeastern division, Herbert Stroh the South Central division, Ray Velliquette the Western division, M. Cotter the Southwest division, and Bert Porter the Northwest division. . . . W. M. Anderson has been appointed Southwestern district sales manager for the Westinghouse home radio division. . . . John Herbst, formerly radio-TV buyer for the W. & J. Sloane Beverly Hills, Calif., store, has been appointed Western regional sales manager for DuMont. . . . Tele-Tone named Fleming Industries, Memphis, as distributor in the Western Tennessee, Eastern Arkansas and Mississippi territories.

TV Investment Fund Comp'ny Makes Survey

Cuts Set Makers' Estimates

CHICAGO, March 4.—Watered-down estimates of major TV set manufacturers indicate that the industry will produce over 5,000,000 sets during 1950, a survey conducted by Television Shares Management Company, mutual investment trust, revealed this week. Television Shares, in many cases, cut estimates by as much as 20 per cent in an effort to eliminate reductions based on undue optimism, and mentioned a possible general overlook of such adverse factors as a darkening of the general economic picture, continued strikes and component shortages.

A spokesman for TV Shares indicated the way estimates from manufacturers had been cut by stating that Admiral had said it would produce at least 1,000,000 sets in 1950. RCA had said it would produce "at least as much or more than any other manufacturer," and Zenith had predicted a production of 600,000 sets (note adjoining compilation). It was pointed out that compiled figures represented reports from only top 20 manufacturers and did not reflect possible production by about 80 smaller set makers.

Neutral trade sources that saw the reported estimates pointed out that apparently the manufacturers were overlooking pending component shortages of receiving tubes (not picture tubes), cabinets, condensers and resistors.

It was stated that total tube production of all manufacturers had been estimated at 200,000,000 units, far from enough to take care of needs for all users, radio and TV. It was estimated that radio set manufacturing, and normal replacement for existing sets would require at least 110,000,000 tubes. This would theoretically leave the TV industry only 90,000,000 tubes. Since each TV set requires an average of at least 20 tubes, a possible shortage somewhere along the line, with some manufacturers getting squeezed into production reductions, can be seen.

In other component fields similar shortages were forecast. It was said, for example, that a new demand for home furniture reflected at the recent Winter Market here indicates furniture makers (producers of most TV cabinets) would not be able to devote as much production as the TV industry would like to making of receiver shells.

NEW YORK, March 4.—Video set manufacturers in this area, while refusing to be quoted, generally decried the production estimates of TV Shares. RCA Victor officials, particularly, were insistent that they would be in first position on production for the year. DuMont, Emerson, Tele-Tone, Sylvania and Garod-Majestic execs insisted that their production figures would be higher than the estimate.

Many of the manufacturers who were not listed in the first 20" were just as vehement in claiming that they would produce more sets than many producers listed in the top group. It was pointed out that production of private brand sets was "apparently" ignored by TV Shares.

This One



510T-L9G-4P71

ASCAP CONSENT DECREE DUE

Latest Federal Version Seen All Embracing

To Include 60-20-20?

(Continued from page 3)

is learned, is liberalization of requirements for entry into and withdrawal from the Society. Also, users of music will not be expected to make blanket payments to ASCAP for foreign rights societies designated arbitrarily by ASCAP. The Department of Justice has been openly frowning on any ASCAP alliances with foreign performance rights societies on a "parceling out of territories" arrangement, and consequently users of music will be permitted to choose their own foreign performance rights societies.

Problems Tackled

Also tackled are the question of segregation of funds; the creation of an impartial appeal board for each side in ASCAP on any issue, with designation of a third person for arbitration and a review of the new arrangements after three years. The amended decree is not expected to provide a panacea. The general set of principles which will be set up will be intended to serve as a guide, leaving the Society with responsibility to work out its contractual affairs without violating either the Sherman Anti-Trust Act or anti-trust statutes. Also in some respects the revised decree is likely to be construed in some quarters as a relatively mild one, the belief prevails that in all respects it will represent a modernization of the original consent decree and a clarification of Leibell decision tenets, possibly introducing some compromise provisions but never going counter to the anti-trust principles of the original judgments.

In connection with this, legalists examining this week's consent judgment by the Justice Department against Technicolor are convinced more than ever that the anti-trust division is making no retreat. With more anti-trust actions under way than ever before in the department's history, the decree against Technicolor, in effect, forces Technicolor to end royalty collections on 92 patents, make available other patents on a reasonable royalty basis and furnish the know-how to licensees. The judgment against Technicolor was prepared by Sigmund Timberg, chief of the division's judgment section, and the government's case was prepared by Chief William C. Dixon, of the Los Angeles office of anti-trust; James M. McGrath and Nora B. Padway, of the Los Angeles office under supervision of Chief Mark Holabaugh, of the special litigation section of the anti-trust division.

Decca Thumps Tubb Again

NEW YORK, March 4.—Decca Records this week inked country and Western singing star Ernest Tubbs to a fresh four-year renewal contract.

Tubb, 10 years a major artist in the Decca organization, is one of the more successful waxers in his field and ranks high in the Decca firmament of top pop sellers as a wax box-office item.

The Drama of the Moment

NEW YORK, March 4.—Tin Pan Alley is intrigued by the timing of recent weighty events. A notable example, of course, is the filing of the Edwin H. Morris anti-trust charges against film pubberies, a major action which apparently occurs on the eve of the ASCAP consent decree.

The decree amounts to a new code of operation for ASCAP. Its imminent birth has been attended by protracted negotiations on the part of the government and ASCAP brass with a view toward squaring away the Society once and for all. The Buddy Morris complaint, however, coming at a moment when ASCAP is seemingly setting itself to rights with the federal government, dramatizes the fact that so far as indie publishers are concerned, major surgery is still called for. This operation, of course, would involve cutting down of the so-called preponderant power of the film pubbers within the Society.

Embarrassment?

The Morris charges point up a condition within ASCAP which has been duly noted by Judge Leibell. There's some speculation that the timing of the Morris complaint may embarrass the framers of the decree. The complaint may very well accomplish such a result, it is believed, particularly in the event Morris wins his case.

Some quarters also dally with the idea that the government may possibly enter the Morris suit. On the other hand, some legalists believe this is implausible at this time, inasmuch as the government, working with the Society, drew up the new code of standards.

In any event, the unfolding of the Morris case in court would seem to be pregnant with possibilities.

Senate May Block Loophole Okaying Dirty Disk Shipping

WASHINGTON, March 4.—The Senate is moving to block a loophole in the criminal code which permits shipment of obscene disks by private conveyance despite the Supreme Court decision lumping such disks in with obscene pictures, literature and films (*The Billboard*, February 18).

The Senate Judiciary Committee sent to the Senate floor this week two bills prohibiting any interstate movement of obscene matters or any importation from abroad. Both bills appear likely to come up at the next call of the consent calendar where they may be passed without debate.

Under the present law, as interpreted last month by the Supreme Court, no obscene matters may be transported either by mail or by common carrier. However, there is no federal law against shipping such films by private automobile.

Disks Written In

Just to be on the safe side, the committee wrote in "phonograph recording, electrical transcription or any other article capable of producing sound." The Supreme Court had ruled that "other matters" in the present U. S. criminal code covers disks, altho they are not specifically mentioned in the law.

As far as the Department of Justice, which has jurisdiction, is concerned, the transporting of one obscene disk by auto will be okay under the new

Miller Sells 5G Ads for Pluggers

NEW YORK, March 4.—Bob Miller, prexy of the Music Publishers' Contact Employees (MPCE), returned this week from the Coast, where he sold more than \$5,000 worth of ads for the union's annual souvenir journal. Proceeds go to the outfit called Professional Music Men, the relief arm of the union. New York contributions for the journal are also over the \$5,000 mark.

Plans for the New York branch of MPCE are to take over the Latin Quarter for the union's 16th annual dinner some time in May. Chicago and California branches are running raffles for the benefit of the relief fund.

bill, but lugging two around will be presumptive that they are planned for sale or distribution. However, carting one dirty disk will be against the law if the same car carries as many as four other obscene matters. The maximum penalty under the bill is \$5,000 fine and five years in jail.

100G Sought In Suit Over "Chattanooga"

NASHVILLE, March 4.—Chancery court last week was asked to determine the author of the current song hit, *Chattanooga Shoe Shine Boy*. Riding on the court's decision is an estimated \$100,000 in royalties. The suit was filed before Chancellor William J. Wade by Mrs. Minnie Lee Biggs, widow of David McCarroll (Bunry) Biggs, veteran minstrel man who died August 28, 1948. Named defendants in the action were Harry Stone, director of Station WSM; Mrs. Mildred Acuff, wife of radio star Roy Acuff, and Fred Rose, all operators of the song publishing firm of Acuff-Rose Publications, and Jack Stapp, program director of WSM.

Mrs. Biggs claims that the current hit is the same song composed by her husband in August, 1947. He had called it *Shoe Shine Boogie*, Mrs. Biggs says, adding that the rhythm and music of the two songs are identical, tho the words are different.

One-Third Split

Mrs. Biggs charges that shortly after the song was written it was turned over to Stone, who was to have it sung and advertised over WSM as well as to have it published by Acuff-Rose Publications. Stone was to receive one-third of all royalties, with the remainder of the royalties going to her husband, Mrs. Biggs said.

The song, *Chattanooga Shoe Shine Boy*, was published in December, 1949, with the announcement that it was composed and written by Stone (*See 100G Sought in Suit on page 50*)

When Order Reaches Court, What Then?

Obstacles Galore

By Jerry Wexler

NEW YORK, March 4.—Precisely what steps must be taken and obstacles overcome before the new ASCAP-Department of Justice consent decree is approved and put into operation, the interested parties do not know or care to say at this point. The pivotal factor, however, would seem to be that aspect of the decree having to do with licensing of motion picture performances—the satisfying of the Leibell decision and the film exhibitors whose suit ended the ASCAP tax of picture palaces.

The film performance question is, in fact, regarded as one of the principal reasons for the consent decree. As one attorney close to the situation phrased it: "You might say that the Justice Department is presenting the Society with a chance to operate once again in the movie field—and ASCAP in turn is paying for the opportunity by revising its operations to the satisfaction of the department."

Court Plaints

The prospect now is that when the decree is presented in Federal Court here, the court must be satisfied that the new procedure does not run counter to the Leibell objections. Also, interested parties reportedly will be given a chance to air their complaints to the new decree in court. Conceivably, such parties could include the Young Turk tunesmiths or other ASCAP dissidents to the (*See When Order Reaches, page 135*)

Brackman for Pickwick Pub

NEW YORK, March 4.—Al Brackman this week resigned his professional manager's post with Mills' American Academy of Music firm to assume the general professional management of the Pickwick Music catalog, which is controlled by Lou Levy's Leeds Music Corporation. Pickwick is comprised of several American Society of Composer, Author and Publisher (ASCAP) catalogs.

The Pickwick catalog, which contains some 2,600 copyrights, has been dormant for many years, and the appointment of Brackman is aimed at revitalizing the firm as well as to afford it a maximum of exploitation. Brackman has laid out an extensive campaign on the catalog for immediate revenue but also is fostering a plan for long-range exploitation of the large number of standard items in the firm.

The Pickwick firm will kick off with *Scottish Samba* as its initial plug item. Edmundo Ros's dinking, which has been released in England, reportedly has stirred considerable interest there. The *New York Is My Home* portion of Gordon Jenkins' *Manhattan Towers*, which is published by Pickwick, also is being mulled for new recordings.

The catalog, too, will be worked over for maximum benefit from its Dixiland copyrights which include *High Society*, *I Found a New Baby*, *West End Blues*, *How Come You Do Me Like You Do*, and many others.

FIGHT PIX MUSIC "TRUST"

Diskers Ready On 'Cottontail' For Easter

(Continued from page 3)

by majors and almost majors, with two more tentatively scheduled for next week. This does not take into account any number of small indies who are covering.

Only Columbia and Mercury recorded *Rudolph*, and only the former released it in time, reaping 100 per cent of the sugar. Now Decca has cut *Peter* three ways, with a fourth by the Coral subsidiary. Diskings are by Mervin Shiner, Guy Lombardo, Frank Luther and Jack Day. Columbia waxed with Gene Autry, Victor with Roy Rogers and Capitol with Jimmy Wakely. London recorded with Curt Massey, Bullet with Johnny Lee Wills, Mercury with Two-Ton Baker. Victor is making a straight kid version with Fran (*Kukla, Fran and Ollie*) Allison and MGM may cut with a name artist.

A sidelight to the Columbia disking of *Peter* is the flip tune, *Funny Little Bunny* (With the Powderpuff Tail), written by Gene Autry while planing here from the hinterlands for the date. Autry, flying in Wednesday night with Johnny Bond, another Columbia country artist, penned the tune with Bond en route.

RCA To Gun for U. S. Mexicans

NEW YORK, March 4.—Five million Mexicans living in Southwestern United States are target for a new disk push shaping up in RCA Victor's Latin-American division. Victor's L-A chief, Herman Diaz, who returned last week from a month-long tour of California, Texas and Mexico markets with International Sales Manager Frank Amaru, signed several Tex-Mex names, and cut a number of dates en route. He also retained Arthur Perches as Tex-Mex talent scout for the label in the West.

Much of the material cut for this market has been Spanish-language versions of Yankee novelty hits and hillbillies. Diaz estimates that a hit disk in this vein can sell up to 100,000 copies.

Among those signed and slicing are the crooners Fernando Rosas and Lorenzo Caballero and orkster Rafael Gama. On his return, Diaz signed Johnny Lopez, ex-Cugat warbler who previously cut for Decca and Seeco.

In Mexico City several sides were cut with Perez Prado, including a mambo version of *Chattanooga Shoe Shine Boy*. According to Diaz, "the quality of the musicians and arrangers in Mexico City is absolutely tops." He emphasized that there would be closer working arrangements between his office here and that of Victor's Mexican artists-repertoire chief, Mariano Rivera Conde.

Lost: An Excuse

PHILADELPHIA, March 4.—The tootlers will no longer be able to blame sour notes on the piano's being out of tune, with the off-key singers also losing their stock excuse. Philly's local of the American Federation of Musicians just put into effect a new ruling whereby all cafes have to keep their pianos in tune.

Dance Ork Revival Gets Hypo As Radio Shows Switch Backing

(Continued from page 3)

Orkster Skitch Henderson has been hired to take over the leader chores on the Sinatra show beginning Monday (6). Henderson will, at least temporarily, give up his traveling ork in favor of working with top-flight studio tootlers which the radio show affords him. Henderson will double as general musical director for Sinatra personally and will probably go into the Copacabana nitery with the singer when he opens there later this month.

"Club 15" Switch

The Club 15 airer, too, has been working sans fiddles and has been under the musical guidance of Jerry Gray, a dance arranging specialist, who is noted for his work with the Glenn Miller and Artie Shaw bands. Gray currently is being touted on Decca Records as that company's challenge to Ralph Flanagan in the race to cash in on the late Miller's band style. Club 15, a five-shot-per-week seg, has spotted vocalist Dick Haymes, Evelyn Knight, the Andrews

Sisters and the Modernaires. Haymes is being replaced on the airer by Bob Crosby, who formerly held down the male singing slot on the show.

The Oxydol five-day-a-week show, under the leadership of Frank DeVol, is another which operates with a standard-type crew of dance band nature. This band supplies the background for both Dinah Shore and Jack Smith, the stars, as well as for regular music-minded guest stars.

100G Ballyhoo For Macy TV Music Parade

(Continued from page 15)

Como, Lisa Kirk and Guy Lombardo were set to make guest appearances at the store as part of the event.

Exhibits Invited

Exhibitors, all of whom were invited to participate by the store, include Admiral, DuMont, Emerson, General Electric, Motorola, Philco, RCA Victor, Stromberg Carlson, Teleking, Westinghouse and Zenith television sets. Record labels represented were Capitol, Columbia, RCA Victor and Decca. The Ivers & Pond, Jansen, Krakauer and Story & Clark piano companies also exhibited. Marvel TV lenses, Polaroid filters, Reelstape recorders and variously labelled Macy private brand lines were also shown.

The store also prepared special sale items to be featured from day to day thruout the sale, opening with a three-speed, portable phono at \$19.94, spinet pianos from \$429 to \$449 and a 12½-inch table model TV set at \$149.

Opening day festivities of the TV and Music Hit Parade included a cocktail party attended by the press and industry executives, including Frank Folsom, RCA president; Edward Wallerstein, Columbia president; Milton Rackmil, Decca topper, and Dr. Allen B. DuMont.

Geller to East For 5 Waxings

HOLLYWOOD, March 4.—Harry Geller, Mercury's newly named artist-repertoire department head, leaves for New York where he will handle five recording sessions. Before his departure he will establish Mercury's offices here, where he will center his activities. Geller will become the first Eastern-based diskery recording exec headquartering on the Coast.

While in New York Geller will record Vic Damone, Patti Page, Bobby Sherwood, Jan August and Eddie Howard. He will hop to Cincinnati for huddles with Frankie Laine on projected disking sessions to be held here.

Overwork Floors Whiting

HOLLYWOOD, March 4.—Illness resulting from overwork will prevent songstress Margaret Whiting from attending the Music Operators of America (MOA) gathering in Chicago. Other Cap artists will be present, including Jimmy Wakely, Tennessee Ernie, Mickey Katz and Art Van Damme.

Murray Getting Veepeeship at Capitol Waxery

HOLLYWOOD, March 4.—Jim Murray, veteran record exec and recent head of RCA Victor Records, joins Capitol as a veepee effective March 15. He will be elected to his post Tuesday (7) at a special meeting of Cap directors. Murray was veepee of Radio Corporation of America in charge of RCA Victor Record Division the past eight years. He becomes the first top drawer exec formerly affiliated with another major company to join Capitol. Heretofore, the Coast major appointed its execs from within its ranks.

Capitol Prexy Glenn E. Wallichs did not comment on Murray's duties, but said the new veepee (Cap's fifth) will not replace any company exec, nor would his position be above any of the other veepees. Wallichs feels Capitol will benefit from Murray's long experience.

Top posts held by Murray in the past include treasurer of Okeh Records in 1928; comptroller of Columbia Records in 1929; veepee-treasurer-director of Nipponophone Company, Ltd., E-M-I's subsid in Japan, 1932, managing director of Victor Company of Japan, 1936; exec veepee and general manager of Columbia Records, 1940, and veepee of Radio Corporation of America in charge of RCA Victor Record Division, 1942 until his resignation.

Woods, Hendler Flanagan Mgrs.

NEW YORK, March 4.—Herb Hendler, Victor Records flack who has engineered the diskery's high-powered disk promotions of recent years, is leaving RCA to co-manage the Ralph Flanagan band. His co-manager will be Bernie Woods, who resigned as music editor of *Variety* this week.

The Flanagan ork is in rehearsal now for its four-day warm-up engagement at Wrentham, Mass., beginning Wednesday (15) prior to a stand at Frank Dalley's Meadowbrook beginning Thursday (23).

Indie Pubber Leads War on Trade Barrier

Five Movie Firms Involved

(Continued from page 3)

relief to end specific arrangements and practices on the part of these film companies and their "captive" pubberies which constitute restraint and unfair competition as defined by the Clayton-Sherman anti-trust acts.

The action, filed in Federal Court here thru Morris's attorney, Lee V. Eastman, of Spring & Eastman, named the following defendants: Warner Bros. Pictures, Inc.; Loew's, Inc.; Paramount Pictures, Inc.; 20th Century-Fox Film Corporation; Universal Pictures Company, Inc.; Leo Feist, Inc.; M. Witmark & Son, Inc.; Remick Music Corporation, Robbins Music Corporation; Marmis, Inc.; Miller Music, Inc.; Harry Warren Music, Inc.; New World Music Corporation, Atlas Music Corporation, Shubert Music Publishing Corporation; Paramount Music Corporation, Famous Music Corporation and Movietone Music Corporation.

Divorce Asked

Beside damages, Morris is asking that the court enjoin the defendants to divorce themselves of their flickery - pubbery - writer relationships which conspire toward or result from monopoly and restraint of trade. Specifically it is requested that the film companies, Loew's and 20th Century, break their ties with the pubberies, Robbins, Feist and Miller, and that these interest be sold by a court-appointed receiver to parties in no way related to the picture companies. Also that a contract between Universal Pictures and the same three pubberies be declared illegal and invalid. It asks further that all of the de-

(See INDIE PUBBER on page 135)

The Picture

NEW YORK, March 4.—The extent of the picture company-publishing tie-ups, as indicated in the Edwin H. Morris complaint, follows:

Loew's, Inc., owns 51 per cent of the stock in Robbins, Feist and Miller corporations.

Twentieth Century-Fox Film Corporation owns 28 per cent of each of the above pubberies.

Universal Pictures has a contract combination which obligates it to deal exclusively with any of the three pubberies above, as to all music it has, or can obtain thru the production and distribution of its pictures.

Loew's own 51 per cent of the stock of Harry Warren Music, Inc.

Warner Bros. Pictures, Inc., owns 100 per cent of M. Witmark & Son, Inc., Remick Music Corporation, Harms, Inc., New World Music Corporation, and Atlas Music Corporation; also 50 per cent of the stock in Shubert Music and in Advanced Music Corporation.

Paramount Pictures, Inc., owns 100 per cent of the stock of Paramount Music and Famous Music corporations.

Twentieth Century-Fox owns 100 per cent of the stock of Movietone Music Corporation.

Loews, Inc., owns all the stock of MGM Record Company.

London

RECORDS

Release No. 24

AMERICAN RECORDINGS

POPULAR - 10" Blue Label - 75c plus tax

- NO. 565 - **SNOOKY LANSON**
"GOD'S COUNTRY"
"LIES"
Snooky Lanson with Beasley Smith and His Orchestra
- NO. 611 - **JACK PLEIS**
"RAGGING THE SCALE"
"STORY OF THE STARS"
Jack Pleis and His Piano with Orchestra and Choir
- NO. 609 - **GEORGE TOWNE**
"DEARIE"
"CHATTANOOGIE SHOE SHINE BOY"
George Towne and His Orchestra with The Satisfiers
- NO. 608 - **RALPH YOUNG**
"PLEASE TREAT HER NICER"
"I'VE GOT THE WORLD ON A STRING"
Ralph Young with Jack Pleis and His Orchestra
- NO. 606 - **HENRY BRANDON**
"YOU CAN'T STOP ME FROM DREAMING"
"STARS ARE THE WINDOWS OF HEAVEN"
Henry Brandon, His Piano and Orchestra with the Brandon Boys
- NO. 612 - **THE NOV-ELITES**
"SPAGHETTI RAG"
"I WISH I COULD SHIMMY LIKE MY SISTER KATE"
The Nov-Elites with instrumental accompaniment
- NO. 613 - **LEE MONTI'S TU-TONES**
"IT GOES IN ONE EAR, AND OUT THE OTHER"
"WHOSE ARMS ARE YOU IN TONIGHT"
Lee Monti's Tu-Tones
- NO. 614 - **JACK TETER TRIO**
"PADDLIN' MADELIN' HOME"
"I DON'T WANT TO MESS AROUND WITH YOU"
Jack Teter Trio vocal by Jack Teter
- NO. 619 - **CHARLIE SPIVAK**
"MONA LISA"
"LOVELESS LOVE"
Charlie Spivak and His Orchestra with The Stardreamers
- NO. 615 - **KAY ARMEN**
"I WILL LOVE YOU FOREVER"
"SURE THING"
Kay Armen with Orchestra and Choir conducted by Earl Sheldon
- NO. 618 - **THE HOMESTEADERS**
"TWO FACED HEART"
"LYIN' KISSES"
The Homesteaders vocal by Cliff Ferre and Homesteaders
- NO. 620 - **EVE YOUNG**
"ONE! TWO! THREE!"
"ANOTHER KISS"
Eve Young and Cliff Ferre with orchestral accompaniment
- NO. 622 - **BILLY BUTTERFIELD**
"SINGIN' THE BLUES"
"TILL MY DADDY COMES HOME"
"BABY WON'T YOU SAY YOU LOVE ME"
Billy Butterfield and His Orchestra
- NO. 621 - **EDDIE HEYWOOD**
"SUMMERTIME"
"THE PICCOLINO"
Eddie Heywood Piano with Rhythm Accompaniment
- NO. 616 - **ANITA O'DAY**
"BLUES FOR BOJANGLES"
"YOUR EYES ARE BIGGER THAN YOUR HEART"
Anita O'Day with Paul Jordan and His Orchestra
- NO. 650 - **ROY STEVENS**
"WHEN YOUR OLD WEDDING RING WAS NEW"
"SUGARFOOT RAG"
Roy Stevens and His Orchestra vocal by Roy Stevens and Patricia Laird
- NO. 617 - **SALLY AND MARVIN CLARK**
"BE KIND AND MAKE ME LOVE YOU"
"IS THERE SOMEBODY ELSE"
Sally and Marvin Clark with instrumental accompaniment
- NO. 623 - **BILL PANSELL**
"A HEART OF STONE"
"I MISS MY MISS FROM MISSISSIPPI"
Bill Pannell and His Gentlemen ~ Distinction

RHYTHM & BLUES - 10" Green Label - 75c plus tax

- NO. 17006 - **RUDY RENDER**
"WILL POWER"
"SO MANY BEAUTIFUL WOMEN"
- (AND SO LITTLE TIME)
Rudy Render with orchestral accompaniment
- NO. 17007 - **THE TRENIERS**
"EVERYBODY GET TOGETHER"
"WHY DID YOU GET SO HIGH, SHORTY"
The Treniers with Gene Gilbeau and His Orchestra
- NO. 17008 - **"SCAT MAN" CROTHERS**
"I'D RATHER BE A ROOSTER"
"TELEVISION BLUES"
"Scat Man" Crothers with orchestral accompaniment

HILLBILLY - 10" Green Label - 75c plus tax

- NO. 16015 - **RUDY SOOTER**
"YOU GAVE ME BACK MY RING"
"THE FROST IS ON THE PUMPKIN"
Rudy Sooter with instrumental accompaniment
- NO. 16016 - **THE CASANOVA BOYS**
"SECOND HAND HEART"
"SOMEBODY IS STEALIN' MY BABY'S SUGAR"
The Casanova Boys vocal by Bill Johnson
- NO. 16017 - **JACKIE DOLL**
"I'VE GOT TEARS IN MY EARS"
"TITLE ROUNDUP"
Jackie Doll and The Casanova Boys
- NO. 16018 - **DUSTY ELLISON**
"I CAN'T FIND THE KEYHOLE" (Tonite Dear)
"GOOFUS"
Dusty Ellison with instrumental accompaniment
- NO. 16019 - **LONESOME WILLIE EVANS**
"HILLBILLY FEVER"
"900 MILES FROM HOME"
Lonesome Willie Evans with Harmonica and String accompaniment
- NO. 16020 - **HALLELUJAH TRIO**
"WILL THE CIRCLE BE UNBROKEN"
"THIS TRAIN WILL SOON BE LEAVING"
Hallelujah Trio - vocal and instrumental

ENGLISH RECORDINGS

POPULAR - 10" Blue Label - 75c plus tax

- NO. 536 - **ANTON KARAS**
"THE 3rd MAN" THEME
"THE CAFE MOZART WALTZ"
Anton Karas Zither Solo
- NO. 645 - **ANNE SHELTON**
"WITHOUT THAT CERTAIN THING"
"OH BABY WHAT CAN I DO"
Anne Shelton with the Keynotes and the David Reid Quartet
- NO. 644 - **VERA LYNN**
"STAY WELL"
"THE LITTLE GRAY HOUSE"
Vera Lynn with Orchestra conducted by Bob Farnon
- NO. 646 - **THE UNITONES**
"BLOSSOM TIME IN SICILY"
"WALTZING UNDER THE MOON"
The Unitones directed by George Mitchell
- NO. 643 - **BILLY COTTON**
"THE FRENCH CAN-CAN POLKA"
"OH NICHOLAS! DON'T BE SO RIDICULOUS"
Billy Cotton and His Band vocal by The Bandits
- NO. 630 - **EDMUNDO ROS**
"THE SCOTTISH SAMBA"
"MORE AND MORE AMOUR"
Edmundo Ros and His Orchestra
- NO. 628 - **REGGIE GOFF**
"WESTERN RANGE OF HEAVEN"
"DEEP IN THE HEART OF A ROSE"
Reggie Goff with The Westerners and Rhythm Accompaniment
- NO. 638 - **TED HEATH**
"LEAVE IT TO LOVE"
"CUBAN CRESCENDO"
Ted Heath and His Orchestra
- NO. 639 - **BILLY COTTON**
"DID ANYONE EVER TELL YOU MRS. MURPHY"
"THEY'RE LOVELY"
Billy Cotton and His Band vocal by The Bandits





LONG
PLAYING
33 1/3
R. P. M.

LONDON
RECORDS

LIGHT & POPULAR INSTRUMENTALS

LLP. 103

LIGHT ORCHESTRAL FAVORITES

Berceuse De Jocelyn (Godard) - Pas Des Fleurs (Delibes) - Sabre Dance (Khachaturian) - Hungarian Dance No. 5 (Brahms) - Turkish March (Mozart) - Toreador et Andalouse (Rubinstein)

The New Promenade Orchestra conducted by Victor Olof

Hungarian Dance No. 1 (Brahms) - Hungarian Dance No. 3 (Brahms) - Slavonic Dance No. 3 (Dvorak) - Slavonic Dance No. 5 (Dvorak) - Slavonic Dance No. 8 (Dvorak)

The London Symphony Orchestra conducted by Clemens Krauss

LPB. 125

MUSICAL COMEDY FAVORITES

Begin The Beguine (Porter) - I Get A Kick Out Of You (Porter) - All The Things You Are (Kern) - Smoke Gets In Your Eyes (Kern) - You And The Night And The Music (Schwartz) - My Heart Stood Still (Rodgers) - Some Enchanted Evening (Rodgers) - So In Love (Porter) - Bali Ha'i (Rodgers) - Why Can't You Behave (Porter)

Stanley Black and his Orchestra

LPB. 126

A ROBERT FARNON CONCERT

Donkey Serenade (Friml) - Journey Into Melody (Farnon) - A Star Is Born (Farnon) - Jumping Bean (Farnon) - Carioca (Youmans) - How Beautiful Is The Night (Farnon) - Persian Nocturne (Stolz) - Portrait Of A Flirt (Farnon)

Robert Farnon and His Orchestra

The New Promenade Orchestra conducted by Robert Farnon

LPB. 18

BLUE DANUBE

The Emperor Waltz - Voices of Spring - Blue Danube - Artists' Life - Tales From The Vienna Woods - Roses Of The South - Wine, Women and Song - Vienna Blood Waltz - A Thousand And One Nights - Die Fledermaus Waltz

Ronnie Munro and his Orchestra

LPB. 62

WALDTEUFEL WALTZES

Estudiantina Waltz - Les Sirenes Waltz - Grenadiers Waltz - Dolores Waltz - Mon Reve Waltz - Tres Jolie - Espana - The Skaters Waltz

Ronnie Munro and his Orchestra

LPB. 16

ON PARADE

Colonel Bogey - Sons Of The Brave - Old Comrades - Entry Of The Gladiators - Liberty Bell - Stars and Stripes - Shanghai Sailor - The Airborne Division March

The Band of H. M. Irish Guards

LLP. 9

COLE PORTER AND GEORGE GERSHWIN SUITES

Night and Day - I Get A Kick Out Of You - Begin The Beguine - My Heart Belongs To Daddy - In The Still Of The Night - Let's Do It - I've Got You Under My Skin - Don't Fence Me In - Anything Goes

Strike Up The Band - Embraceable You - Do Do Do - But Not For Me - Somebody Loves Me - Of Thee I Sing - Love Walked In - Swanee - Someone To Watch Over Me - S'Wonderful - I Got Rhythm - Bidin' My Time

Louis Levy And His Concert Orchestra

LPB. 60

STANLEY BLACK—LATIN RHYTHMS

Rhumba Tamba - Linda Chilena - Adios - La Mulata Rumbera - Canto De Ausencia - Condena - The Breeze And I - Rustic Samba

Stanley Black and his Concert Orchestra

LPB. 17

RHYTHM ON REEDS

Fascinating Rhythm - Moonglow - Mood Indigo - Babette - Smoke Rings - Creole Love Call - Cherokee - Caravan

Phil Green and his Rhythm on Reeds

CONCERT & POPULAR

LPS. 116

SONGS OF TOSTI BY GIUSEPPE VALDENGO

L'Ultima Canzone - T'Amo Ancora - Aprile - La Serenata - 'A Vucchella - La Mia Canzone - Ideale

Giuseppe Valdengo, Baritone

The New Promenade Orchestra conducted by Alberto Erede

LPS. 121

ITALIAN SONGS BY GIUSEPPE VALDENGO

Mia Sposa Sara La Mia Bandiera (Rotoli) - Se (Denza) - Visione Veneziana (Brogi-Orvelto) - Occhi Di Fata (Denza) - Rondine Al Nido (De Crescenzo) - Canta Il Grillo (Billi) - Mattinata (Leoncavallo)

Giuseppe Valdengo, Baritone

The New Promenade Orchestra conducted by Alberto Erede

LPS. 13

A CONCERT OF FAVORITES BY EUGENE CONLEY

Beloved (Conley) - Ah! Sweet Mystery Of Life (Herbert) - Forgotten (Cowles) - Because (D'Hardelot) - Thine Alone (Herbert) - I'll Take You Home Again Kathleen (Westendorf) - I Hear You Calling Me (Marshall) - Danny Boy (Weatherly)

Robert Farnon and his Orchestra

LPS. 46

ERNA SACK (Soprano)

Auf Der Kirmes (Loesch) - Ouvre Ton Coeur (Bizet—Arr.: May) - You Will Return To Vienna (Hans May) - El Morenito (Buzzi-Peccia) - Throw Open Wide Your Window (Hans May) - Angels Guard Thee (Godard) - Coppelia Waltz (Delibes)

The New Promenade Orchestra conducted by Hans May

LPB. 58

SINCERELY YOURS—VERA LYNN

You're The One I Care For - How Green Was My Valley - Penthouse Serenade - When Your Hair Has Turned To Silver - Easy To Remember - So Rare - Goodnight Waltz - Farewell To Arms - Drifting And Dreaming

LPB. 59

ANNE SHELTON FAVORITES

How Deep Is The Ocean - My Silent Love - Where Or When - Green-sleeves - Night And Day - A Kiss In The Dark - Dancing In The Dark - The Very Thought Of You

LPB. 78

LISOLETTE MALKOWSKY SINGS GERMAN

POPULAR SONGS

Unter Tausend Sternen - Dieses Kleine Liebeslied - Und Die Glocken Hell Erklungen - Ich Muss Mich Mal Wieder Verlieben - Weissst Du Es Noch - Oh Bleib Bei Mir - Fliege Mit Mir In Die Heimat - Die Nord-seewellen

Walter Baumgartner and his Orchestra

11" 12" Red Label \$5.95 LPS 10" Red Label \$4.95 LPS 10" Blue Label \$3.95

The London Gramophone Corp., 16 W. 22 St., N. Y. 10, N. Y.

ANTON KARAS'

ZITHER SOLO

Release No. 24



RD.
"THE 3 MAN
THEME"

NO. 536
(78 RPM)

75c plus tax

NO. 30005
(45 RPM)

75c plus tax

ONLY "LONDON" HAS THE RECORDING FROM THE

ORIGINAL

SOUND TRACK OF THE FILM
"THE THIRD MAN"

THE CAROL REED MOTION PICTURE PRODUCTION
BY GRAHAM GREENE

PRESENTED BY DAVID O. SELZNICK AND
SIR ALEXANDER KORDA

Keys to the Band Kingdom

Way To Ork Revival Heard In Symposium

Analysts Give Report

NEW YORK, March 4.—Concentrated merchandising, new personalities, industry co-operation and co-ordination are the keys to the revitalization of the band business. This was stated by key ork agency men in a symposium held by RCA Victor in connection with the diskery's 15-album *Here Comes the Dance Bands* promotion and the Vaughn Monroe movie epic, *Singin' Guns* (see story review beginning page 4).

The symposium, featuring the analyses of Willard Alexander, Morey Schrier, of the Music Corporation of America (MCA), and Milton Krasny, of the General Artists' Corporation (GAC), resulted in a rundown of the past and present of the band business and culminated in a general resolve that the ork trade is alive and will some day assume its former importance. Joe Csida, Victor artists and repertoire chief, emceed the round table and read off Alexander's contribution in the absence of the ailing booker.

Omelettes Fewer

Schrier, who covered the current band business, optimistically pointed out that some top orksters have been hitting occasional percentage dates on one-nighters and that the omelettes have become fewer. He pointed, too, to the exceptionally successful nine-week run of Freddy Martin at the Palladium Ballroom in Hollywood, an engagement which sparked that spot to return to the name band trails. Vaughn Monroe's commercial success was employed as an example, with particular emphasis being laid on the orkster's big box office on his recent date at the Hotel Statler here.

Schrier, lashing the skeptics who felt that bands would find no room in TV, showed how video already is playing a big role in the revitalization of the business. He pointed to the recently initiated *Cavalcade of Bands* video seg as an example of plus propaganda for the band biz. The coast-to-coast coverage of the show gives many an unexploited purchaser of bands a chance to see the crews in action, said Schrier, and claimed that an aftermath of the first *Cavalcade* show, which starred the Tex Beneke crew, was the unveiling of several new band buyers. He also told of week-end TV pick-ups from the West Coast's Aragon Ballroom which kicked off during a Ted Weems' engagement there. When Weems left the terp hall for the hinterlands, the orkster enjoyed the best one-night business his band has had in six years, with the major portion of the re- (See *Way to Ork Revival*, page 128)

Keane To Head Varsity Sales

NEW YORK, March 4.—George L. Keane, former sales manager in the RCA Victor pop disk department, this week joined Eli Oberstein's Varsity diskery as sales manager and assistant to Oberstein in his over-all operation, which is being expanded to make room for the new 79-cent Hit label.

Keane replaces Joe Carlton, who last week left the post to assume a position as a veepee, Eastern division manager and an artist and repertoire executive in the Mercury Records organization.

V. Monroe To Knock 'Em Dead As Gent Bandit in Flicker Debut

(Continued from page 4)

Ward Bond and Jeff Corey, with Ella Raines serving as the sex lure.

Vaughn knocks over a trio of tunes. He does the now legendary *Mule Train* in a fashion which may well move a couple of additional sales on his dinking, which hardly matches the job handed the song in the movie. He sings *Singin' My Way Back Home* as the foundation for a suspense sequence. This attractive ballad is the backing on Vaughn's etching of *Train* and has considerable merit of its own. A third single chorus of another new ballad, *Down the Mexicali Trail*, rounds out Vaughn's slight but impressive singing chores and the total musical content of the film.

A staunch music name of long standing, Abe Lyman, is credited as the executive producer. He has given the film the benefit of some rich exteriors.

One thing is certain. No other

CIO AM Series Spots Folk Tunes

CHICAGO, March 4.—The Congress of Industrial Organizations (CIO) is using hillbilly music as its major format in a new transcribed radio series thru the South. Since January 22 the CIO has been piping the 15-minute weekly show Sunday afternoons to a network of stations that started with 29 outlets and now is carried commercially by 90 outlets in seven Southern States from South Carolina to Virginia. Emanating from WGST, Atlanta, the program features Texas Bill Strength, 4 Star recording artist. In between songs by Strength, George Baldanzi, organizing committee director and executive v.-p. of the Textile Workers' Union, discusses problems involving the Southern worker.

In addition to his e.t. shows, Strength is on the CIO pay roll to make appearances at all major meetings and conventions held by the CIO in the seven Southern State territory.

Merchandising Pays Off:

Friendly Chat With Customers Sells Disks, Philly Store Finds

By Maurie Orodener

PHILADELPHIA, March 4.—Altho a comparative newcomer in disk retailing circles, Nick Petrella has built up the good will and sales capacity equal to the veteran dealers by following the axiom that "courtesy pays." And it pays off plenty for Petrella, who set up his Petrella's Record Shop in the South Philadelphia section of the city only three years ago.

What is commonly known as courtesy, Petrella has fashioned for his own operation as "record conversation." This, he says, is his store's most precious asset. His "record conversation," entails a friendly chat with each customer coming into the store. Instead of immediately going for the sale, Petrella starts conversation to make the customer feel that he is at home and most welcome in the store. A pleasant anecdote about some record is always thrown in, and after a few minutes of chatter, Pe-

band leader has ever made so bold an effort on the screen. It's difficult to conceive of any who could have achieved such eminent success on a first crack. Hal Webman.

Cap's Pub, Wax Links Get Heft

HOLLYWOOD, March 4.—Capitol is effecting stronger co-ordination between its diskery and music pub interests. Cap's branches will receive music racks containing copies of the music firms' wares, with branch personnel to help push pubbed product. Mickey Goldsen, head of the diskery's music firms, feels that sheet displays at the branches will help in getting dealers to stock more Cap music.

First major test of the strengthened link between disk and pub sales will be on a square dance folio issued by Beachwood, Cap subsid. Folio, written by Les Gotcher, contains over 100 calls and will be released April 15. It's the first hoedown book to sell for a dollar. Book ties in directly with Cap square dance disk releases, providing calls and instructions to be voiced with the platters. Copies of the folio are now being shipped to Cap's branches.

Goldsen expects branches to play a major part in getting the recently acquired Songs Without Words contest's winning tunes into the limelight. Current releases, *Dram Peddler's Serenade* and *When April Comes Again*, waxed by Margaret Whiting and Jo Stafford, respectively, will be pushed by branch personnel, both on disks and in sheet form. Offices reps will also hit disk jockeys and dealers in the plug campaign.

Goldsen is after more tunes for his catalogs, with the hope that company teamwork will help build hits. He recently bought *I Learned To Love You Too Late*, *My Darlin'* for Beachwood from Jack Kenny's Lone Star Music Company, and picked up disk jockey Steve Allen's folk tune, *Let's Go to Church Next Sunday Morning*, recorded by Jimmy Wakely and Margaret Whiting.

60 Tunes From Chi Plunge Mills Into 'Billy Field

NEW YORK, March 4.—Mills Music is entering the hillbilly and Western field with a flourish. This became apparent recently when Sidney Mills, pubbery exec, flushed a nest of hillbillies in Chicago. When the strains of the off-key fiddles died away, it was revealed that Sidney had acquired publishing rights to some 60 tunes and had signed two writers. The latter, both of whom are on the *National Barn Dance* over the ABC network, are Floyd (Salty) Holmes, who clefted *I Found My Mama*, and Matti O'Neil, writer of *Don't Sell Daddy Any More Whiskey*.

Mills Music, having amassed over the years one of the greatest standard catalogs, has been eying the hillbilly field for a long time. The opinion of the Mills brass is that Tin Pan Alley writers, no matter how talented, fail to catch the true mountain and country flavor. That is, they are indelibly touched with the Broadway taint. That being the case, Mills is going to the true source of supply—the hillbillies.

One of Mills's newly acquired numbers, *I Found My Mama*, is being made two ways by both RCA Victor and Decca.

Morris Loses "Wagon" Tunes

HOLLYWOOD, March 4.—Buddy Morris will not publish Stan Jones's score for the John Ford-RKO film, *Wagon Master*, as originally skedded. Sound track scoring contains four Jones cleffings: *Wagons West*, *Song of the Wagon Master*, *Shadows in the Dust*, and *Chuckwalla Song*. Reason for switch in plans is the sudden change in pic's release date.

Film was originally skedded for August release, which permitted tune release in May. However, RKO shuffled dates and will issue the film April 23, which will not allow sufficient time for the pubber to work on tunes.

Michael Brown Hits Big Time As a Tunesmith

NEW YORK, March 4.—Michael Brown, young composer and song stylist whose renditions of his own tunes have been winning him kudos along the smart supper club trail, is on the verge of what bids to be a spectacular plunge into the commercial tune business. The first of Brown's pop efforts, *Swamp Girl*, will be Frankie Laine's next Mercury release, and early reports tab it as possibly one of Laine's biggest records to date.

Brown is under contract to Hill & Range in an exclusive, long-term deal, with the pubbery getting all of Brown's output, including performing rights to the tunes. Two of the cleffer's current ditties, *Monkey Coachman* and *Believe in Me*, have roused considerable interest among a. and r. men and are reported skedded for top-name waxings.

Brown, who left *The Billboard* staff only a year ago to debut as a singer-pianist at an East Side nitery, is currently at the Ambassador West in Chicago, with engagements at the Rancho Vegas, Las Vegas, Nev., and the Mocambo in Hollywood coming up. He is skedded to pen a movie score on the Coast and, in addition to a load of topical and pop tunes, has a music comedy score in his trunk, with producing people interested.

DECCA
RECORDS

An international
SMASH HIT RECORD

**C'EST
SI
BON**

(It's so good)

COUPLED WITH

WILHELMINA

**From 20TH Century-Fox picture
"Wabash Avenue"**

**BOTH VOCAL WITH LEE GORDON SINGERS
and VIC SCHOEN and his ORCHESTRA**



DECCA
24932

by
DANNY KAYE

The International Entertainer

America's fastest selling records



MUSIC—AS WRITTEN

ASCAP-TV Per Program License Formula Extended

The interim agreement between the American Society of Composers, Authors and Publishers (ASCAP) and TV negotiating committees for a per-program licensing formula has been extended one month to April 1.

Romero Signs Landford to Personal Mgr. Pact

Garet Romero has signed Bill Landford and the Landfordaires, rhythm and spiritual group who are waxing for Columbia, to a personal management pact. Landford was once a key vocalist with the Golden Gate Quartet. Romero is preparing a promotion campaign, including radio, TV and personal appearances.

Keystone Label Grabs Cody and Haley

Philadelphia radio artists Wayne Cody and Bill Haley were grabbed by Eddie Wilson for his Philly Keystone label. Cody, who conducts the "Uncle Wip" children's shows on WIP as well as disk air shows of his own, cut a pair by localite William B. Richter in "Let's Go Out to the Ball Game" and "Down on the Delaware." Haley, who airs Western platter shows three times daily on WPWA, Chester, Pa., cut four sides with his Saddle Men.

Csida and Grean Attend Chi MOA Conjab

RCA Victor artists-repertoire chief Joe Csida and staffer Charlie Grean hopped to Chicago this week for the Music Operators of America convention (6-8). Grean will cut a date there with Tommy Dorsey's Clambake Seven, Dixieland combo.

Keys Takes Over Distribbing of Dana Catalog

Nat Tannen's Keys Music firm has taken over national distribution of the Dana Music catalog. Material included is mostly polkas sliced for Dana disks, about 50 of which are ready imprinted copies. Among the titles are "Ferryboat Polka" and "Gloria Polka." Keys has also readied the "Howdy Doody Song Book" in conjunction with the Martin Stone Agency, producer of the smash TV show.

New York:

Phil Brito is back from the Coast, where he cut the "Square Dance Katy" flick for Monogram pix. . . . Warbler Johnny Parker has written "Moon of Love," which he is skedded to record with the Charlie Ventura ork. . . . Veteran contact men Irv Tanz and Sol Loft have each set up in music publishing under the names of Irving Tanz Music and Loft Music, respectively. . . . Harry Bluestone has returned from Hollywood to serve as production head of Standard Radio Transcription Services. . . . Louis Prima ork, into the Apollo for a week beginning Friday (3), opens a two-week stand at the Click, Philadelphia, Friday (10).

After an absence of three years, Connecticut's own Charles Spivak played a one-nighter at the Ritz Ballroom, Bridgeport, Sunday (26), drawing 1,206 persons who paid a \$1.50 admission.

Eddie Fisher, 20-year-old Eddie Cantor protege, is the latest Bluebird artist to be upped to the Victor parent label. Despite the recent thinning of Bluebird ranks, RCA spokesmen say that the junior label will continue as a testing ground for new talent.

Ben Bloom has been named chairman of the music publishing industry division of the Red Cross drive. . . . Lester Santly and Al Hoffman left for Florida Sunday (5). Santly will stay two weeks, while Hoffman will stick it out for a month. . . . Flack Dick Linke, ex-Capitol disk promoter, is branching out into radio publicity and will handle the Barry-Enright productions, splitting the chores with Kurt Weinberg. . . . George R. Marek, music editor of "Good Housekeeping" magazine, has been appointed assistant to General Manager Paul A. Barkmeier, of the RCA Victor record department. Marek will be in charge of co-ordinating Red Seal artists and repertoire activities with sales and promotion functions.

Hot Lips Page opened at the Regal Theater, Chicago, March 3. The orkster is also set for four weeks at the Brass Rail there starting March 22. . . . Juanita Hall, Victor-"South Pacific" thrush, started her own weekly show over WNEW Sunday (5). . . . Leo Fuld, London disk artist who hopped here from England to promote his records, returns to London Tuesday (7) for 12 weeks of theater dates and TV shows. This will be followed by a concert tour of Holland, Scandinavian countries and Israel. . . . Mindy Carson opens at the Fairmont Hotel, San Francisco, for three weeks starting March 7. She'll broadcast her regular NBC show from there.

Paul Szittyai, Hungarian violinist who has cut RCA Victor disks with Emery Deutsch, has formed his own combination and is currently booked at the Tokay Cafe. . . . The Burke-Van Heusen settlement with E. H. Morris finds the writers taking with them those tunes in the catalog which they wrote, the remainder staying with Morris. B-VH gets such copyrights as "Swinging on a Star," "But Beautiful," "Personality," among others; Morris retains "Christmas Song," "Old Buttermilk Sky," "Ivy" and others. Settlement was reportedly cash-free, on a straight copyright split. . . . The projected BMI pubbery to be headed by Henry Spitzer will reportedly include orkster Freddy Martin's publishing interests. Tentative arrangement will have Spitzer heading up the operation from the Coast, Lester Sachs serving as New York rep, and possibly Jack Ostfeld as Chicago rep.

Chicago:

Don Goins, once with Music Corporation of America's (MCA) New York office, has replaced Bob Bodine, with RCA Victor here, in the flackery department. . . . Al Miller, ex-sales manager for King disks, has joined Victor as district sales rep out of Cincinnati. . . . Master Record pressery here, operated by Egmont Sonderling, of United Broadcasting, is combining some of its equipment with that of Armour Plastics, pressery operated by Art Sheridan. New plant will enlarge to more plating equipment and will also wax 16-inch e. t.'s. . . . Cy Stern, local flack, is selling agent for the bankrupt assets of Music of the Month Club, record promotion firm which folded last year. Merchandise for sales includes 10,000 assorted records and miscellaneous album covers and office supplies. . . . The Freddy Nagels (he's the MCA orkster) are expecting in June. . . . George and Ernie Leaner, formerly with Monroe Passis's Chord Distributors, have formed their own distributor set-up, United Record Distributors, 4804 Cottage Grove. They are handling Swingtime, New Jazz, Prestige, Birdland and Hop labels. . . .

Monroe Passis, of Chord Distributors and Parkway label, and J. Mayo Williams, chief of Chicago, Southern, Harlem and Ebony labels, are forming a personal management firm. Thus far they have Memphis Minnie, Muddy Waters, Sunnyland Slim, Jimmy Rodgers, Little Walter, Baby-Face Leroy and St. Louis Jimmy under contract. . . . The Hotel Sherman has announced that it plans to close its College Inn sometime in the near future and will reopen the room as an eatery, the Byfield Room, in memory of the late Ernest Byfield, hotel prexy. Spot may use society orks.

Hartford, Conn.:

Francis S. Stern, president of Stern & Company, Hartford area distributors of Columbia Records, and Mrs. Stern are on a West Coast vacation. . . . Song Hits, Inc., of Derby, a new corporation, has filed incorporation papers with Connecticut's secretary of state, listing as officers Edward Levy, president; John Santangelo, treasurer, and Burton N. Levy, secretary. . . . Maestro Bob Crosby, who has been living at Westport, Conn., returns to Los Angeles late in March because of a new contract whereby he is to resume as head man of "Club 15," CBS network show.

Don Morelli is running a series of Sunday afternoon jam sessions at the Casino, Old Saybrook, Conn. . . . Albert Latauska, branch manager for Capitol Records in Boston, formerly Hartford branch manager for the record concern, has moved his family to Boston. . . . Six pop concerts will be held at the Yale Bowl, New Haven, this summer, under sponsorship of the New Haven Junior Chamber of Commerce. They will be June 27, July 11, and 25, and August 1, 15 and 29. . . . The Star Theater, 1,800-seat downtown film theater, has discontinued temporarily its weekly bop concert and talent revue. The stage presentation has been on view Friday nights in addition to film programs.

Philadelphia:

The Jazz Guild will sponsor Illinois Jacquet for a March 24 bash at Turner Hall. . . . Lenny Daniels and Dave Kessler have teamed up under the former's name as a disk promotion firm handling the Four Keys, June Christy and Tommy Tucker. . . . The Barthel label in Chicago waxed Myers Music's "I'm Not To Blame," with Toni Rami handling the vocals. . . . Eddie Gelespi takes over the bandstand at the new C. & L., teen-age dancery in the Frankford sector of town. . . . Stan Kenton concertizes at the Academy of Music April 11 and 12. . . . Publisher-tunesmith Frank Capano's recovering at St. Joseph's Hospital. . . . Count Basie bows his small combo here at Club 421. . . . Sidney Bechet started last week at Lee Guber's Rendezvous, with Don Cornell, former Sammy Kaye vocalist, set to follow.

Detroit:

Charles Dubin, pianist, and Arthur Peters, former Metropolitan opera star, are teaming up as a piano-vocal duo. . . . The Modern Mustangs recently closed at the House of Fogarty and moved east to open at Gene's Inn, Watertown, N. Y. . . . Frankie (Sugar Chile) Robinson cut eight sides at the Campbell Studios, Detroit, for Capitol Records. . . . Bill Holleman, currently at the Topper Bar, Dearborn, Mich., cut a number of organ pieces to be released on tape for skating rinks.

NBOA Grows Another Wing; Iowa Ops Organize Chapter

CHICAGO, March 4. — Another State organization within the National Ballroom Operators' Association (NBOA) was formed Monday (27) at Des Moines, when Hawkeye terp ops formed the Iowa Ballroom Operators' Association (IBOA). Hank Heimen-dinger, Surf Ballroom, Clear Lake, was elected prexy; L. T. Luther, Coliseum, Oelwein, v.-p., and Bob Reichardt, Riverview, Des Moines, secretary-treasurer. Otto Weber, managing secretary of NBOA, will be recording secretary for the Iowa chapter.

Board members include Wally Peters, Iowa Falls; Walt Lawrence, Storm Lake; Darlowe Oleson, Havlock, and Bud Phillips, Remsen. An advisory committee made up of Tom Archer, Des Moines; Larry Geer, Fort Dodge, and Ken Kerker, Davenport, was appointed. These men were original officers of the first Iowa association elected in 1938. It was this group which eventually became the Midwest Ballroom Operators' Association and thence the NBOA. The Iowa ops will meet again in June at Clear Lake. The ballroom org now has four State chapters, with others being formed currently in Wisconsin, Illinois and California.

In another meeting held Friday (24) at Lincoln, Neb., Cornhusker State ops heard a report that their Say It While Dancing program, which was to be aired nightly over KFAB, Omaha, as a band remote pickup from Nebraska ballrooms, has hit an AFM snag. Following the first remote pickup in January, union execs thruout the State clamped down on the venture and demanded rehearsal salary

and regular broadcast scale for the promotional show. As a result Vic Schroeder, Omaha band booker, and execs of the Nebraska org are meeting with officials of various locals to determine some kind of modification of union demands. The program is still airing nightly for a half hour, with Bill Selah, KFAB jockey, doing a half hour of disks, with plugs for the ballrooms.

Following the afternoon ops' meeting the group went to the Turnpike Casino, local dancery operated by Herb Pauley, prexy of the Nebraska chapter, where the finals for the Nebraska princess contest were held. Miss Betty Boothe was selected to represent the State at the annual Cherry Blossom Festival in Washington, to be held March 29. Fourteen finalists, selected in ballrooms thruout the State, participated. Henry Durst, McConkey music band chief, was one of three judges. Sammy Kaye's ork, which played the event, drew 1,821 dancers at \$2.30, including tax.

Tom Jones Joins Peer - Internat'l

NEW YORK, March 4.—Tom Jones, music biz veteran and noted for his some two decades of work as right-hand man with Al Goodman, this week joined the Peer-International and Southern Music organization.

Jones will serve as director of repertoire for the pubbery.

HITS ARE NOT ENOUGH

Sure DECCA has the hits! Naturally, Decca hits spell P-R-O-F-I-T-S. But to keep volume high—month in, month out, hits are not enough. Steady sellers are important too. These standards from the Decca catalog chalk up profitable sales all year round.

- | | | |
|--|---|--|
| ANNIVERSARY SONG
HAPPY BIRTHDAY—AULD LANG SYNE
BING CROSBY
DECCA 24273 | HOT LIPS
THE WANG WANG BLUES
HENRY BUSSE
DECCA 25015 | STORMY WEATHER
THE BIRTH OF THE BLUES
GUY LOMBARDO
DECCA 24531 |
| ANNIVERSARY SONG
AYALON
AL JOLSON
DECCA 23714 | HOW HIGH THE MOON
YOU TURNED THE TABLES ON ME
ELLA FITZGERALD
DECCA 24387 | SUGAR BLUES
I'VE FOUND A NEW BABY
CLYDE McCOY
DECCA 25014 |
| APRIL SHOWERS
SWANEE
AL JOLSON
DECCA 23470 | HUMORESQUE
TALES FROM THE VIENNA WOODS
GUY LOMBARDO
DECCA 23765 | SWEET LEILANI
BLUE HAWAII
BING CROSBY
DECCA 25011 |
| AVE MARIA (Bach-Gounod)
NOW THE DAY IS 'OVER
FRED WARING
DECCA 23708 | IF I DIDN'T CARE
WHISPERING GRASS
INK SPOTS
DECCA 23632 | TENDERLY
LAMPLIGHT
RANDY BROOKS
DECCA 24161 |
| AVE MARIA (Schubert)
HOME SWEET HOME
BING CROSBY
DECCA 18705 | IN A SHANTY IN OLD SHANTY TOWN
BLUE SKIES
JOHNNY LONG
DECCA 23622 | TICO-TICO
LERO LERO — BEM TE VI 'ATREVIDO
ETHEL SMYTH
DECCA 23353 |
| BEER BARREL POLKA
PENNSYLVANIA POLKA
LAWRENCE WELK
DECCA 23855 | LAZY RIVER
CIELITO LINDO
MILLS BROTHERS
DECCA 25046 | TO EACH HIS OWN
I NEVER HAD A DREAM COME TRUE
INK SPOTS
DECCA 23615 |
| BIG ROCK CANDY MOUNTAIN
BLUE TAIL FLY
BURL IVES
DECCA 23439 | LITTLE WHITE LIES
I'LL NEVER SMILE AGAIN
DICK HAYMES
DECCA 24480 | TOOT, TOOT, TOOTSIE!
BACK IN YOUR OWN BACK YARD
AL JOLSON
DECCA 24108 |
| BRAMHMS' LULLABY
SWING LOW, SWEET CHARIOT
BING CROSBY
DECCA 25052 | MacNAMARA'S BAND
DEAR OLD DONEGAL
BING CROSBY
DECCA 23495 | WARSAW CONCERTO
CHOPIN'S POLONAISE
CARMEN CAVALLARO
DECCA 23791 |
| CHOPIN'S POLONAISE
WARSAW CONCERTO
CARMEN CAVALLARO
DECCA 23791 | MARCH OF THE BOB CATS
FIVE POINT BLUES
BOB CROSBY'S BOB CATS
DECCA 25298 | WHEN MY BABY SMILES AT ME
SHE'S FUNNY THAT WAY
TED LEWIS
DECCA 23916 |
| COCOANUT GROVE
MY ISLE OF GOLDEN DREAMS
HARRY OWENS
DECCA 23616 | MEMPHIS BLUES
ST. LOUIS BLUES
GUY LOMBARDO
DECCA 25397 | WHIFFENPOOF SONG
KENTUCKY BABE
BING CROSBY
with FRED WARING GLEE CLUB
DECCA 23990 |
| DEEP PURPLE
STAR DUST
BING CROSBY
DECCA 25285 | MY CATHEDRAL
BLESS THIS HOUSE
FRED WARING
DECCA 24537 | WOODCHOPPER'S BALL
INDIAN BOOGIE WOOGIE
WOODY HERMAN
DECCA 25079 |
| DOES YOUR HEART BEAT FOR ME?
SO LONG
RUSS MORGAN
DECCA 25080 | NO NAME JIVE
(2 Parts)
GLEN GRAY
DECCA 25057 | YOU ALWAYS HURT THE ONE YOU LOVE
TILL THEN
MILLS BROTHERS
DECCA 23930 |
| DRY BONES
OLE MOSES PUT PHARAOH IN HIS PLACE
FRED WARING
DECCA 23948 | NOW IS THE HOUR
SILVER THREADS AMONG THE GOLD
BING CROSBY
DECCA 24279 | YOU BELONG TO MY HEART
BAIA
BING CROSBY
and XAVIER CUGAT
DECCA 23413 |
| FOGGY, FOGGY DEW
RODGER YOUNG
BURL IVES
DECCA 23405 | PAPER DOLL
I'LL BE AROUND
MILLS BROTHERS
DECCA 19318 | YOU'LL NEVER WALK ALONE
OHI WHAT A BEAUTIFUL MORNIN'
FRED WARING
DECCA 24540 |
| GALWAY BAY
MY GIRL'S AN IRISH GIRL
BING CROSBY
DECCA 24295 | PENNSYLVANIA POLKA
BEER BARREL POLKA
ANDREWS SISTERS
DECCA 23609 | |
| GREEN EYES
THE BREEZE AND I
JIMMY DORSEY
DECCA 25119 | PINETOP'S BOOGIE WOOGIE
SAXA-WOOGIE
LOUIS JORDAN
DECCA 25394 | |
| HAPPY BIRTHDAY — AULD LANG SYNE
ANNIVERSARY SONG
BING CROSBY
DECCA 24273 | SKIP TO MY LOU
AGAIN
GORDON JENKINS
DECCA 24602 | |
| HARLEM NOCTURNE
A NIGHT AT THE DEUCES
RANDY BROOKS
DECCA 23935 | STAR DUST
DEEP PURPLE
BING CROSBY
DECCA 25285 | |
| HEARTACHES
OHI MONAH
TED WEEMS
DECCA 25017 | ST. LOUIS BLUES
BALLIN' THE JACK
DANNY KAYE
DECCA 24401 | |
| THE HOLY CITY
(2 Parts)
FRED WARING
DECCA 24337 | | |

Single Records 75¢ each (plus tax)



Stock and sell DECCA standards



A Scintillating Masterpiece by...

Mary *and* Arthur
MARTIN GODFREY

"GO TO SLEEP
GO TO SLEEP
GO TO SLEEP"

Columbia
38744



backed by
"BUT ME
I LOVE YOU"

COLUMBIA RECORDS

"Columbia" and Trade Marks Reg. U. S. Pat. Off. Marks Registered Trade Mark

The Billboard
MUSIC POPULARITY CHARTS
PART I
The Nation's Top Tunes

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

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

HONOR ROLL OF HITS

(Trade Mark Reg.)

This Week Last Week

1. CHATTANOOGIE SHOE SHINE BOY 1

By Stone and Stapp
Published by Acuff-Rose (BMI)
Records available: Bradford & Romano, V(78)20-3685, (45)3208; B. Crosby-V. Schoen Ork, Dec 24863; T. Duncan, Cap(78)40282, (45)F40282; R. Foley, Dec 46205; S. Henderson, Cap 850; "T" Texas Tyler, 4 Star 1411; G. Towne Ork, London 609; B. Darnel-R. Ross, Coral 60147; P. Harris, V 20-3692; F. Sinatra, Col 38708; L. McAuliffe, Col 20669; The Pepperettes-Horace Heidt, "Grace Heidt MS 1022; Two-Ton Baker, Mer 5369.
Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth.

2. MUSIC! MUSIC! MUSIC! 4

By Steven Weiss and Bernie Baum
Published by Cromwell (ASCAP)
Records available: Ames Brothers, Coral 60153; T. Brewer, London 604; C. Cavallaro, Dec 24881; Homer & Jethro-J. Carter, V(78)21-0169, (45)48-0181; M. Katz, Cap 862; F. Martin Ork, V(78)20-3693, (45)47-3217; H. Winterhalter-The Five Gems, Col(78)28704, (33)1-489; J. Bond Ork, MGM 10627; Two-Ton Baker, 5369; K. Griffin, Rondo R-222.
Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.

3. RAG MOP 2

By Wills and Anderson
Published by Hill & Range Songs (BMI)
Records available: Ames Brothers, Coral 60140; Bradford & Romano, V(78)20-3685, (45)47-3208; R. Flanagan Ork, V(78)30-0025, (45)54-0020; the Foggy River Boys, Dec 46214; D. Sausage, Regal 3251; J. Wills, Bullet 696; J. Dorsey, Col(78)38710, (33)1-499; The Starlighters-P. Weston Ork, Cap(78)844, (45)F-844; L. Hampton, Dec 24855; G. Daniels, 4 Star 1414; Pee Wee King, V(78)21-0167, (45)48-0179; J. Jamer, 4 Star 1419; J. Bond Ork, MGM 10627.
(No information on electrical transcription libraries available as The Billboard goes to press.)

4. THERE'S NO TOMORROW 5

By Hoffman, Corday and Carr
Published by Paxton (ASCAP)
Records available: A. Dale, Harmony 1078; T. Martin, V(78)20-3582, (45)47-3078; C. Ravazza, Dec 24782; C. Spivak Ork, London 554; H. Winterhalter, Col 38636.
Electrical transcription libraries: Phil Brito, Associated; the Ambassadors, Lang-Worth; Bob Eberly, World.

5. I SAID MY PAJAMAS 6

By Eddie Pola and George Wyle
Published by Leeds (ASCAP)
Records available: H. Babbitt-M. Tilton, Coral 60157; D. Day, Col (33)1-497, (78)38709; E. Merman-R. Bolger, Dec 24873; M. Whiting-F. DeVol Ork, Cap (78)841, (45)F-841; T. Martin-F. Warren-H. Rene Ork, V(78)20-3613, (45)47-3119.
Electrical transcription libraries: Page Cavanaugh Trio, World.

6. CRY OF THE WILD GOOSE, THE 7

By Terry Gilkyson
Published by American (BMI)
Records available: F. Laine, Mer 5363; Tennessee Ernie, Cap(78)40280, (45)F-40280; T. Gilkyson, 4 Star 1430; B. Darnel, Coral 60163; J. Marine, Dec 24895; A. Mooney Ork, MGM 10651.
Electrical transcription libraries: Jubalaires, Standard.

7. DEAR HEARTS AND GENTLE PEOPLE 3

By Bob Hilliard and Sammy Fain
Published by E. H. Morris (ASCAP)
Records available: B. Crosby-P. Botkin's String Band, Dec 24798; D. Day, V(78)20-3596, (45)47-3102; B. Greco, London 558. B. Hannon-J. Ryan, Dec 24794; G. MacRae, Cap 57-777; P. Page, Mer 5336; D. Shore, Col 38605; B. Strong, Cap 57-757; R. Flanagan Ork, Bluebird 30-0016; B. Pandis, Process 523.
Electrical transcription libraries: Kay Armen, Associated; Bob Crosby, Standard.

8. IT ISN'T FAIR

By Sylvester Spigato, Frank Warshauer and Richard Himer
Published by Words & Music (ASCAP)
Records available: B. Goodman Ork, Cap 860; B. Harrington-3 Beaus and a Beep, Coral 60156; J. Marine, Dec 24895; F. Miller, King 15034; B. Farrell, MGM 10637.
(No information on electrical transcription libraries available as The Billboard goes to press.)

9. DADDY'S LITTLE GIRL

By Bobby Burke and Horace Gerlach
Published by Beacon (BMI)
Records available: B. Eberly, Coral 60158; S. Henderson Ork, Cap 850; E. Howard, Mer 5371; D. Jurgens Ork, Col(78)38711, (33)1-500; Mills Brothers, Dec 24872; R. Smith, Col 20670; T. Preston, 4 Star 1438; J. Desmond-T. Mottola Ork, MGM 10658.
Electrical transcription libraries: The Bachelors, Standard.

10. BIBBIDI-BOBBIDI-BOO 10

By Mack David, Al Hoffman and Jerry Livingston
Published by Walt Disney (ASCAP)
From the Walt Disney film, "Cinderella."
Records available: Aristokats, Dec 24807; P. Como, V(78)20-3607, (45)47-3113; R. Robbins, Cap 57-778; J. Stafford-G. MacRae, Cap 57-782; D. Shore, Col 38659; L. Welk, Mer 5347; I. Woods, Bluebird 30-0019; B. Crosby-J. Conlon's Rhythmaires-V. Schoen Ork, Dec 24863; J. Durante-M. Durso Ork, MGM 30226.
Electrical transcription libraries: Lawrence Welk, Standard; the Satisfiers, Associated; Frankie Carle, Lang-Worth; Page Cavanaugh Trio, World.

WARNING

The title "HONOR ROLL OF HITS" is a registered trade-mark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Simply write or wire Publisher, The Billboard, 1564 Broadway, New York, and permission will be immediately granted.

WHEN IT COMES TO DUETS COME TO RCA VICTOR FOR THE HITS!

TONY MARTIN AND FRAN WARREN

"I Said My Pajamas"

20-3613—(47-3119)*

TONY MARTIN AND FRAN WARREN

"Darn It Baby—That's Love"
"That We Is Me and You"

20-3710—(47-3243)*

MINDY CARSON AND DON CORNELL

"Go To Sleep"

20-3718—(47-3718)*

DON CORNELL AND MINDY CARSON

"Ask Me No Questions"

20-3718—(47-3718)*

FRAN WARREN AND LISA KIRK

"Dearie"

20-3696—(47-3220)*

LISA KIRK AND FRAN WARREN

"Just a Girl That Men Forget"

20-3696—(47-3220)*

LISA KIRK AND DON CORNELL

"Have You Ever Been Lonely?"

20-3694—(47-3218)*

DON CORNELL AND LISA KIRK

"You Missed the Boat"

20-3694—(47-3218)*

ROSALIE ALLEN, ELTON BRITT AND THE THREE SUNS

"Beyond the Sunset"

20-3599—(47-3105)

ROSALIE ALLEN AND ELTON BRITT

"Quicksilver"

21-0157—(48-0168)*

ELTON BRITT AND ROSALIE ALLEN

"The Yodel Blues"

21-0157—(48-0168)*

ROSALIE ALLEN AND ELTON BRITT

"Acres of Diamonds"

21-0302—(48-0302)*

ELTON BRITT AND ROSALIE ALLEN

"Prairieland Polka"

21-0302—(48-0302)*

BRADFORD AND ROMANO

"Rag Mop"

**"Chattanooga
Shoe Shine Boy"**

20-3685—(47-3208)*

HOMER AND JETHRO

"I've Got Tears in My Ears"

(From Lyin' on My Back in My Bed While I Cry Over You)

"She Made Toothpicks of the Timber of My Heart"

21-0162—(48-0170)*

HOMER AND JETHRO WITH JUNE CARTER

"I Said My Nightshirt"

(And Put on My Pray'rs)

(Put Another Nickel in)

Music! Music! Music!

21-0169—(48-0181)*

A Scintillating Masterpiece by...

Mary *and* Arthur
MARTIN GODFREY

"BUT ME"
I LOVE YOU

Columbia 38744



backed by
"GO TO SLEEP
GO TO SLEEP
GO TO SLEEP"

COLUMBIA RECORDS

"Columbia" and Trade Marks Reg. U. S. Pat. Off. Marcas Registradas Trade Mark

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



BEST-SELLING SHEET MUSIC

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

POSITION				Publishers
Weeks to date	Last Week	This Week		
7	2	1	1. CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
13	1	2	2. DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
5	4	3	3. MUSIC! MUSIC! MUSIC! (R)	Cromwell
6	5	4	4. I SAID MY PAJAMAS (R)	Leeds
12	3	5	5. THERE'S NO TOMORROW (R)	Paxton
21	14	6	6. DREAMER'S HOLIDAY, A (R)	Shapiro-Bernstein
1	—	7	7. DEARIE (R)	Laurel
10	12	8	8. BIBBIDI-BOBBIDI-BOO (F)	Walt Disney
6	7	8	8. RAG MOP (R)	Hill & Range
5	11	10	10. DADDY'S LITTLE GIRL (R)	Beacon
14	6	11	11. OLD MASTER PAINTER, THE (R)	Robbins
2	15	12	12. IT ISN'T FAIR (R)	Words & Music
3	8	12	12. CRY OF THE WILD GOOSE, THE (R)	American
1	—	14	14. MY FOOLISH HEART (R)	Santly-Joy
3	9	15	15. ENJOY YOURSELF (R)	E. H. Morris

ENGLAND'S TOP TWENTY

POSITION				
Weeks to date	Last Week	This Week	English	American
14	1	1	1. HARRY LIME THEME.....Chappell	Chappell
8	2	2	2. DEAR HEARTS AND GENTLE PEOPLE.....Morris	Morris
7	3	3	3. JEALOUS HEART.....E. H. Morris	Acuff-Rose
14	4	4	4. HOP-SCOTCH POLKA.....Leeds	Cromwell
7	7	5	5. DOWN IN THE GLEN.....L. Wright	Mills Music
7	5	6	6. I'VE GOT A LOVELY BUNCH OF COCONUTS.....Box & Cox	Cornell
14	7	7	7. I'LL STRING ALONG WITH YOU.....Feldman	Witmark
20	9	8	8. ROSE IN A GARDEN OF WEEDS.....Box & Cox	Leeds
15	11	9	9. OUR LOVE STORY.....Unit	J. J. Robbins
7	12	10	10. MULE TRAIN.....Chappell	Walt Disney
3	—	10	10. IS IT TRUE WHAT THEY SAY ABOUT DIXIE?.....Victoria	Irving Caesar
11	9	10	10. WHY IS IT?.....Cinephonic	BMI
39	14	13	13. FOREVER AND EVER.....Francis Day	Robbins
5	16	14	14. WE ALL HAVE A SONG IN OUR HEARTS.....Twentieth Century	*
13	17	15	15. IS IT TOO LATE?.....Kassner	Dave Dreyer
6	20	15	15. SCOTTISH SAMBA.....Sun	Pickwick Music
11	—	17	17. KISS IN YOUR EYES.....Bosworth	*
4	19	17	17. BEST OF ALL.....Connelly	*
2	—	19	19. THE LAST MILE HOME.....Leeds	Leeds
19	—	20	20. SHAWL OF GALWAY GREY.....Connelly	Shapiro-Bernstein

*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 \$10 enclosed

Address Bill me

City Zone State.....

Profession or business.....



3-11-PC

1928—"LONESOME ROAD"

1930—"SONG OF THE VAGABOND"

1932—"BROTHER CAN YOU SPARE A DIME"

1933—"HALLELUJAH I'M A BUM"

NOW...The great hit of 1950

WANDERIN'



SAMMY KAYE

TONY ALAMO

INTRODUCED
ON A POWERFUL
"DOWN TO EARTH"
SMASH HIT
RECORD BY...

WITH A SENSATIONAL
VOCAL BY...



RCA Victor Records

78 rpm
20-3680
45 rpm
47-3203

The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

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

PART III



RECORDS MOST PLAYED BY DISK JOCKEYS

Records listed here in numerical order are those played over the greatest number of record shows. List is based on replies from weekly survey among disk jockeys thruout the country.

Table with columns: POSITION, Weeks Last, This, Record Title, Artist, Label. Lists top 30 records including 'CRY OF THE WILD', 'GOOSE, THE', 'MUSIC! MUSIC! MUSIC!', etc.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, February 24, 8 a.m., and ending Friday, March 3, 8 a.m.)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John G. Peatman's Audience Coverage Index.

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

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

Table with columns: Song Title, Artist, Label. Lists top 30 songs including 'Bibbidi-Bobbidi-Boo', 'Bye Bye, Baby', 'Candy and Cake', etc.

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himer (RH) logging system. Numerical points total are computed as follows: 1 point per sustaining instrumental; 2 points per sustaining vocal; 3 points for commercial instrumental; 4 points per commercial vocal.

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

Week of February 24 to March 3

Table with columns: Songs, Publisher, Tot. P. Lists top 30 songs and their publishers/points, including 'Bibbidi-Bobbidi-Boo', 'Bye Bye, Baby', etc.

Vox Jox

GIMMIX... Jack Gwynn, KRLD, Dallas, is using a "Pick-a-Program" feature which permits listeners to program an entire show. Winning entry gets the chance to appear on the show and take home a gift album.

SWITCHES

Red Reed goes to WTWN, St. Johnsbury, Vt., from a Yankee Network post. Jim Backlin switches to WLIN, Merrill, Wis., from KXRA, Alexandria, Minn.

GRIPES & SWIPES

Leland Childs, WAPX, Montgomery, Ala., is unhappy with us: "The deejays around the country supply you with a lot of info. Isn't it odd to include a subscription blank each week in your questionnaire?"

STRICTLY FROM DIXIE

Bruce Fleming and Bill Crutchley have been subscribing for Uncle Henry, WPAQ, Mount Airy, N. C., who has pleurisy. Dale Smith, of WLBB, Carrollton, Ga., is operating a disk shop on the side.

CHICAGO CHATTER

Betty Burton, wife of the free-lance d. j. Linn, lost her dad in Los Angeles recently. She serves as writer for her hubby... Marty Hogan, free-lance mike pilot in Chicago, who recently took over as Chi rep for the Jawdon Agency, ad firm, has added Bob Tunison, ex-Eddie Hubbard flack.

GREATER THAN "RUDOLPH"

Just in
time
for Easter



GENE
AUTRY
SINGS

Peter Cotton Tail

BACKED BY "FUNNY LITTLE BUNNY"
(with the powder puff tail)

COLUMBIA RECORD 38750
7-INCH (LP) 1-575

SHIPPING NOW - ORDER TODAY

COLUMBIA RECORDS

First, Finest, Foremost in Recorded Music • Originators of LP Records For Uninterrupted Listening Pleasure

The Billboard MUSIC POPULARITY CHARTS

Retail Record Sales

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

PART IV



BEST-SELLING POP SINGLES

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists top 28 pop singles.

CHILDREN'S RECORDS

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

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists children's records.

CLASSICAL SINGLES

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists classical singles.

CLASSICAL ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists classical albums.

POP ALBUMS

Table with columns: POSITION, Weeks to date, Last Week, This Week, Record Title, Artist, Label. Lists pop albums.

Dealer Doings

PHILADELPHIA . . . Carson Brothers put their entire stock of 78 r.p.m. singles and albums on sale at half price, as did H. Royer Smith, while John Wanamaker's record department offered its 78 stock at reductions scaled from 52 to 78 per cent.

MERCHANDISING TIPS . . .

"Have you any stock that is getting old? If so try what I did," says Sadie Ashburn, Fred's Radio and Music, Martinsville, Va. "I made a stack for hillbilly, blues and rhythm and popular records. When customers just want to look, I hand them the stack of the music they prefer. Nine times out of 10 something will sell that you did not think of suggesting. I have obtained more results from this than anything I have tried."

GRIPES AND SWIPES . . .

"Would like to get hold of a record brush that would work on the tone-arm of the RCA 45 attachment. Magnavox has one, but we are unable to get it because we are not a Magnavox dealer. There is a demand for such an accessory. The brushes now on the market are too heavy and slow down the machine."

RADIO GIMMICK . . .

R. H. Irwin, Irwin Radio Service, Pensacola, Fla., got some extra promotion out of the disk show he sponsors on WEAR. Called RFD 1490, for the station's call letters, the show and the shop picked up plenty of publicity when the station switched wave lengths to 1230 on the dial.

CONNECTICUT . . .

Rosenblatt's Record Shop, Hartford, ran a special sale of five 10-inch pops for \$1, with newspaper advertising stressing the fact, "while they last." The sale also featured a large selection of albums at reduced prices.

NAMM REGIONAL MEETS . . .

Central States music merchants will meet at the Hotel Statler, Cleveland, March 13-14, with Charles A. Schulte, Schulte Music Studios, Cleveland, and W. W. Smith, J. W. Greens Company, Toledo, acting as co-chairmen of the regional conference.



COMING SOON!

"SWAMP GIRL"

FRANKIE LAINÉ

AMERICA'S No. 1 INTERPRETER OF MODERN MUSIC

Musical Arrangement By Harry Geller

PRESENTED ON

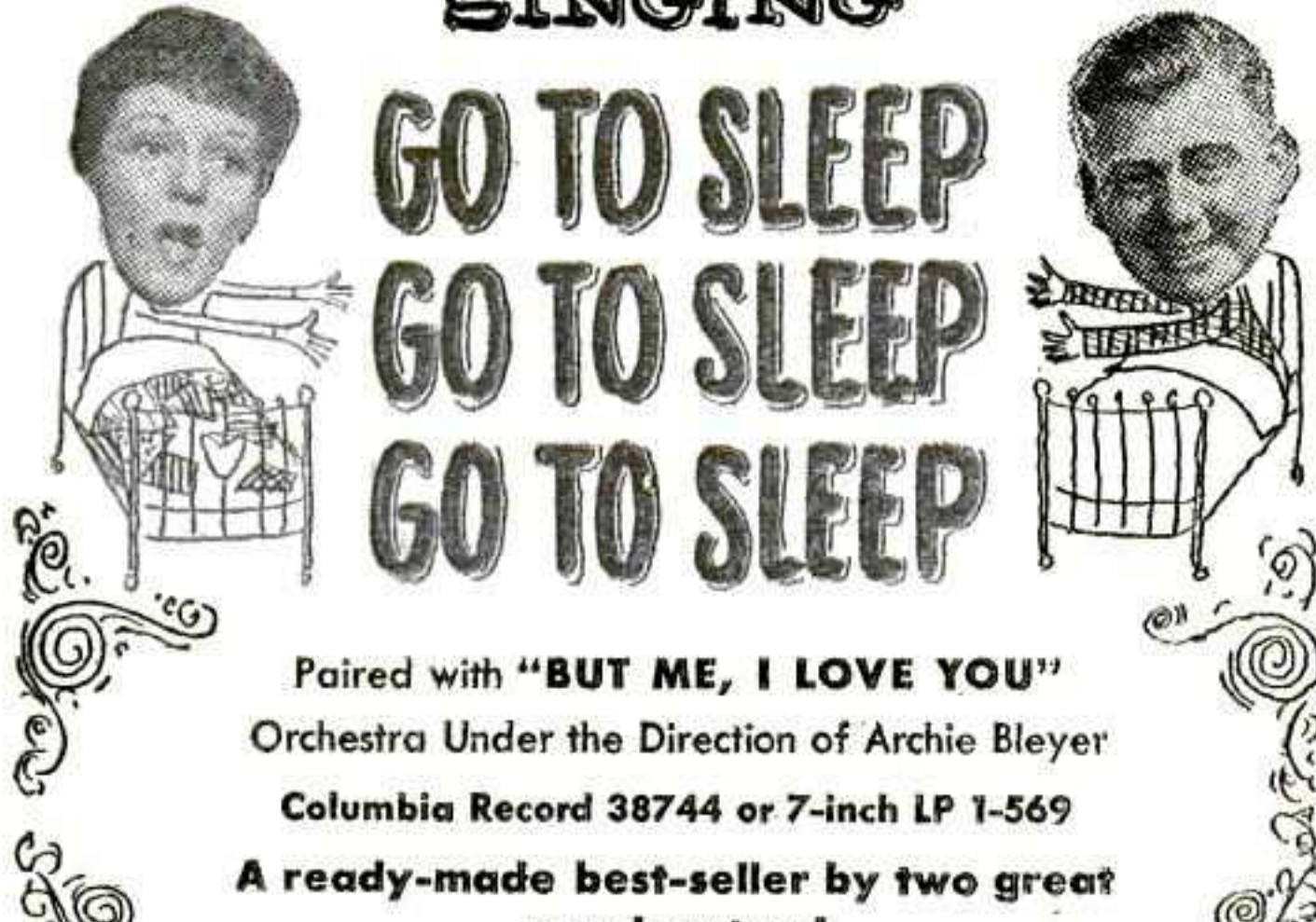
MERCURY RECORDS



MARY MARTIN AND ARTHUR GODFREY

SINGING

GO TO SLEEP
GO TO SLEEP
GO TO SLEEP



Paired with "BUT ME, I LOVE YOU"
Orchestra Under the Direction of Archie Bleyer
Columbia Record 38744 or 7-inch LP 1-569
A ready-made best-seller by two great popular stars!
Hot Off The Presses! Order Today!

ARTHUR GODFREY

SINGING

CANDY AND CAKE

with The Chordettes

Paired with "DEAR OLD GIRL" with The Mariners
Orchestra Under the Direction of Archie Bleyer
Columbia Record 38721 or 7-inch LP 1-547

DINAH SHORE

SINGING

"IT'S SO NICE TO HAVE A MAN AROUND THE HOUSE"

Paired with "MORE THAN ANYTHING ELSE IN THE WORLD"
Orchestra Under the Direction of Harry Zimmerman
Columbia Record 38689 or 7-inch LP 1-469

COLUMBIA RECORDS

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

The Billboard MUSIC POPULARITY CHARTS

Juke Box Record Plays

PART V



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

MOST-PLAYED JUKE BOX RECORDS

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

POSITION		Weeks Last This to date Week Week		RECORDS	
7	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....Dec 46205—BMI		
4	4	2.	MUSIC, MUSIC, MUSIC.....T. Brewer.....London 604—ASCAP		
8	3	3.	RAG MOP.....Ames Brothers.....Coral 60140—BMI		
5	5	4.	CRY OF THE WILD GOOSE, THE....F. Laine.....Mercury 5363—BMI		
17	6	5.	THERE'S NO TOMORROW.....T. Martin.....V(78)20-3582; (45)47-3078—ASCAP		
15	2	6.	DEAR HEARTS AND GENTLE PEOPLE..Bing Crosby-P. Botkin's String Band....Dec 24798—ASCAP		
7	19	7.	QUICKSILVER.....B. Crosby-Andrews Sisters.....Dec 24827—ASCAP		
			(D. Day, Col(78)38638, (LP)1-407; E. Britt-R. Allen, V(78)21-0157, (45)48-0168)		
5	8	8.	I SAID MY PAJAMAS.....T. Martin and F. Warren-H. Rene Ork...V(78)20-3613; (45)47-3119—ASCAP		
6	7	9.	RAG MOP.....L. Hampton.....Dec 24855—BMI		
6	9	10.	RAG MOP.....J. L. Willis.....Bullet 696—BMI		
3	16	10.	RAG MOP.....R. Flanagan Ork.....V(78)30-0025; (45)54-0020—BMI		
6	13	12.	CHATTANOOGIE SHOE SHINE BOY...Bing Crosby-V. Schoen Ork.....Dec 24863—BMI		
1	—	13.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE.....E. Barton.....National 9103 (G. Gibbs-M. Kaminsky's Dixielanders, Coral 60169; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; E. Merman-R. Bolger, Dec 24944)		
3	—	14.	SENTIMENTAL ME.....Ames Brothers.....Coral 60140—BMI (M. Lou Harp, Autograph 813; Ray-o-Vacs, Dec 48141)		
1	—	14.	MUSIC! MUSIC! MUSIC!.....C. Cavallaro Ork.....Dec 24881—ASCAP		
9	11	16.	JOHNSON RAG.....R. Morgan.....Dec 25442—ASCAP (P. Bailey, Harmony 1088; P. Bailey, Col(78)38673, (33)1-455; J. Dorsey Ork, Col 38649; Hoylman Quartet, Rondo 207; J. Teter Trio, London 501; A. Rey Ork, Cap 57-735; C. Thornhill Ork, V(78)20-3604; G. Moore, MGM 10589)		
6	11	17.	IT ISN'T FAIR.....S. Kaye Ork.....V(78)20-3609; (45)47-3115—ASCAP		
3	—	18.	WITH MY EYES WIDE OPEN I'M DREAMING.....P. Page Quartet....Mercury 5344—ASCAP (B. Eberly, Coral 60158; Ink Spots, Dec 24887)		
24	10	19.	I CAN DREAM, CAN'T I?...G. Jenkins Ork-Andrews Sisters.....Dec 24705—ASCAP (T. Beneke Ork, V(78)20-3553, (45)47-3046; A. Kassel, Vocalion 55071; J. Saunders-Mandolin Ork, Rainbow 10038; The Blenders, National 9092; A. Dale, Harmony 1078; T. Arden-H. Winterhalter Ork, Col 38612; G. Gray Ork, Coral 40106; R. Eberhart, Columbia 105; J. Livingston, Varsity 204)		
1	—	20.	I SAID MY PAJAMAS.....Ray Bolger-E. Merman..Dec 24873—ASCAP		
6	14	21.	BIBBIDI-BOBBIDI-BOO.....J. Stafford-G. MacRae.....Cap(78)57-782; (45)54-782—ASCAP		
13	16	21.	OLD MASTER PAINTER, THE.....D. Haymes.....Dec 24801—ASCAP (P. Lee M. Torme, Cap 791; S. Lanson, London 555; P. Harris Ork, V(78)20-3608, (45)47-3114; F. Sinatra-Modernaires, Col 38650; R. Hayes-M. Miller Ork, Mer 5342; J. Paris, National 9094)		
1	—	21.	THIRD MAN THEME, THE.....G. Lombardo Ork.....Dec 24839—ASCAP (D. Apollon, National 9104; A. Karas, London 536; A. Ryerson Quintet, Coral 60168; E. Smith, Dec 24908; H. Stachow, Mer 5373; Z. Turner Ork, Regent 173; Cafe Vienna Quartet, Col(33)1-444; H. "Sugarfoot" Garland, Dec 46218; H. Winterhalter, Col 38706; I. Fields Trio, V(78)20-3698, (45)47-3222; A. Rey, Cap(78)820, (45)F-820; R. McKinley Ork, V(78)20-3709, (45)47-3242)		
5	19	24.	BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely.....Cap(78)800; (45)F800—BMI (R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880; D. Lee, 4 Star 1434; R. Allen-P. Page, Mer 6231; J. & S. Steele, Coral 60162)		
5	22	24.	DADDY'S LITTLE GIRL.....D. Todd.....Rainbow 80089—BMI		
2	24	24.	ENJOY YOURSELF.....Doris Day.....Col(78)38709; (LP)1-497—ASCAP (T. Dorsey Ork, V 20-3375; L. Prima Ork, Mer 5361; E. Cantor (78)20-3705, (45)47-3238; J. Harvey, MGM 10650)		
1	—	24.	RAG MOP.....E. Howard Ork.....Mercury 5371—BMI		
1	—	24.	CHATTANOOGIE SHOE SHINE BOY...B. Darnel-R. Ross.....Coral 60147—BMI		
3	15	29.	DADDY'S LITTLE GIRL.....Mills Brothers.....Dec 24872—BMI		
9	16	29.	JOHNSON RAG.....J. Dorsey Ork.....Col(78)38649; (LP)1-426—ASCAP		
3	19	29.	GOD'S WERE ANGRY WITH-ME, THE...M. Whiting-J. Wakely.....Cap(78)800; (45)F800—BMI (O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24800)		
13	30	29.	DEAR HEARTS AND GENTLE PEOPLE..D. Shore.....Col(78)38605; (LP)1-368—ASCAP		

WARNING!

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

For all the World to Love!

WALT DISNEY'S

CINDERELLA

and

Perry COMMO'S

outstanding rendition of ...

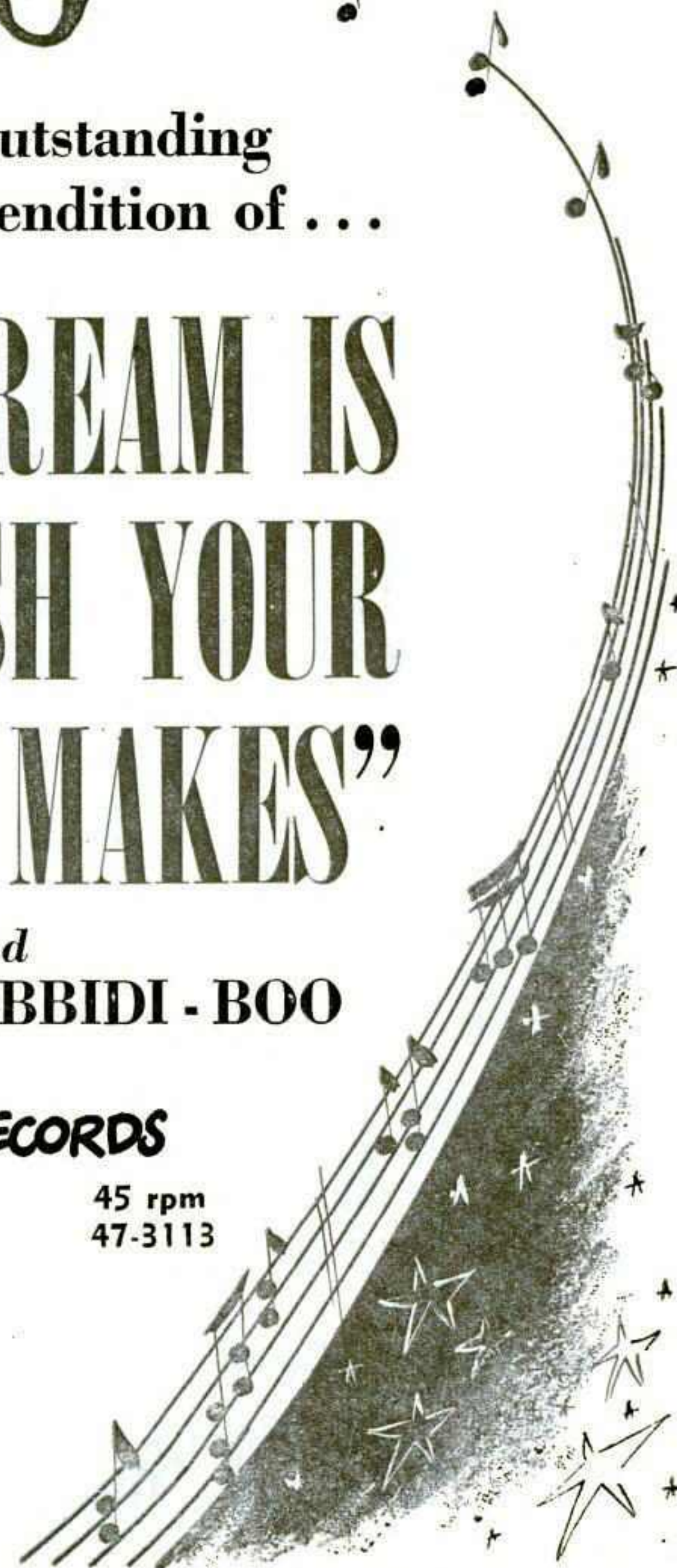
"A DREAM IS A WISH YOUR HEART MAKES"

and BIBBIDI - BOBBIDI - BOO

RCA VICTOR RECORDS

78 rpm
20-3607

45 rpm
47-3113



EILEEN BARTON

whips up the hottest biscuit in the country with

NATIONAL #9103

"If I Knew You Were Comin' I'D'VE BAKED A CAKE"

DAVE APOLLON'S

Sensational ZITHER style recording of

NATIONAL #9104

"The Third Man Theme"
backed by
"The Cafe Mozart Waltz"

BILLY ECKSTINE'S

soulful rendition of

NATIONAL #9096

"WHAT'S NEW"
"THERE ARE SUCH THINGS"

N. L. P. #2001

"BILLY ECKSTINE SINGS"

33 1/3 RPM Long Play

THE RAVENS

NATIONAL #9101

"I DON'T HAVE TO RIDE NO MORE"
"I'VE BEEN A FOOL"

WINI BROWN

NATIONAL #9102

"HE'S MY DADDY"
"THE SUN'S GOTTA SHINE AGAIN"

NATIONAL Records
ORDER FROM YOUR NEAREST DISTRIBUTOR
or NATIONAL DISC SALES • 1841 BROADWAY, N. Y. 23, N. Y.

Which One Do You Pick?
"JUG BAND BOOGIE"
A real rhythm-billy with the kitchen sink . . . and
"GOOD MORNIN' JUDGE"
No matter what he does he lands in jail
MERCURY 6244

by **LOUIE INNES**
and The String Dusters



TANNEN MUSIC, INC.
146 W. 54 St. New York 19, N. Y.

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

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

BEST-SELLING RETAIL FOLK (COUNTRY & WESTERN) RECORDS

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

POSITION		Weeks to date		Last Week		This Week		Record	
8	1	1	1	1	1	1	1	1	CHATTANOOGIE SHOE SHINE BOY... R. Foley... Dec 46205—B/M Sugarfoot Rag
3	2	2	2	2	2	2	2	2	CRY OF THE WILD GOOSE, THE... Tennessee Ernie... Cap(78)40280, (45)F-40280—B/M Donkey Serenade, The
4	4	3	3	3	3	3	3	3	RAG MOP... J. L. Wills... Bullet 696—B/M Near Me
11	5	4	4	4	4	4	4	4	I LOVE YOU BECAUSE... L. Payne... Cap 57-40238—B/M Link in the Chain of Broken Hearts, A
27	10	5	5	5	5	5	5	5	SLIPPING AROUND... M. Whiting-J. Wakely... Cap(78)57-40224, (45)54-40224—B/M Wedding Bells
5	3	6	6	6	6	6	6	6	BROKEN DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely... Gods Were Angry With Me, The... Cap(78)800, (45)F-800—B/M
1	—	7	7	7	7	7	7	7	GODS WERE ANGRY WITH ME, THE... M. Whiting-J. Wakely... Broken Down Merry-Go-Round... Cap(78)800, (45)F-800—B/M
2	9	8	8	8	8	8	8	8	LETTERS HAVE NO ARMS... E. Tubb... Dec 46207 I'll Take a Back Seat for You
3	7	9	9	9	9	9	9	9	I LOVE YOU BECAUSE... E. Tubb... Dec 46213—B/M Unfaithful One
7	—	10	10	10	10	10	10	10	MAMA AND DADDY BROKE MY HEART... E. Arnold V(78)21-0146; (45)48-0150—B/M Take Me in Your Arms and Hold Me

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

ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES

- All That Goes Up Must Come Down
H. Thompson (Standing on) Cap 876
- Bandora Waltz
B. Boyd (Letters Have) V(78)21-0174; (45)-48-0208
- Boogie Woogie Cowboy
T. Ritter (He's a) Cap 928
- Chug-a-Lug
Country Washburne (You Don't) Cap 875
- Guitar Waltz
Z. Clements (Just Look) MGM 10659
- Groovy Boy
R. Sovine (Intoxicated Rat) MGM 10642
- Headin' Down the V-ing Highway
B. Hobbs (I Never) MGM 10656
- He's a Cowboy Auctioneer
T. Ritter (Boogie Woogie) Cap 928
- Hillbilly Fever
Little J. Dickens (Then I) Col(78)20677; (33)-2-563
- Let's Forgive and Forget
Lone Star Playboys (If You) Everstate E-120
- Letters Have No Arms
B. Boyd (Bandora Waltz) V(78)21-0174; (45)-48-0208
- I Don't Believe You're Mine Any More
T. Duncan (In the) Cap(78)894; (45)F894
- I Hope I Never Wake Up
The Saddle Mates (I Would) Dome 1018
- I Never Knew I Loved You Till the Day You Said Goodbye
B. Hobbs (Headin' Down) MGM 10656
- I Would Care
The Saddle Mates (I Hope) Dome 1018
- If You Only Knew
Lone Star Playboys (Let's Forgive) Everstate E-120
- In the Jailhouse Now
T. Duncan (I Don't) Cap(78)894; (45)F894
- Intoxicated Rat, The
R. Sovine (Groovy Boy) MGM 10642
- It's Raining in My Heart
R. Kirk (Why Do) Mer 6242
- Next to the X in Texas
R. Rogers (Peter Cottontail) V(78)21-0173; (45)48-0207
- Peter Cottontail
R. Rogers (Next to) V(78)21-0173; (45)48-0207
- Songs of the West Album—J. Wakely
Cap(45)CCF-4008; (33)H-4008
- Everyone Knew It But Me
I Love You So Much It Hurts
Moon Over Montana
One Has My Name
Song of the Sierras
Tellin' My Troubles to My Old Guitar
- Standing on the Outside
H. Thompson (All That) Cap 876
- Then I Had To Turn Around and Get Married
Little J. Dickens (Hillbilly Fever) Col(78)-20677; (33)2-563
- Unfaithful One
E. Kirk (Two Years) Cap 877
- You Don't Know What Lonesome Is
Country Washburne (Chug-a-Lug) Cap 875

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

PART VI



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

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION			Weeks		This	
to date	Last	Week	Week	Week	Week	Week
7	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....Dec 46205—BMI			
6	2	2.	RAG MOP.....J. Wills.....Bullet 696—BMI			
10	7	3.	TAKE ME IN YOUR ARMS AND HOLD ME.....E. Arnold V(78)21-0146; (45)48-0150—BMI			
5	3	4.	LETTERS HAVE NO ARMS.....E. Tubb.....Dec 46207			
3	6	5.	I JUST DON'T LIKE THIS KIND OF LIVIN'.....H. Williams.....MGM 10609			
18	—	5.	BLUES, STAY AWAY FROM ME.....Delmore Brothers.....King 803—BMI			
1	—	7.	I LOVE YOU BECAUSE.....E. Tubb.....Dec 46213—BMI			
8	5	8.	TENNESSEE BORDER NO. 2.....E. Tubb-R. Foley.....Dec 46200—BMI			
3	10	9.	GODS WERE ANGRY WITH ME, THE...M. Whiting-J. Wakely.....Cap(78)800, (45)F-800—BMI			
1	—	10.	I LOVE YOU BECAUSE.....L. Payne.....Cap 57-40238—BMI			

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

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

POSITION			Weeks		This	
to date	Last	Week	Week	Week	Week	Week
8	1	1.	CHATTANOOGIE SHOE SHINE BOY...R. Foley.....Dec 46205—BMI			
14	2	2.	I LOVE YOU BECAUSE.....L. Payne.....Cap 57-40238—BMI			
7	4	3.	RAG MOP.....J. Wills.....Bullet 696—BMI			
5	3	4.	CRY OF THE WILD GOOSE, THE.....Tennessee Ernie.....Cap (78)40280; (45)F40280—BMI			
3	5	5.	QUICKSILVER.....E. Britt-R. Allen.....V(78)21-0157; (45)48-0168—ASCAP			
3	6	6.	LETTERS HAVE NO ARMS.....E. Tubb.....Dec 46207			
9	9	7.	TAKE ME IN YOUR ARMS AND HOLD ME.....E. Arnold.....V(78)21-0146; (45)48-0150—BMI			
1	—	8.	I JUST DON'T LIKE THIS KIND OF LIVIN'.....H. Williams.....MGM 10609			
1	—	8.	I LOVE YOU BECAUSE.....C. Moody.....King 837—BMI			
3	8	10.	BROKEN DOWN MERRY-GO-ROUND...M. Whiting-J. Wakely.....Cap(78)800; (45)F800—BMI			

FOLK TALENT AND TUNES

By Johnny Sippel

Disk Jockey Doings: Talbot R. Hood, WCRB, Waltham, Mass., writes that he is using Boy Scouts as guest d. j.'s to hypo interest. . . . Uncle Don Andrews, WKMK, Saginaw, Mich., reports that a publicity stunt, in co-operation with Gene Autry's personal appearance there, did big biz. He offered the show. The station received 21 wires in 17 minutes after the announcement. . . . Don Larkin, WAAT, Newark, N. J., reports that a local appliance dealer may sponsor Shorty Warren and the Rangers on WATV, video subsidiary. . . . Rosalie Allen, WOV, New York, works the Olympia Theater, Miami, the week of March 1. . . . Irv Victor has moved to WOR, New York, but WGN, Chicago, is continuing to pipe his five hours per night via transcription. He is doing three hours live per night over WOR. . . . Jim Reppert is now doing a two-hour h. b. show over WKDA, Nashville, before Hugh Cherry's nightly shot. . . . Joe Allison has moved from KMAC, San Antonio, to WMAK, Nashville.

Ray Merriott, KWTO, Springfield, Mo., asks if any country music act can beat the 17-year record of the Goodwill Family, Slim Wilson, Aunt Martha, Junior and George at KWTO. . . . Wayne Johnston, KAMQ, Amarillo, Tex., uncased his steel guitar to work a band date with Floyd Tillman recently. Cliff Bruner (Decca and Ayo) and Rip Ramsey (Eagle) have merged their bands and are working at the Clover Club, Amarillo. . . . Cactus Pryor, KTBC, Austin, Tex., will handle promotion for the two dates which a 4 Star record unit will play there. . . . Roy Dixon, KTRM, Beaumont, Tex., writes that Richard Prine and his steel man, Deacon Anderson, of that station, are the writers of "Near Me" and "Rag Mop," the hit pairing by Johnny Lee Wills on Bullet. . . . Norm Alden, KXOL, Fort Worth, reports that Tennessee Ernie Ford entered the city January 27 for his one-nighter, riding herd on a string of mules. . . . Danny Shaver, WFLO, Farmville, Va., reports that the Melody Mountaineers have joined the staff. . . . Art Barrett, WSAP, Portsmouth, Va., reports that Norman Phelps and his Virginia Rounders have moved from WSAP to WGH, Newport News. Barrett has added 55 minutes to his daily schedule. . . . Texas Slim, d.j. at WSAZ, Huntington, W. Va., has inked a p.m. paper with Ray Parker, of Valley-Hill Music, Hollywood. . . . Uncle Charlie Clifton, KRKD, Los Angeles, reports that he conducted a contest to guess his age, with the winner

(Continued on page 119)

"STOP! STOP! STOP!"

GETS GREEN LIGHT ALL THE WAY!

IRVING BERLIN'S NOSTALGIC HIT — DISKED FOR FIRST TIME*

ENOCH LIGHT ORCHESTRA
 CLOVERLEAF FOUR ON THE VOCAL
 This group a smash success on nation's top TV Show!
 *Research shows no other

backed by
"WALTZ ME AROUND AGAIN WILLIE"
 Another first with vocal by the incomparable
3 BEAUS and a PEEP!

ANOTHER SIZZLING GREEN LIGHT PLATTER

"MY LITTLE GIRL"
 DIXIELAND ARRANGEMENT BY THE
ENOCH LIGHT ORCHESTRA
 VOCAL BY LOREN BECKER and the CLOVERLEAF FOUR TV SENSATIONS!
 backed by
"I MISS YOU MOST OF ALL"
 LINCOLN # 516

ALSO GETTING BIG PLAY

BILLBOARD PRAISES . . .
"UNDER THE YUM YUM TREE"
 LINCOLN # 513
 2/11/50 Billboard rates it 78.

"I LOVE HER, OH! OH! OH!"
 # 514
 A SUPERB LINCOLN PLATTER

LINCOLN RECORDS

8 WEST 40th STREET, NEW YORK, N. Y. • Telephone LOngacre 3-4281
 Write, wire or phone nearest distributor for immediate delivery.

WATCH HIT CHARTS



for ...
AMOS MILBURN
 "Walking Blues"
 "Johnson Rag"
 AI 3049



HERB KENNY
 "Key to My Heart"
 "Why Do I Love You?"
 AI 3048

CALVIN BOZE
 "Waiting and Drinking"
 "If You Ever Had the Blues"
 AI 3045

GOSPEL HIT OF THE YEAR
SOUL STIRRERS
 "SEEK AND YE SHALL FIND"
 "ONE OF THESE DAYS" AI 2029

Order From Your Distributors Now



The Billboard MUSIC POPULARITY CHARTS

Rhythm & Blues Records

PART VII

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

BEST-SELLING RETAIL RHYTHM & BLUES RECORDS

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

POSITION			Weeks		Record	Label
to date	Last	This	Week	Week		
6	1	1.			DOUBLE-CROSSING BLUES	J. Otis-Little Esther and the Robins...
					Back Alley Blues	Savoy 731
8	2	2.			I ALMOST LOST MY MIND	Ivory Joe Hunter...MGM 10578-BMI
					If I Give You My Love	
18	3	3.			FOR YOU, MY LOVE	L. Darnell...Regal 3240-BMI
					Lost My Baby	
22	—	4.			SATURDAY NIGHT FISH FRY	L. Jordan...Dec 24725-BMI
					(Parts I & II)	
6	4	5.			RAG MOP	Doc Sausage...Regal 3251-BMI
					You Got Me Cryin'	
6	6	6.			RAG MOP	L. Hampton Ork...Dec 24855-BMI
					For You, My Love	
3	9	6			RAG MOP	J. Liggins...Specialty 350-BMI
					Ramblin' Blues	
3	5	8.			WHY DO THINGS HAPPEN TO ME?	R. Hawkins...Modern 20-734
					Royal Hawk	
11	7	9.			BIG FINE GIRL	J. Witherspoon...Modern 20-721
					No Rollin' Blues	
10	10	10.			NO ROLLIN' BLUES	J. Witherspoon...Modern 20-721
					Big Fine Girl	
8	—	11.			I QUIT MY PRETTY MAMA	Ivory Joe Hunter...King 4326-BMI
					It's You, Just You	
1	—	12.			STILL IN THE DARK	J. Turner...Freedom F-1531
					Adam Bit the Apple	
2	—	13.			INFORMATION BLUES	R. Milton & His Solid Senders...
					My Sweetheart	Specialty SP-349-BMI
2	—	13.			S. P. Blues	Ivory Joe Hunter...MGM 10618-BMI
					Why Fool Yourself	
1	—	13.			SITTING BY THE WINDOW	B. Eckstine-R. Case Ork...
					Lost in a Dream	MGM 10602-ASCAP

WARNING!

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

MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS

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

POSITION			Weeks		Record	Label
to date	Last	This	Week	Week		
10	1	1.			I ALMOST LOST MY MIND	Ivory Joe Hunter...MGM 10578-BMI
6	2	1.			DOUBLE CROSSING BLUES	J. Otis, Little Esther & The Robins...
						Savoy 731
3	6	3.			FAT MAN, THE	Fats Domino...Imperial 5058
15	3	4.			FOR YOU, MY LOVE	L. Darnell...Regal 3240-BMI
3	7	4.			WHY DO THINGS HAPPEN TO ME?	R. Hawkins...Modern 20-734
3	—	4.			RAINING IN MY HEART	Peppermint Harris...Sittin' In 543
3	—	7.			RAG MOP	Doc Sausage...Regal 3251-BMI
4	—	8.			RAG MOP	L. Hampton Ork...Dec 24855-BMI
2	13	9.			S. P. BLUES	Ivory Joe Hunter...MGM 10618-BMI
1	—	10.			THREE TIMES SEVEN EQUALS	
					TWENTY-ONE	J. King...Imperial 5055
3	4	11.			RAG MOP	J. Liggins...Specialty 350-BMI
5	—	12.			SCHOOL DAYS	L. Jordan...Dec 24815
2	—	13.			FOR YOU, MY LOVE	King Cole Trio-N. Lutch...
						Cap(78)847, (45)F-847-BMI
6	5	14.			SITTIN' ON IT ALL THE TIME	W. Harris...King 4330-BMI
2	7	14.			I ONLY KNOW	D. Washington...Mercury 8163-BMI
2	—	14.			FORGIVE AND FORGET	The Orioles...Jubilee 5016
5	—	14.			BLUES FOR MY BABY	B. Wright...Savoy 710-BMI

ADVANCE RHYTHM & BLUES RECORD RELEASES

- | | |
|---|--|
| Big Mouth Mama
The Beavers (I'd Rather) Coral 65026
Blues About Midnight
But She's Not for Me
R. Alton (I Keep) Cap(78)886; (45)F886
Can't Help Loving That Man
W. Jackson (Chucks' Chuckles) Apollo 800
Chucks' Chuckles
W. Jackson (Can't Help) Apollo 800
Don't Cry, Darling
S. Churchill-R. Norvo's Quintet (Don't Take)
Acro 1236
Camp Meeting Bounce
P. Williams and His Hucklebuckers (What's
Happening?) Savoy 734
Diddywaddidy
H. Dial (Prince's Boogie) Dec 48124 | Don't Overdo It
C. Brown (I'd Climb) Cap(78)887; (45)F887
Farewell Blues
Delta Four (Swingin' on) Brunswick 80135
Got No Time
The Whispers (Your Ever) Apollo 1156
Heap Sees and Few Knows
P. Logan (That's All) MGM 10655
Hop 'N' Twist
F. Cullley (Waxie Maxie) Atlantic 90A
I Keep So Many Women (Cause You Can't Tell
When One's Going Wrong)
R. Alton (But She) Cap(78)886; (45)F886
I Want a Roof Over My Head
S. Gibson (I'll Never) Mer 5380
I'd Rather Be Wrong Than Blue
The Beavers (Big Mouth) Coral 65026 |
|---|--|

SAVOY Thanks All You Dealers and Juke Box Operators for the NATION'S #1 BEST SELLER! The JOHNNY OTIS Recording of

"DOUBLE CROSSING BLUES"
 SAVOY #731
 FEATURING LITTLE ESTHER

★ ★ WATCH ★ ★
 FOR THE NEW JOHNNY OTIS RECORD
 SOON TO BE RELEASED
 SAVOY #735

"MISTRUSTIN' BLUES" Featuring LITTLE ESTHER & MEL WALKER

and **"MISERY"** Featuring LITTLE ESTHER



CLIMBING FAST TO THE TOP—THE CALIFORNIA SENSATION
"THE TURKEY HOP"
 SAVOY #732

PART I—VOCAL PART II—INSTRUMENTAL
 JOHNNY OTIS AND THE 4 ROBINS

Dealers: Watch for our Giant Release on 45 RPM's—Limited Distributor Territories Available

Savoy RECORD CO., INC.
 58 Market St., Newark 1, N. J.

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

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

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

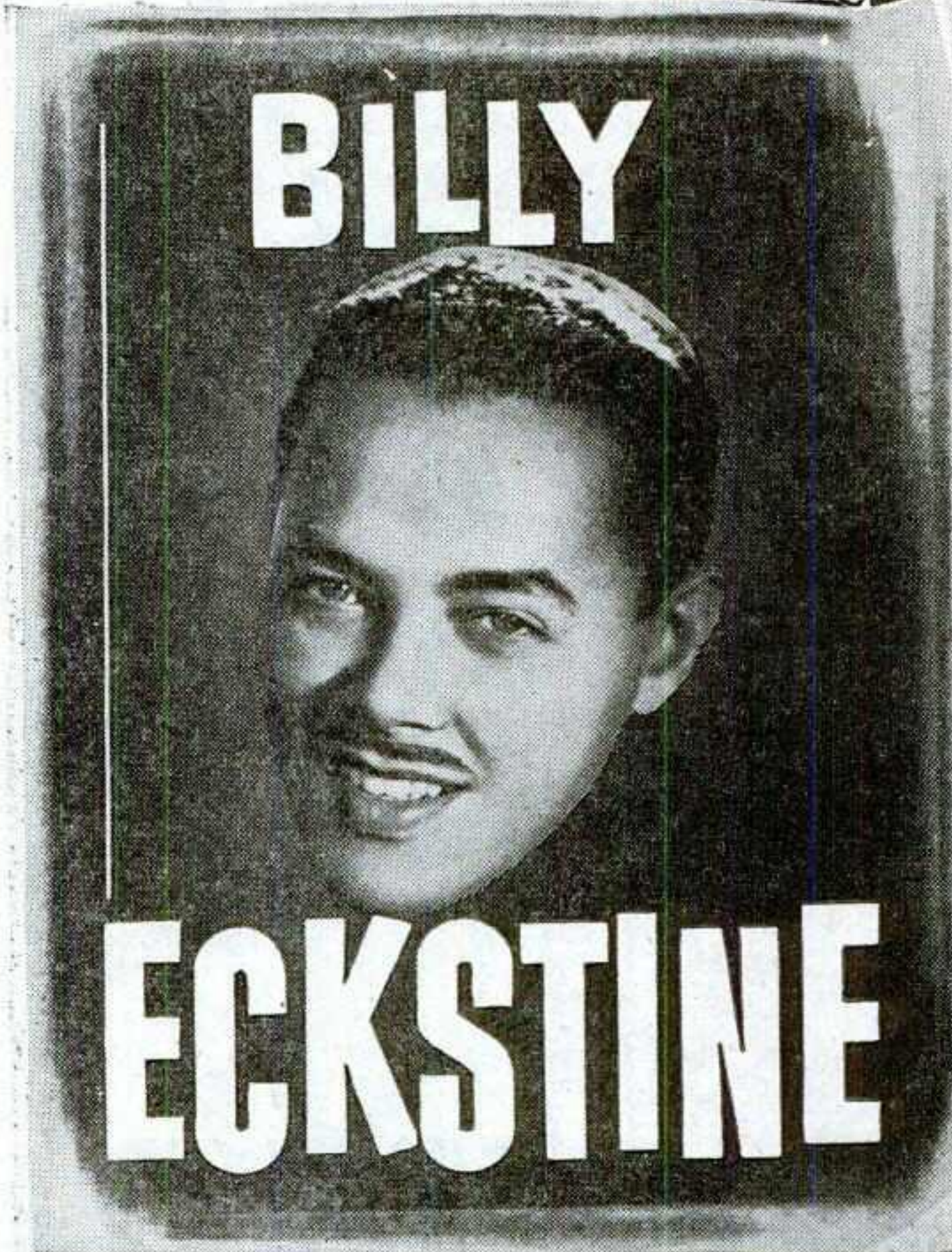
The Categories Point listings are maximums. Song caliber, 15; interpretations, 15; arrangement, 15; "name" value, 15; record quality (surface, etc.), 5; music publisher's air performance potential, 10; exploitation (record adv't's-promotion film, legit and other "plug" aids), 10; manufacturer's distribution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

ARTIST LABEL AND NO. **TUNES COMMENT**

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
DELTA RHYTHM BOYS Decca 48138	POPULAR You Go to Your Church and I'll Go to Mine Revival of a plaintive plea to stick with religion and democracy in one fell swoop. Fine job in both the singing and the spinning of the amusing yarn that goes with the song.	80--82--80--78			
	1. Beyond the Sunset 2. Should You Go First The currently popular religious ballad and a traditional recitative are handled tastefully and warmly by the Deltas.	75--76--76--74			
HARRY BELAFONTE (Pete Rugolo Ork) Capitol 856	Sometimes I Feel Like a Motherless Child Sensitively conceived and delivered treatment of the soulful spiritual. Belafonte sounds much like Mel Torme here. Rugolo orking is super.	67--70--66--66			
	Whispering Unimpressive rendition of the standard handled at an up tempo.	64--65--63--64			
KAY STARR (Dave Cavanaugh Ork) Capitol 854	I'm the Lonesomest Gal in Town Reissue of one of Kay's finest sides. With her added recognition at this date, this one could easily pick up fresh coin.	76--78--75--75			
	You've Got To See Mama Every Night Another reissue side spots Kay knocking out a strong old rhythm tune in her free-wheeling, raucous style. A great record.	76--78--75--75			
ETHEL SMITH Decca 24908	The 3rd Man Theme Another highly effective treatment of the movie theme set in dance time spots the Smith organ.	78--78--78--78			
	Cafe Mozart Waltz Easy swinging rendition of the secondary theme, a waltz, from the same movie is appealing.	72--70--70--75			
FRANK PETTY TRIO Dillia 10104	A Precious Little Thing Called Love Tonky trio turns out a dancey side here. Warbler handles the oldie in passable style.	65--65--65--65			
	Rain This oldie is more infectious, and swirling piano is especially ear-arresting. Could catch on.	84--84--83--85			
ELAINE JORDAN (Spotlighters Trio) Pleasant 107	I'll Be Waiting, Darling Stiff, stilted chirping of a thin waltz tune.	44--43--42--48			
	Clap Your Hands When You're Feeling Blue Bright, happy side is generated by unison group vocal and tight rhythm section. Catchy material here.	79--80--78--78			
TINY HILL Mercury 5375	It Serves You Right Hill applies his pop-corn formula to a suitable vehicle by Jenny Lou Carson. Nothing special here, however.	63--62--64--64			
	Tuck Me to Sleep in My Old 'Tucky Home Same formula is invoked on a Jolson-type oldie.	63--63--63--64			
TONI RAMI (Fred Smale Ork) Barthel B-210	I Was Lucky Not much here that could cause a revival of the oldie.	57--68--58--56			
	I'm Not to Blame Okay chirping and excellent orking go for naught because of weak material.	55--56--55--54			
PATTY ANDREWS-DICK HAYMES (Vic Schoen Ork) Decca 24896	I Oughta Know More About You Boy-girl duo is from Victor Young's musical, "A la Carte." Material is mildly entertaining, but doesn't really come off.	76--78--76--74			
	Can I Come In for a Second? Light, cute novelty is more pro all the way. Could be a big one.	86--86--85--87			
GENE WILLIAMS ORK Mercury 5366	Button Up Your Overcoat Oldie is treated to a fresh modern scoring, played in clean, relaxed fashion by a better than average crew. Instrumental.	72--76--70--70			
	Once Around the Moon Hilliard-Sigman based on "Mexican Hat Dance" serves for a minor Williams effort.	67--68--67--66			
DAVE APOLLON National 9104	The Third Man Theme Veteran Apollon tries to emulate the Karas original and succeeds only partially.	65--65--65--65			
	The Cafe Mozart Waltz Same comment.	60--60--60--60			
JOHNNY MERCER (The Pied Pipers-Paul Weston Ork) Capitol 853	Dixieland Band Mercer original is reissued for the Dixieland revival. But orking is heavy, and not Dixie.	67--68--68--65			
	Jamboree Jones Lively, entertaining platter is also a reissue. Mercer is in fine fettle here.	71--75--70--68			

(Continued on page 38)

Everywhere you listen...
 THE HITS ARE BY



JUST RELEASED...
BABY WON'T YOU SAY YOU LOVE ME
FREE

M-G-M Non-Breakable 10643

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

MOST PLAYED BY DISK JOCKEYS:
SITTING BY THE WINDOW
LOST IN A DREAM
 M-G-M Non-Breakable 10602

BEST-SELLING POP ALBUM:
SONGS BY BILLY ECKSTINE
 Album M-G-M 48



Three 10" Non-Breakable Records

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

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

EDMUNDO ROS

and his Orchestra
Vocal by
Edmundo Ros

THE KING OF
LATIN-AMERICAN MUSIC
GIVES YOU
ANOTHER HIT!

Scottish Samba



NO. 630
75c plus tax

"MORE AND MORE AMOUR!"
(Samba)

London RECORDS

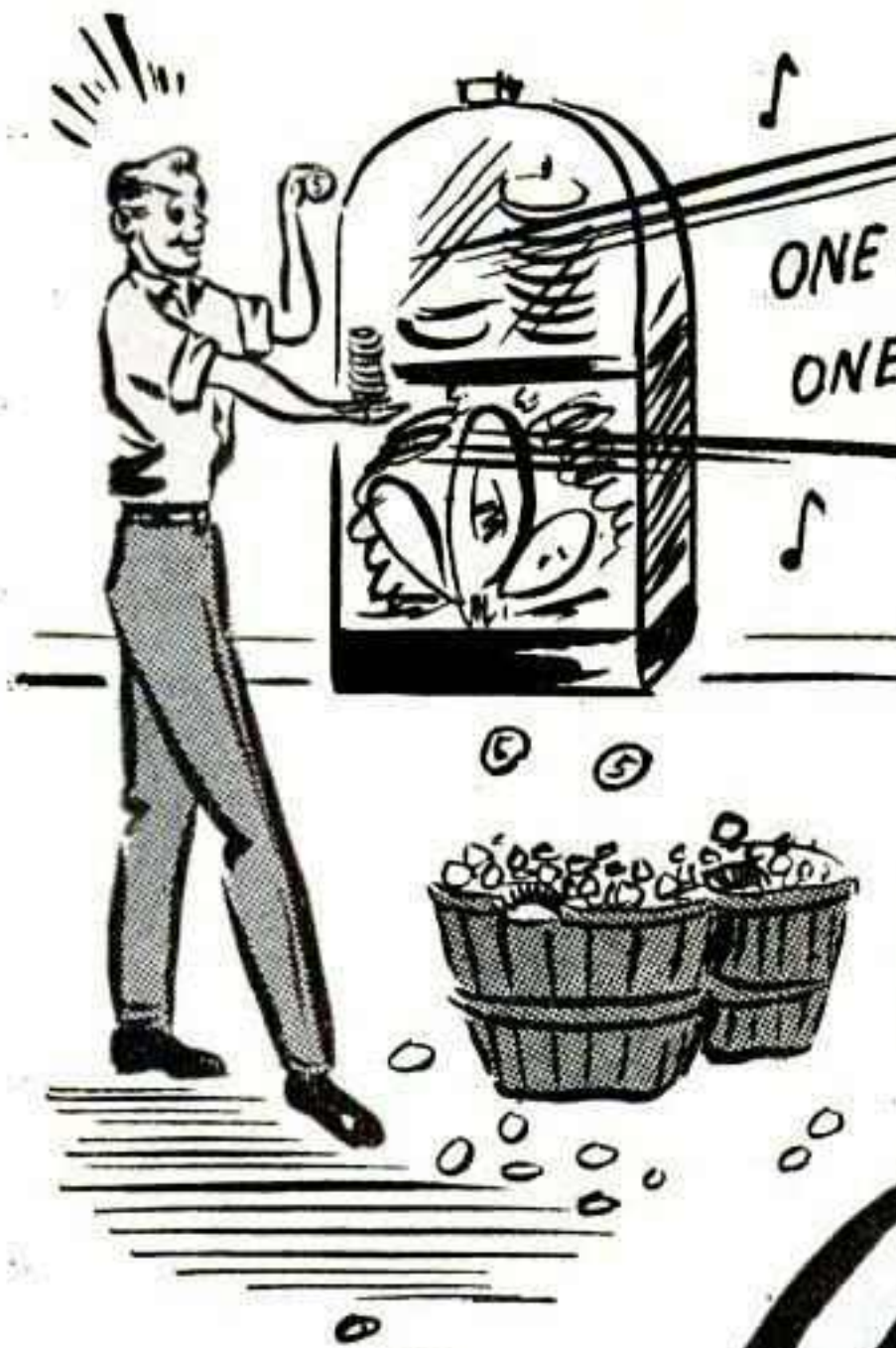
Record Reviews

(Continued from page 37)



ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			OPERATOR RETAILER DISK JOCKEY OVER-ALL
POPULAR			
NAT "KING" COLE Capitol 852	The Horse Told Me	Amusing novelty from forthcoming "Riding High" flick gets lilting, tonky rendition by Nat, who has stiff competition from Bing, who does it in the picture.	74--76--74--73
	Don't Shove, I'm Leaving	Rocking rhythm novelty is in Nat's more intimate style, and is slanted more at the rhythm-blues market.	79--80--78--78
TONY PASTOR ORK Columbia 38714	My Rosa	Pastor may have himself a big winner here. It's a buoyant, happy tune which is done with loads of spirit.	88--89--86--88
	The French Can-Can Polka	Another etching of one of several "Gaité Parisienne" adaptations now making the rounds. The familiar melody's bounce and vigor could draw some juke action.	81--80--80--83
OLIVE MASON Rondo R-219	Boogie on the Humoresque	Rather dull boogie treatment of the familiar piece.	47--45--45--50
	Angry	An oldie is treated without distinction by pianist Mason and rhythm group.	45--44--44--48
KAY KYSER ORK (Michael Douglas-Sue Bennett) Columbia 38713	Wilhelmina	Douglas and Miss Bennett team to do a neat and bouncy job with this effervescent ditty from the coming "Wabash Avenue" flicker.	81--84--80--80
	Totsie, Darlin', Angel, Honey, Baby	A bright twin-tempo treatment of a buoyant bit of fluff spots Miss Bennett all the way amidst some bright band work.	78--78--76--80
ERNIE HIGGINS-THE COSTER MONGERS Mercury 5379	What-a-Ya-Doing Tonight, Dear	A simple gang-sing item, delivered with cockney dialects flying free, could score if it ever gets started.	81--80--80--83
	(A Paper Full of) Fish and Chips	Another gang-sing thing which has stirred some talk. It's silly enough to catch the tavern trade's action.	79--79--78--80
MAE WILLIAMS-TOMMY REEVES Crystalette CR-626	That Wonderful Man of Mine	Miss Williams shows to be a thrush of considerable promise in this etching of a familiar tune.	64--68--62--62
	Talk of the Town	The canary pipes in a Dinah Shore-ish vein as she handles herself commendably thru a heavy, over-recorded background for the standard.	64--68--62--62
MAE WILLIAMS-TOMMY REEVES Crystalette CR-627	Don't Take Your Love From Me	Miss Williams does a warm, ingratiating job with this lovely standard. She has a commercial quality which makes her much worth watching.	66--70--62--65
	Sleep, My Child	The thrush doesn't have much for material to work with but still manages to project a winning way.	52--55--50--50
ARMAND HUG Capitol 863	Dixie Rag	Close recording which creates the effect of an ancient piano roll works in favor of this old-fashioned ragtime flavoring of "Dixie" with Hug at the keyboard.	74--74--72--76
	Huggin' the Keys	More of the same with an original bit of Hug high-jinks.	70--70--70--70
RAY ROBBINS ORK Capitol 861	Baby, Don't You Say You Love Me	"Wabash Avenue" ballad is treated too brightly and destroys its effectiveness. Robbins sings pleasantly and his mickley-ish band also is inoffensive.	59--58--58--60
	I'll Take an Option on You	Robbins does an engaging job with an attractive Robin-Rainier movie oldie.	66--68--65--65
GEORGIA GIBBS (Max Kaminsky's Dixielanders) Coral 60169	If I Knew You Were Comin' I'd've Baked a Cake	Her nibs makes a welcome return to wax with an exuberant follow-up to the Eileen Barton original. Kaminsky's Dixielanders help keep the spirit at lively heights.	87--88--86--87
	Stay With the Happy People	Miss Gibbs socks home an appealing, bright rhythm tune with an honest philosophical twist. Could be another "Enjoy Yourself."	84--85--83--83
JIMMY DORSEY (Kenny Martin) Columbia 38731	When You Wore a Tulip	The oldie is handled with all the ginger and spice which has helped J. D. sock home with two-beat. Kenny Martin sings a virile chorus.	77--78--76--78
	Clap Hands	Dorseyland takes hold of another oldie and breathes refreshing new two-beat life into it as a sequel to the group's "Charley My Boy." Claire Hogan and Charlie Teagarden are featured.	86--86--86--86
ARTHUR GODFREY (Archie Bleyer Ork) Columbia 38726	Makin' Love Ukulele Style	The unique bottom-of-the-barrel Godfrey delivery treats of a wisp of material with an amusing tongue-in-cheek reading.	77--77--75--78
	If I Had You on a Desert Island	Arthur Godfrey-Janette Davis	71--71--70--72
PEGGY LEE Capitol 898	Crazy He Calls Me	Peggy, not in top form, does a good enough turn a different and attractive ballad. The band arrangement doesn't help.	77--79--77--75
	Them There Eyes	Strictly for Lee fans and collectors is this easy-going, relaxed reading of a rhythm jazz classic.	72--75--72--70
FRANK FROEBA Decca 24909	On San Francisco Bay	An old-fashioned community sing type of song is treated rather agreeably in the gang-spirit with ensemble vocal and pianola style keyboard work by Froeba.	75--75--75--78
	Put on an Old Pair of Shoes	The old Billy Hill fave showing some signs of acting up. This old-fashioned flavored gang-sing etching could help send it on its way again.	81--82--80--82

(Continued on page 40)



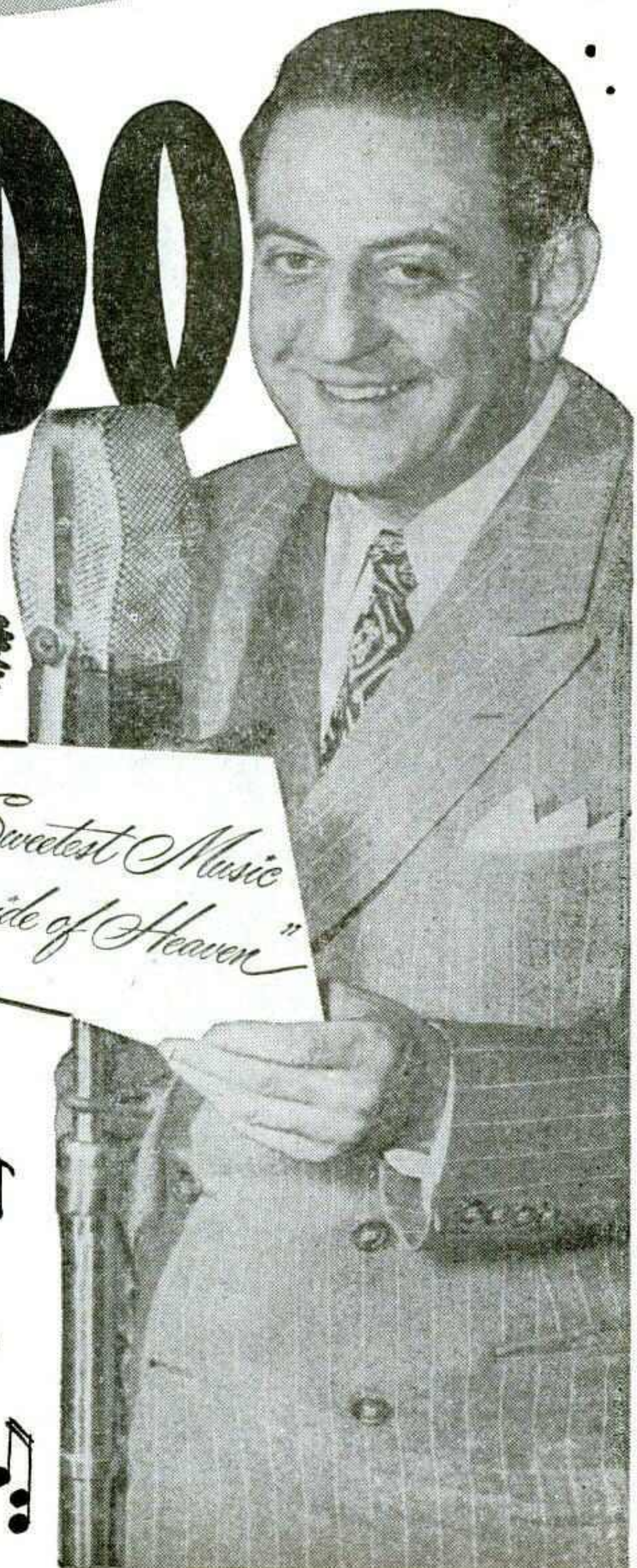
ONE MILLION AND ONE, ONE MILLION AND TWO,
ONE MILLION AND THREE...

OPERATOR,
"ENJOY YOURSELF"
COUNTING THE TAKE
with

Guy

LOMBARDO

and his Royal Canadians



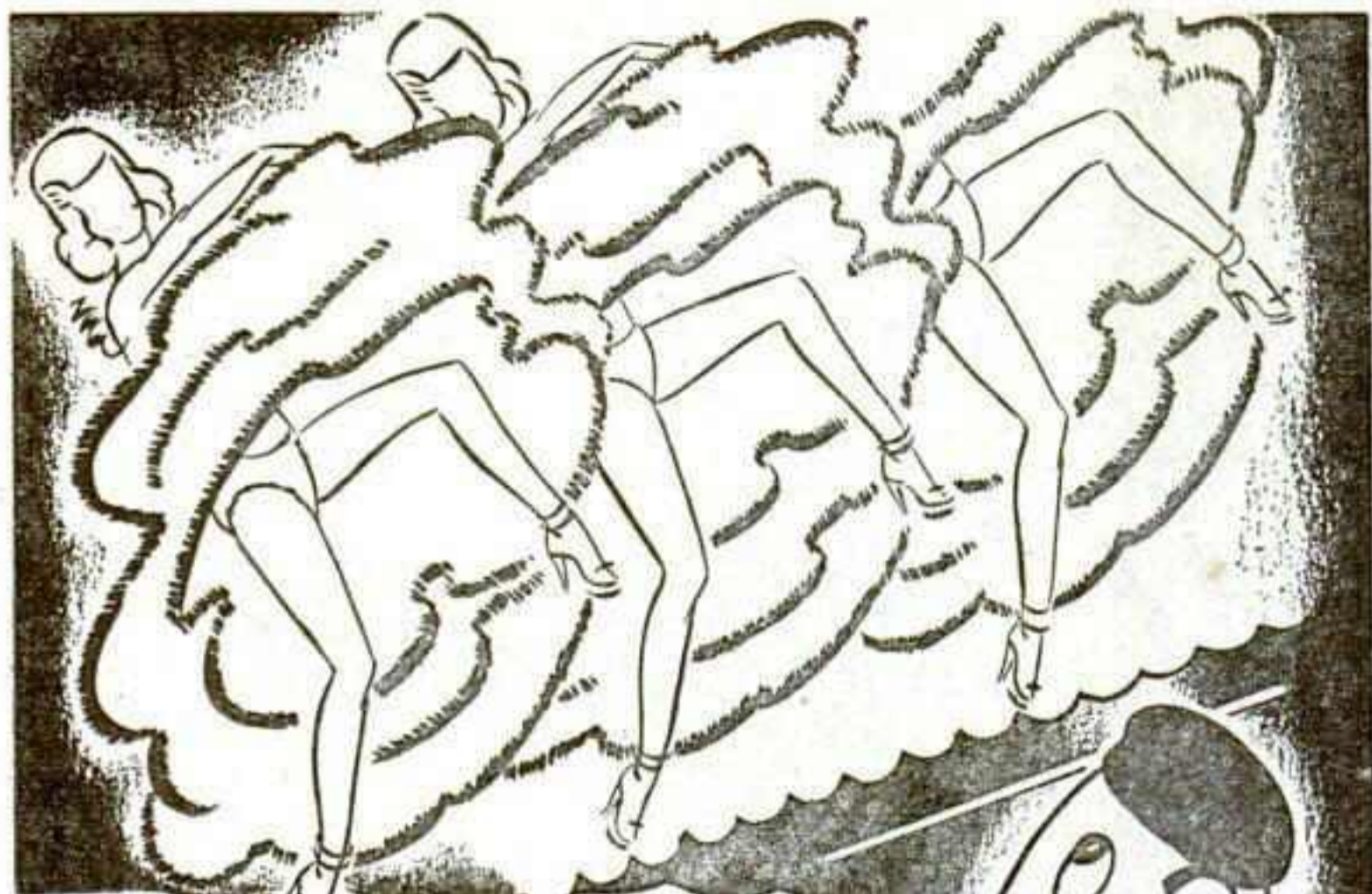
Other Current DECCA Releases...

- 1 Raindrop Serenade
La Golondrina
Decca 24854
- 2 Cafe Mozart Waltz
The Third Man Theme
Decca 24839
- 3 Song of the Islands
Sweet Leilani
Decca 24867
- 4 My Lily and My Rose
Dearie
Decca 24899

*"The Sweetest Music
this side of Heaven"*

Appearing for the 20th Season
THE GRILL, HOTEL ROOSEVELT
New York, N. Y.

*DECCA 24825 backed by
"RAIN OR SHINE"



OO-LA-LA!

BILLY COTTON

AND HIS BAND

NO. 643
78 R. P. M.
75c plus tax

NO. 30069
45 R. P. M.
75c plus tax

"THE FRENCH CAN-CAN POLKA"

backed by

"OH NICHOLAS! DON'T BE SO RIDICULOUS"

LONDON RECORDS

Record Reviews

(Continued from page 38)



ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS
JERRY GRAY ORK Decca 24912	Stormy Weather March Gray turns in one of his most effective Miller-style carbons in this persuasive treatment of the standard, done a la "St. Louis Blues March" from out of the army book of the late Miller.	86--87--85--85
LIONEL HAMPTON ORK (Irma Curry) Decca 24911	The Carioca Scintillating dance slicing of the oldie in the Miller tradition should please many a spinner and earn coin both for song and rendition.	78--82--76--76
DIZZY GILLESPIE Capitol 892	I'll Never Be Free Miss Curry loses her opening effectiveness as this etching of a promising blues and rhythm ballad progresses. Hamp spins off a few fine bars on his vibes.	74--74--72--77
HERB KERN Decca 24913	How You Sound Sonny Parker Parker does a reasonably able job with a rather insane chunk of material.	66--69--64--64
MICKEY & MARY CARTON Decca 12278	Carambola Diz and full ork knock out a tasty, swinging hunk of cubop. Side approaches the commercial bop formula he's been aiming for.	75--78--74--73
KITTY KALLEN (Mitch Miller Ork) Mercury 5367	Honeysuckle Rose Dynamic little Joe Carroll, bursting with spirit and humor, jives and scats a bop reading of "Honeysuckle." Could grab nickels.	80--80--80--80
JAN AUGUST Mercury 5364	Spaghetti Rag Ragtime oldie has been showing life via Jack Fina's piano-orking, gets a thumping organ rendition here.	75--75--74--76
FREDDY MILLER King 15034	Down Home Rag Another ancient and even more familiar rag is brightly organ-ized here.	72--72--70--74
DICK TODD (Jerry Packer Chorus-Eddie "Piano" Miller Ork) Rainbow 90088	The Road by the River Simple waltz ditty evokes echoes of Erin. Mary Carton pipes prettily to an old-fashioned band backing. Okay for Irish nabes.	70--66--70--74
ED FARLEY'S ORK Delvar D. V. 117	Take This Message to My Mother Another Irish waltz, this one a tearjerker about mama all alone on the culd sod.	70--66--70--74
THE GLENN BROWN TRIO Coronet 500	Willya, Won'tcha Novelty ditty may be cute, but winds up in utter confusion as presented here. Thrush warbles both the boy and girl choruses.	50--50--50--50
KEN GRIFFIN Rondo R-222	Mother, Mother, Mother, Pin a Rose on Me Neat arrangement of the ancient children's ballad is piquantly projected by Miss Kallen and easy swinging ork. Could arrive.	82--82--82--82
AMES BROTHERS (Roy Ross Ork) Coral 60164	Wunderbar The melodic "Kiss Me Kate" waltz is keyboarded in straightforward, attractive style. Should be juke box life in this one, with rhythm accompaniment solidifying the beat.	75--73--73--78
BOB FLANNERY-PHYLLIS BROWN Capitol 894	Czardas The familiar Monti melody is 80-ed in rumba rhythm, in typical August style.	72--72--71--75
	It Isn't Fair Okay dance rendition of the revived oldie, with ork playing in a modified Hal Kemp style. Male vocal is not up to snuff.	70--70--70--70
	You're Just a Little Different Light, easy shuffle orking, with touches of the Kemp style. Tune is pleasant novelty ballad. Fem vocal is not strong.	73--73--73--73
	You're In Love With Everyone Tasty treatment of a sentimental waltz of much attraction should draw big attention. Thoughtful production gives this a winner's touch.	87--88--86--88
	She's My Easter Lily Nostalgia-type bounce ditty makes a strong bid for the limited coin which is available for the Easter holiday. Infectious tune.	84--84--83--84
	The Wrestler's Song, Parts I & II Obviously designed to catch some coin which may be laying around because of video's recreation of wrestling as an attraction. It's a silly effort. Parts I and II are identical—the intent being that juke box ops will want this one more than anyone else.	53--50--50--60
	Button Up Your Overcoat Accomplished piano-vibes-bass unit tosses off the oldie in neat, danceable jazz style, with a somewhat stilted unison vocal chorus.	67--70--66--66
	I Never Knew Highly musical, modern jazz dispensing here. Question is where the market exists for such non-name fare.	65--68--64--63
	Music! Music! Music Organ version of the hit, without vocal, could pick up coin where perfect tempo disks are favored.	74--74--73--74
	Jumping Beans Slippin'-slidin' polka novelty should titillate organ addicts. Tempo is bright.	75--75--74--76
	Sing Until the Cows Come Home Rousing drinking song is in the pop-polka tradition. A catchy, lively affair.	75--75--74--76
	(Fifi) Bring Her Out Again Frenchy, can-canny polka provides what could be another big one for the lads. A little Dixie is thrown in too.	87--87--87--87
	Second-Hand Heart Country-pop tune has a sharp, double-edged appeal in this pleasant duo rendition, tho it leans toward the country side.	76--76--76--77
	We Get Along So Good Together Bright new Floyd Tillman novelty is done fairly straight by the duo, and some fine steel guitar helps.	77--77--77--77

(Continued on page 116)



One

...for the money (ARE YOU LONESOME TONIGHT)



Two

...for the show (PENNY WISE and LOVE FOOLISH)



Three

...to make ready (2 Smash Hits on 1)



Four

...to go (Yes, Get a Box Full of...)

Blue

BARRON'S

great recording...

"ARE YOU LONESOME TONIGHT"



PENNY WISH AND LOVE FOOLISH

MGM-10628

and

M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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

He scores one for himself!

The man who made some of the greatest arrangements ever recorded by Glenn Miller, Tex Beneke and Artie Shaw scores again

WITH HIS OWN BAND.

Jerry Gray

and His Orchestra

Recording another **GRAY GREAT!**

STORMY WEATHER MARCH

(DECCA 24912)

Remember these great Jerry Gray arrangements?



Exclusively—

DECCA
RECORDS

Management—**BERLE ADAMS AGENCY**

6365 Selma Avenue
Hollywood 28, California

The Billboard

MUSIC POPULARITY CHARTS

PART IX

Record Possibilities



THE BILLBOARD PICKS:

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

SWAMP GIRL.....Frankie Laine.....Mercury 5390

Laine should reap another harvest with this impressive, powerful vehicle. Harry Geller's orking lends a touch of the mysterious to the enthralling proceedings. This one may not have the immediate impact of a "Mule Train" but it figures to rack it up heavily in the long run.

WHY DO THEY ALWAYS SAY NO?

THE PIANO ROLL BLUES.....Lawrence ("Piano Roll") Cook and the Jim Dandies.....Abbey 15003
Cliff Steward and the San Francisco Boys
.....Coral 60177

The "Piano Roll" was due for revival in this era of revivals. This spontaneous, rollicking pairing should do the trick. "Say No" is a gay, gang-sing lilt with an infectious spirit and a gaslight vaude-and-tavern flavoring which should score. "Blues" has more of that true-blue, old-time flavor. The Abbey is the original, etching and has the guts and drive which could make a hit for the indie. Coral's is an excellent bit of fast-action coverage.

WILHELMINA.....Freddy Martin Ork.....Victor 20-3693

The catchy novelty ditty from the "Wabash Avenue" flick gets a crisp, sparkling orking and happy warbling from Merv Griffin and group. Other waxings of this tune worthy of attention are Danny Kaye's (Decca) and Jan Garber (Capitol).

CANDY AND CAKE.....Arthur Godfrey.....Columbia 38721

Assisted by the Chordettes and Archie Bleyer ork, the cornball Caruso does an infectious job on this catchy novelty trifle. Tune was started by Mindy Carson's Victor etching, which shows signs of arriving.

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. ROULETTE.....Tony Martin.....Victor 20-3695
2. COUNT EVERY STAR.....Hugo Winterhalter.....Victor 20-3697
3. I ALMOST LOST MY MIND.....Fran Warren.....Victor 20-3686
4. GOD'S COUNTRY.....Vic Damone.....Mercury 5374
5. WILHELMINA.....Freddy Martin.....Victor 20-3693
6. DADDY'S LITTLE GIRL.....Mills Brothers.....Decca 24872
7. DID ANYONE EVER TELL YOU, MRS. MURPHY?.....Perry Como.....Victor 20-3684
8. I DON'T WANNA BE KISSED.....Doris Day-Ray Noble Ork.....Columbia 38679
9. SUNSHINE CAKE.....Ding Crosby.....Decca 24875
10. SILVER DOLLAR.....Johnny Long.....King 15035

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. ROULETTE.....Tony Martin.....Victor 20-3695
2. CANDY AND CAKE.....Mindy Carson.....Victor 20-3661
3. BEYOND THE SUNSET.....Jo Stafford and Gordon MacRae.....Capitol 868
4. SUNSHINE CAKE.....Bing Crosby.....Decca 24875
5. SILVER DOLLAR.....Johnny Long.....King 15035
6. THE THIRD MAN THEME.....Guy Lombardo.....Decca 24839
7. GOD'S COUNTRY.....Frank Sinatra.....Columbia 38708
8. WITH MY EYES WIDE OPEN I'M DREAMING.....Ink Spots.....Decca 24887
9. WE'LL BUILD A BUNGALOW.....Larry Green.....Victor 20-3624

THE OPERATORS PICK:

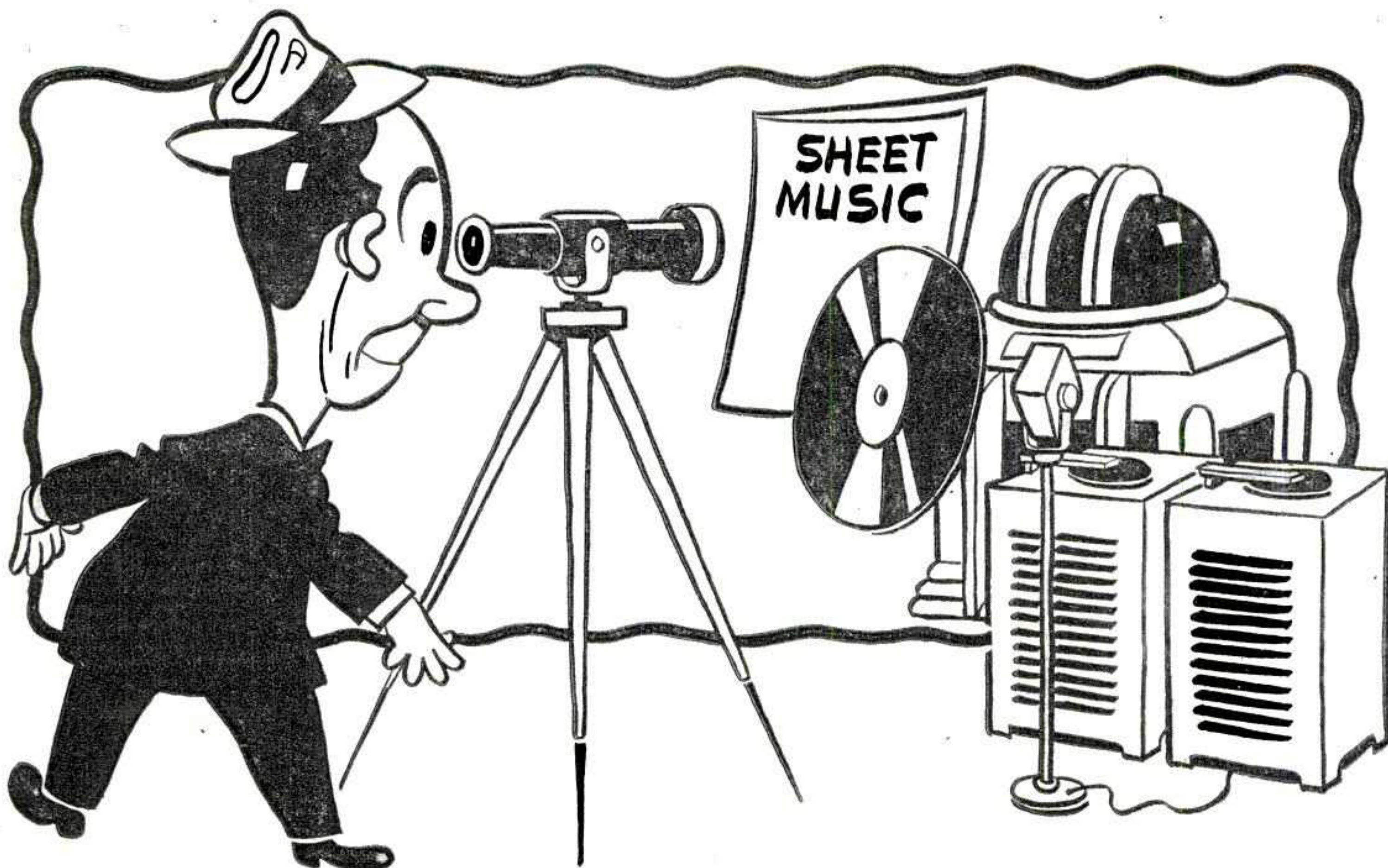
PICKS that have appeared for three consecutive weeks or three times within a six-week period are not repeated below. Based on a weekly survey among them on what the juke box operators think tomorrow's hits will be:

1. CANDY AND CAKE.....Mindy Carson.....Victor 20-3661
2. WILHELMINA.....Freddy Martin.....Victor 20-3693
3. CANDY AND CAKE.....Arthur Godfrey.....Columbia 38721
4. SPAGHETTI RAG.....Jack Fina.....MGM 10610
5. PETER COTTONTAIL.....Mervin Shiner.....Decca 46221
6. THE THIRD MAN THEME.....Hugo Winterhalter.....Columbia 38706
7. DEARIE.....Ethel Merman-Ray Bolger.....Decca 24875
8. DEARIE.....Jo Stafford-Gordon MacRae.....Capitol 1858
9. PETER COTTONTAIL.....Johnny Lee Wills.....Bullet 700

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. PETER COTTONTAIL.....Johnny Lee Wills.....Bullet 700
2. DADDY'S LITTLE GIRL.....Ray Smith.....Columbia 20670
3. DUST.....Jimmy Wakely.....Capitol 40283
4. PETER COTTONTAIL.....Mervin Shiner.....Decca 46221
5. BLOODSHOT EYES.....Anne Jones-Smokey Rogers.....Capitol 864
6. I ALMOST LOST MY MIND.....Floyd Tillman.....Columbia 20673
7. THE GODS WERE ANGRY WITH ME.....Margaret Whiting-Jimmy Wakely.....Capitol 800
8. HILLBILLY FEVER.....Kenny Roberts.....Coral 64032
9. THE TOUCH OF GOD'S HAND.....Jimmy Wakely.....Capitol 40283



**The MODERN way
is to SURVEY!**

You're "on the level" when you study the record plays, retail sales and the music popularity picture thru The Billboard Music Popularity Charts.

Every week The Billboard conducts a continuing SURVEY of disk jockeys, record dealers and juke box operators. Ten different questionnaires are used. More than 10,000 are mailed. Popular, kiddie, classical, folk as well as rhythm and blues are represented.

There's nothing secret, but everything is sacred where accuracy is concerned in The Billboard Pop Charts. The "fine print" above each chart tells where and how it is compiled. Read it some time.

Anyone can do it. But why spend thousands of dollars and hundreds of work hours each week plus years of study and experience when you can hire The Billboard to do it for you for 25c each week. Pardon, that's "less than 25c" if you use the order form on the right.

SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

Name \$10 enclosed

Address Bill me

City Zone State.....

Profession or business.....



311MU

A GREAT RECORD OF A TRULY GREAT SONG
ON M-G-M RECORDS

BILL FARRELL
sings



GOD'S COUNTRY

M-G-M RECORD #10652

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The **Billboard** MUSIC POPULARITY CHARTS
PART X
Advance Information

ADVANCE RECORD RELEASES

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

POPULAR

- Barclay Allen Piano Highlights Album—B. Allen (3-7")
- Cap(45)CCF-191; (33)H-191
- Begin the Beguine
- Cumana
- Green Eyes
- Night and Day
- Tea for Two
- The Peanut Vender
- Alouette
- R. Clary (You Must) Cap(78)891; (45)F891
- Another Kiss
- E. Young-C. Ferre (One! Two!) London 620
- As We Are Today
- V. Schoen (Truly) Dec 24919
- Ask Me No Questions
- B. Crosby-Andrews Sisters-V. Schoen Ork (Lock, Stock) Dec 24942
- Ask Me No Questions
- M. Tilton-The 4 Stars (I've Got) Coral 60172
- Autumn in New York Album—J. Stafford-P. Weston Ork
- Cap (45)CCF-197; (33)H-197
- Almost Like Being in Love
- Autumn in New York
- If I Loved You
- Make Believe
- Smoke Gets in Your Eyes
- Through the Years
- Darn It, Baby—That's Love
- T. Martin-F. Warren-H. Rene Ork (That We) V(78)20-3710; (45)47-3243
- Dearie
- M. Ellen Quartet-B. Scott (Candy and) MGM 10654
- Frank DeVol Concert Originals Albums—F. DeVol Ork
- Cap(45)CCF-198; (33)H-198
- Inspiration Point
- Instrument Factory
- Lotta Pizzicato
- Mississippi!
- Southwest Territory
- Street in Manhattan
- Diamonds Are a Girl's Best Friend
- J. Harvey (Enjoy Yourself) MGM 10650
- Don'cha Go 'Way Mad
- E. Fitzgerald-S. Oliver (Baby Won't) Dec 24917
- Dream a Little Longer
- J. Desmond-T. Mottola Ork (Daddy's Little) MGM 10658
- E-A-S-I-E-R
- M. Estes (Calling You) MGM 10646
- Embraceable You
- K. Cole Trio (It's Only) Cap(78)883; (45)F883
- Enjoy Yourself
- J. Harvey (Diamonds Are) MGM 10650
- Ernie Felice Cocktail Time Album—E. Felice Quartet (3-7")
- Cap(45)CCF-192; (33)H-192
- Carolina Moon
- Dream a Little Dream of Me
- Love Me or Leave Me
- O Sole Mio
- Solitude
- Stumbling
- Floppy
- F. Luther (Peter Cottontail) Dec 88034
- Flying Dutchman, The
- H. Jeffries (Baby, Won't) Col 38738
- Flying Dutchman, The
- A. Mooney Ork (Cry of) MGM 10651
- Free
- B. Eckstine (Baby, Won't) MGM 10643
- God's Country
- B. Farrell-R. Case (Spring Made) MGM 10652
- God's Country
- P. Harris-W. Scharf Ork (Lazy River) V(78)-20-3708; (45)47-3241
- Benny Goodman Dance Parade, Vol. 11 Album—B. Goodman Ork
- Col (33) CL 6100
- After You've Gone
- Honeysuckle Rose
- How Long Has This Been Going On?
- Let's Dance
- On the Alamo
- Perfidia
- Pound Ridge
- You Brought a New Kind of Love to Me
- Half a Heart Is All You Left Me
- J. & S. Steele (My Lily) Coral 60165
- Happy Go Lucky Polka
- Six Fat Dutchmen (Moonbeam) V(78)25-1151; (45)51-0056
- Heart of My Heart
- M. Dee-Skinner (When I) Command 5015
- Hey Bub! Get Out of the Tub
- G. Moore-Moore Men (Zing-A-Zing-A) MGM 10653
- Horse Told Me, The
- D. Day-H. Rene Ork (There's an) V(78)20-3707; (45)47-3240
- How Can You Buy Killarney
- C. Dennis (Patsy Fagan) Cap 871
- How Come You Do Me Like You Do?
- N. Lamare's Levee Loungers (Washington and) Cap(78)884; (45)F884
- How Deep Is the Ocean
- M. Whiting-P. Weston (It Might) Cap 874
- I Almost Lost My Mind
- N. (King) Cole (Baby, Won't) Cap(78)889; (45)F889
- I Don't Know Whether To Laugh or To Cry Over You
- P. Brito (Memories of) MGM 10649
- I Don't Wanna Be Kissed
- R. McKinley Ork (Third Man) V(78)20-3709; (45)47-3442
- I Will Love You Forever
- K. Armen (Sure Thing) London 615
- I Wish I Could Shimmy Like My Sister Kate
- The Nov-Elites (Spaghetti Rag) London 612
- I Wish I Had a Sweetheart
- H. Heidt-R. Kemper (I'm a) Col 38743
- I'd Like To Wrap You Up and Put You in My Pocket
- J. Valentine-S. Ramin (Cinderella Work) MGM 10657
- If You Can't Get a Drum With a Boom-Boom-Boom
- Bob Crosby (When My) Coral 60171

The following abbreviations are being used thruout the list of Advance Record Releases:
Cap—Capitol
Col—Columbia
Dec—Decca
Mer—Mercury
V—Victor
All other labels will continue to be spelled out.
Where 78, 45 and 33 1/2 (LP) r.p.m numbers are listed, the speed is indicated in parentheses preceding the record number. For example: V (78) 20-1941; (45) 47-2354, etc.

- Baby, Won't You Say You Love Me
- N. (King) Cole The Starlighters (I Almost) Cap(78)889; (45)F889
- Baby, Won't You Say You Love Me
- B. Eckstine (Free) MGM 10643
- Baby, Won't You Say You Love Me
- E. Fitzgerald-S. Oliver (Don'cha Go) Dec 24917
- Baby, Won't You Say You Love Me
- H. Jeffries (Flying Dutchman) Col 38738
- Bamboo
- B. Farrell (It Isn't) MGM 10637
- Beautiful Isle of Somewhere and Beautiful Beckoning Hands
- F. Luther (Beyond the) Dec 24915
- Beyond the Sunset and Should You Go First
- F. Luther (Beautiful Isle) Dec 2491
- Blue Bonnet Belle
- A. Wallace Ork (Kiss Me) Gilt-Edge 5005
- Blue Prelude
- Ames Brothers (Sentimental Me) Coral 60173
- Blues in Riff
- S. Kenton Ork (Mardi Gras) Cap(78)888; (45)-F888
- Bouncing Ball Boogie
- Sugar Chile Robinson (Say, Little) Cap(78)-897; (45)F897
- Broken Down Merry-go-Round
- J. & S. Steele (We Were) Coral 60162
- Calling You
- M. Estes (E-A-S-T-E-R) MGM 10646
- Candy and Cake
- M. Ellen Quartet-B. B. Scott (Dearie) MGM 10654
- Candy and Cake
- E. Knight (Woman Likes) Dec 24943
- Chapel in Your Heart
- A. B. Colt-R. Case (No Love) Admiral 1003
- Cigarette Serenade
- M. Young (Some Day) Richmond 148
- Cinderella Work Song, The
- J. Valentine-S. Ramin (I'd Like) MGM 10657
- Confidentially
- D. Kaye-V. Schoen-Ork (Paper Full) Dec 24945
- Cry of the Wild Goose, The
- A. Mooney Ork (Flying Dutchman) MGM 10651
- Daddy's Little Girl
- J. Desmond-T. Mottola Ork (Dream a) MGM 10658
- Dance Time Album—J. Garber-R. Anthony Ork
- Cap(45)CDF-199; (33)H-199
- Catalina Bounce
- Dixie
- I'll See You in My Dreams
- My Dear
- Slider
- Soft Shoe Shuffle
- Stardust
- Yesterdays



"LET'S GET THE 'RECORDS' STRAIGHT..."

- ▶ THE FIRST RECORD MADE . . .
- ▶ THE FIRST RECORD PLAYED . . .
- ▶ THE FIRST RECORD RELEASED . . .

ON THE CURRENT HIT SONG
(If I Knew You Were Comin')

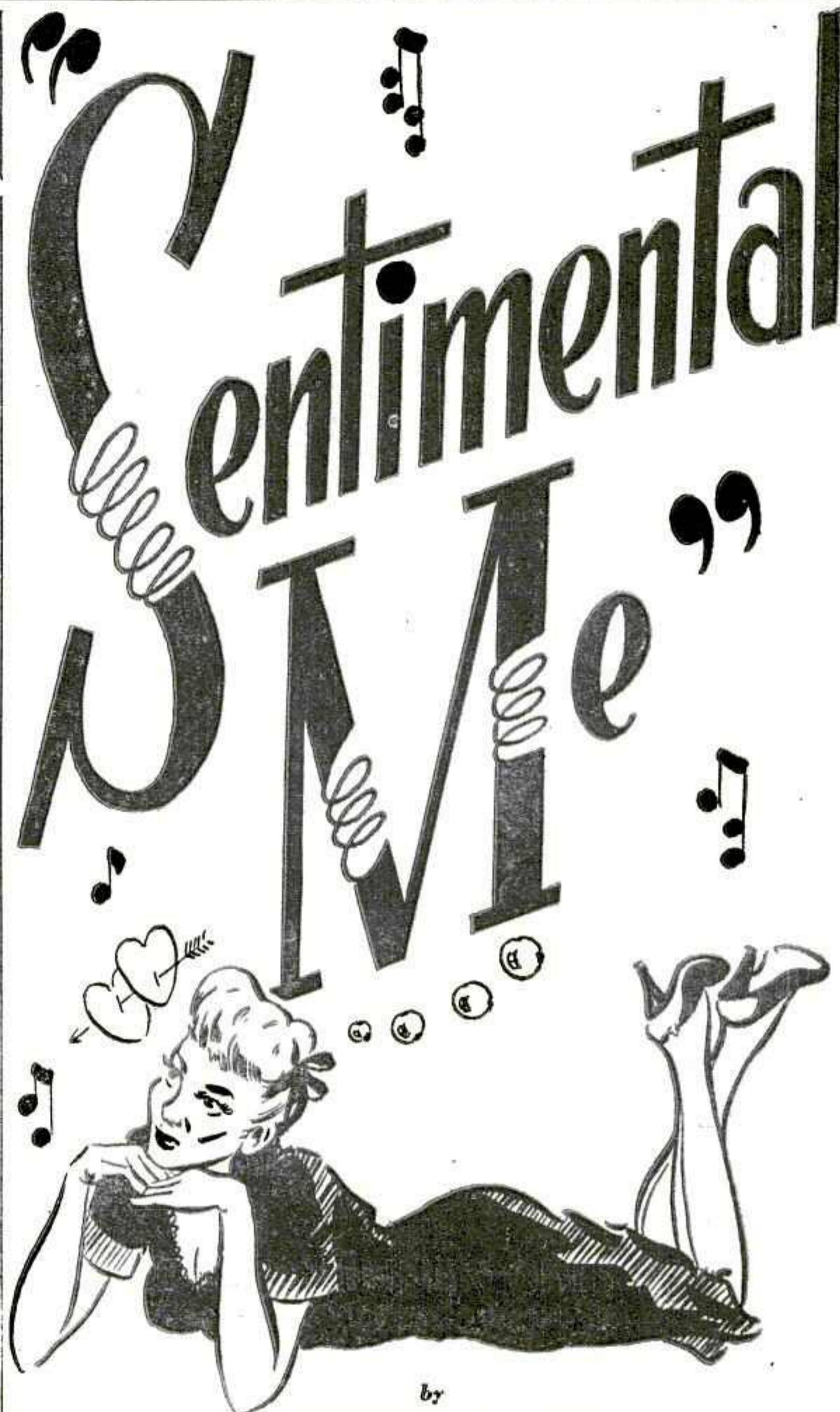
"I'D'VE BAKED A CAKE"
WAS THE
AL TRACE RECORD
ON COLUMBIA

GET THE ORIGINAL AL TRACE COLUMBIA (#38707)

If I Knew You Were Comin' I'd've Baked a Cake
E. Mermaid-R. Boyer (It's So) Dec 24944
I'll Never Get Tired
N. Lutchner (Tah't's a) Cap 878
I'm a Little Teapot
H. Heidt-R. Kemper (I Wish) Col 38743
In a Chinese Garden
G. Shearing Quintet (1 & 2) MGM 10647
Innovations in Modern Music Album—S. Kenton
Cap (78)EDL-189(33)P-189; (45)KDM-189
It Goes In One Ear and Out the Other
L. Montl's Tu-Tones (Whose Arms) London 613
It Isn't Fair
B. Farrell (Bamboo) MGM 10637
It Might As Well Be Spring
M. Whiting-P. Weston (How Deep) Cap 874
It's Only a Paper Moon
K. Cole Trio (Embraceable You) Cap(78)883;
(45)F883
It's So Nice To Have a Man Around the House
R. Boyer-E. Mermaid (If I) Dec 24944
I've Got a Heart Filled With Love
M. Tilton (Ask Me) Coral 60172
June Eve
P. Moore (Moonglow) Discovery 121
Stan Kenton's Milestones' Album—S. Kenton Ork
(4-7")
Cap(45)CDF-190; (33)H-190
Artistry Jumps
Artistry in Rhythm
Collaboration
Concerto To End All Concertos
Intermission Riff
The Peanut Vendor
Kiss Me Honey, Kiss Me
A. Wallace Ork (Blue Bonnet) Gilt-Edge 5005
La Vie en Rose
M. Marrow (When We're) MGM 30227
a Vie en Rose
P. Weston Ork (Les Feuilles) Cap(78)890; (45)-
F890
Lazy River
P. Harris-W. Scharf Ork (God's Country) V(78)-
20-3708; (45)47-3241
Les Feuilles Mortes
P. Weston Ork (La Vie) Cap(78)890; (45)F890
Little Jug
L. Fotina Ork (Rain) Dec 24950
Lock, Stock and Barrel
B. Crosby-Andrews Sisters-V. Schoen Ork (Ask
Me) Dec 24942
Lou Linda
A. Wallace (Take Care) Gilt-Edge 5004
Mardi Gras
S. Kenton Ork (Blues in) Cap(78)888; (45)-
F888
Mary Lou
S. Henderson (Sunday, Monday) Cap(78)881;
(45)F881
Memories of Santa Lucia
P. Brito (I Don't) MGM 10649
Milenberg Joys
P. Hunt (Runin' Wild) Cap 873
Moonbeam
Six Fat Dutchmen (Happy Go) V(78)25-1151;
(45)51-0056
Moonglow
P. Moore (June Eve) Discovery 121
Mother, Mother, Mother, (Pin a Rose on Me)
T. Arden (Rain) Col 38739
My Lily and My Rose
J. & S. Steele (Half a) Coral 60169
No Love Have I
B. Colt-R. Case (Chapel in) Admiral 1003
Old Piano Roll Blues, The
L. Cook-J. Dandies (Why Do) Abbey 15003
Once Upon a Tir
Ray-o-Vacs (Sentimental Me) Dec 48141
One! Two! Three!
E. Young-C. Ferre (Another Kiss) London 620
Panhandle Rag
J. Byrd (Steel Guitar) Mer 6241
Paper Full of Fish and Chips, A
B. Kaye-V. Schoen Ork (Confidentially) Dec
24945
Papoonik Polka
M. Katz (There's a) Cap 869
Patsy Fagan
C. Dennis (How Can) Cap 871
Pavanne
R. Morgan (Prisonero Del) Dec 25474
Peter Cottontail
F. Luther (Floppy) Dec 88034
Piano Brillante Album—C. Reyes Ork
Cap(45)CCF196; (33)H-196
Adios
Los Hijos de Buda
Lost Love
Lovers' Dance
Rhythm Rhapsody
Variations in D Minor
Prisonero del Mar
R. Morgan (Pavanne) Dec 25474
Rain
T. Arden (Mother, Mother) Col 38739
Rain
L. Fotina Ork (Little Jug) Dec 24950
Runnin' Wild
P. Hunt (Milenberg Joys) Cap 873
Samba Album
C. Reyes Ork Cap(78)CC-171; (33)H-179; (45)-
CCF-171
Say Little Girl
Sugar Chile Robinson (Bouncing Ball) Cap (78)-
897; (45)F897
Sent for You Yesterday and Here You Come Today
Count Basie (Shorty George) Brunswick 80134
Sentimental Me
Ames Brothers (Blue Prelude) Coral 60173
Sentimental Me
Ray-o-Vacs (Once Upon) Dec 48141
Shine On Harvest Moon
Garwood Van (When the) Modern 202
Spring Made a Fool Out of Me
B. Farrell-R. Case Ork (God's Country) MGM
10652

Shorty George
Count Basie (Sent for) Brunswick 80134
Some Day I'll Get Lucky
M. Young (Cigarette Serenade) Richmond 148
Spaghetti Rag
The Nov-Elites (I Wish) London 612
Stars Are the Windows of Heaven
H. Brandon (You Can't) London 606
Steel Guitar Rag
J. Byrd (Panhandle Rag) Mer 6241
Sugarfoot Rag
A. Lund (Wilhelmina) MGM 10648
Sunday, Monday
S. Henderson (Mary Lou) Cap(78)881; (45)
F881
Sure Thing
K. Armen (I Will) London 613
Symphony of Spring
R. Case Ork (With My) MGM 10644
Take Care, Take Care of My Heart
A. Wallace (Lou Linda) Gilt-Edge 5004
That We Is Me and You
T. Martin-F. Warren-H. Rene Ork (Darn It)
V(78)20-3710; (45)47-3243
That's A-Plenty
N. Lutchner (I'll Never) Cap 878
There's a Hole in the Iron Curtain
M. Katz (Papoonik Polka) Cap 869
There's an "X" in the Middle of Texas
D. Day-E. Hagen Ork (Horse Told) V(78)20-
3707; (45)47-3240
Third Man Theme, The
R. McKinley Ork (I Don't) V(78)20-3709; (45)-
47-3242
Truly
V. Schoen (As We) Dec 24919
Georges Tzipine Salon Orchestra Album—G. Tzi-
pine (3-7")
By Heck
Cap(45)CCF-194; (33)H-194
Fiddle Faddle
Manhattan Serenade
Songs My Mother Taught Me
The Man on the Flying Trapeze
Waltz
Walt Disney Songs Album—J. Smith-F. DeVol Ork
(3-12")
Cap DC-3057
Wanderin'
S. Kaye (Bicycle Song) V(78)20-3680; (45)47-
3203
Washington and Lee Swing
N. Lamare's Levee Loungers (How Come) Cap-
(78)884; (45)F884
We Were Married
J. & S. Steele (Broken Down) Coral 60162
We Get Along So Good Together
B. Flannery-P. Brown (Second-Hand Heart) Cap
894
Paul Weston Conducts Chopin, Debussy and Ravel
Album—P. Weston Ork
Cap(78)CC-174; (33)H-184; (45)CCF-174
Paul Weston Listening Mood Album—P. Weston
Ork
Cap(45)CCF-195; (33)H-195
Do You Ever Think of Me!
Etude (Chopin)
Intermezzo
Laura
My Moonlight Madonna
Swedish Rhapsody
What-a-Yah-Doing Tonight, Dear
E. 'Jiggs-The Coster Mongers (Fish and) Mer
5379
What Are Ya Doing Tonight Dear
L. Welk (Why Is) Mer 5381
When I Lost You
M. Dee-Skinner (Heart of) Command 5015
When My Sugar Walks Down the Street—
Bob Crosby Ork (If You) Coral 60171
When the Stagecoach Reaches Heaven
Garwood Van (Shine on) Modern 202
When We're Dancing
M. Marrow Ork-D. Dame (La Vie) MGM 30227
When You Look in the Heart of a Shamrock
D. Martin (Killarney In) Dec 12279
When You Wore a Tulip
J. Dorsey (Clap Hands) Col 38731
Whose Arms Are You In Tonight
L. Montl's Tu-Tones (It Goes) London 613
Why Do They Always Say "No"?
L. Cook-J. Dandies (Old Piano) Abbey 15003
Why Is It
L. Welk (What Are) Mer 5381
Wilhelmina
A. Lund (Sugarfoot Rag) MGM 10648
Wilhelmina
K. Kysar (Tootsie, Darlin) Col 38713
Willya Won'tcha
K. Kallen-M. Miller Ork (Mother, Mother) Mer
5367
Teddy Wilson and His Piano Album—T. Wilson
(1-10")
Col(33)CL-6098
Body and Soul
China Boy
I Can't Get Started
I Know That You Know
Rosetta
Smoke Gets In Your Eyes
There There Eyes
These Foolish Things
With My Eyes Wide Open, I'm Dreaming
R. Case Ork (Symphony of) MGM 10644
Woman Likes To Be Told, A
E. Knight (Candy and) Dec 24943
Wunderbar
J. August (Czardas) Mer 5364
You Are My One True Love
L. Welk (Chopstick Polka) Mer 5377
You Missed the Train
D. Jurgens Ork (Shaw! of) Col(78)38723; (33)1-
549
You Can't Stop Me From Dreaming
H. Brandon (Stars Are) London 606

(Continued on page 128)



by
JIM MOREHEAD AND JIMMY CASSIN

Recorded by

- Ames Brothers Coral 60173
- Ames Brothers Coral 60140
- Ray Anthony Capitol 923
- Ken Griffin Rondo 213
- Martha Lou Harp } Rondo 215
- Vic Anthony } Autograph 813
- Martha Lou Harp } Dana 2074
- Vic Anthony } Decca 24904
- Billy Mayo } Decca 48141
- Russ Morgan } Decca 48141
- Ray-O-Vacs } Decca 48141

KNICKERBOCKER Songs INC.
1619 Broadway, New York 19, N. Y.
New York HAYDN BROUGHTON, Hollywood HERB WALD

KING RECORDS

PARADE OF HITS

POPULAR

- ★ **JOHNNY LONG**
15035 Silver Dollar
Dixie
15018 We'll Build a Bungalow Skirts
- ★ **SISTER SLOCUM**
15026 Ja Da
Avalon
15032 Don't Ering Me Posies
Whistlin' Boogie
- ★ **FREDDY MILLER**
15034 It Isn't Fair
You're Just a Little Diff'rent
15031 Row, Row, Row
I Can't Make You

HILLBILLY-WESTERN

- ★ **WAYNE RANEY**
840 I Feel a Streak of Love Coming On
Del Rio Boogie
- ★ **MOON MULLICAN**
830 I'll Sail My Ship Alone
Moon's Tune
- ★ **HANK PENNY**
828 Bloodshot Eyes
I Was Satisfied
- ★ **HAWKSHAW HAWKINS**
838 Wanted Someone To Love Me
There's a Teardrop in Your Eye
- ★ **COWBOY COP**
846 Open Door—Open Arms
More Precious Than Silver or Gold
- ★ **ZEB TURNER**
833 I Could Lose These Blues
Dolly Dimple Dance
- ★ **DELMORE BROTHERS**
826 Troubles Ain't Nothin' But the Blues
Pan American Boogie
803 Blues, Stay Away From Me
Goin' Back to the Blue Ridge Mountains
- ★ **YORK BROTHERS**
852 Gravy Train
Take a Number
- ★ **CLYDE MOODY**
837 I Love You Because
Afraid

SEPIA-BLUES

- ★ **BULL MOOSE JACKSON**
4335 Must You Go
Not Until You Came My Way
- ★ **IVORY JOE HUNTER**
4326 I Quit My Pretty Mama
It's You, Just You
4306 Guess Who
Landlord Blues
- ★ **TINY BRADSHAW**
4337 Teardrops
Gravy Train
- ★ **JOE THOMAS**
4339 Wham-a-Lam
Artistry in Moods
4299 Page Boy Shuffle
Teardrops
- ★ **LONNIE JOHNSON**
4336 Confused
Blues, Stay Away From Me
- ★ **WYNONIE HARRIS**
4330 Sittin' on It All the Time
Baby, Shame on You
- ★ **SPIRIT OF MEMPHIS QUARTET**
4340 Days Passed and Gone
Blessed Are the Dead
- ★ **EDDIE "CLEANHEAD" VINSON**
4331 I'm Gonna Wind Your Clock
I'm Weak But Willing

KING RECORDS

The Billboard MUSIC POPULARITY CHARTS

Album and LP Record Reviews

PART XI



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

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

THE RATES
(100 points—the maximum)

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

THE CATEGORIES

1. Production Idea (grouping of selection continuity)15	Max. Pts.
2. "Name Value"15	
3. Caliber of Material15	
4. Manufacturers' Distribution Power10	
5. Exploitation Aids (Record company and other advertising promotion, film, legit and other plugs)10	
6. Interpretation15	
7. Record Quality5	
8. Manufacturers' Production Efficiency5	
9. Packaging (art work, binding, wrapping)10	

R. STRAUSS: BURLESQUE IN D MINOR FOR PIANO AND ORK AND F. LISZT: CONCERTO FOR PIANO & ORK **72**
G. Muench-Munich Broadcasting Symphony
Alfons Dressel, Cond., and R. Schmid-Munich
Broadcasting Symphony Ork-Hans Rosbaud,
Cond. (1-12'')
Vox Poldor (33) LP 6110

The Burlesque was an early work of Richard Strauss and is a greatly neglected tour de force. It is at once a flashy and romantic opus full of the ginger and spice of youth. It certainly is not a major Strauss work but it has plenty in it which will win the average non-searching longhair fan. Strauss, who shows a Brahmsian influence in parts of this work, manages to convey some of the symptoms which ultimately led to his more mature and greater efforts. The bold use of tympani served as a signal that this was a composer who would break from convention in time. The work is performed spiritedly and the recording is technically superb. The Liszt concerto is not built of the same strong fibre which figures in his second concerto but it runs in similar lines of composition. It is played in one movement, tho actually it is constructed in the nature of a symphonic poem. In spite of the fact that it hasn't truly withstood the wear of time, it still is a representative virtuosic test for a pianist and Schmid makes a convincing thing of it. Also beautifully recorded.

JUKES Not suitable. **JOCKS** "Burlesque" is only available version and Liszt is good. Fine library stuff.

CHOPIN: RONDO FOR PIANO AND ORK AND SCHUMANN: KONZERTSTUECK FOR PIANO AND ORCHESTRA—R. **74**
Schmid-Munich Broadcasting Symphony Ork-Alfons Dressel, Cond., and Edvard Erdman-Munich Broadcasting Symphony Ork-Gustav Goerlich, Cond. (1-10'')
Vox Polydor (33) PL-1700

Certainly long-play has opened the door to expand the recorded classic catalog as it has never been before. An example is this slicing which pairs two comparatively obscure works of a couple of popular composers. The Chopin Rondo, subtitled "Krakowiak" for the use of a folk theme derived from the Polish city of Krakow, is a full-bodied piece which is basically a display work for a pianist. It was thus intended and as such it is possessed of a great deal of vigorous points and much that is inconsequential as well. This is a first recording of the piece. The Schumann was written in a period when the composer was ill and wrapped in the development of his "Manfred" music and his "Rhenish" symphony. It is a rarely played work, tho it contains much that is meritorious and, at the same time, is possessed of a number of obvious weaknesses and faults. The music, tho it is not of major import, possesses the same bold romanticism and inspiration which marks the best known of this composer's writings. Both works are recorded extremely well and are performed spiritedly and ably.

JUKES Not suitable. **JOCKS** Off the beaten track stuff worth having in the library.

HONKY-TONK PIANO—Marvin Ash—"Professor" Lou Busch-Ray Turner (3-10'') **65**
Capitol CC-187

Three able exponents of the ancient and honorable art of ragtime piano offer two sides each. "Professor" Busch does Zed Confrey's "Kitten on the Keys" with a savvy and grasp of the idiom that might have been acquired in a Yukon saloon; Ray Turner does "The Entertainer's Rag" great drive and exuberance and Roy Bargy's "Jim Jams" with equal zest; Marvin Ash offers the "Maple Leaf" and "Cannon Ball" rags in a honky-tonk style that shows traces of the comparatively modern "New York" style of James P. Johnson and Fats Waller. For amateurs of ragtime piano, a good bet; for the record buying public-at-large, a curiosity that could make some dent in this era of "Music, Music, Music" and "Rag Mop."

JUKES Good tavern fare. **JOCKS** Spinners might like for novelty aspect.

AMERICAN NATIONAL THEATER AND ACADEMY ALBUM OF STARS—Helen, Hayes-Fredric March-Florence Eldridge-Eva Le Gallienne-John Gielgud (4-12'') **65**

This is the first of series of albums which are to be made as a source of revenue for ANTA and which are aimed at helping to educate the public in things theatrical. Lovers of the theater will have a field day in these collections of excerpts from the cream of the contemporary crop of stage presentations with the top exponents of the art doing the readings. This first volume is worth the price if only for the two sides which are given to John Gielgud for a pair of readings from Shakespeare's "King Richard II." Not only is it the force of Gielgud's reading that makes these the best things in the album, but it also is the durability and meat of Shakespeare's words which places these excerpts head and shoulders above the others. These include Helen Hayes doing a pair of sequences from "Victoria Regina"; Fredric March and Florence Eldridge in scenes from "The Skin of Our Teeth" and "Years Ago," and Eva Le Gallienne in a scene from Ibsen's "Hedda Gabler." This sort of stuff will prove invaluable for schools. It marks a praiseworthy move to expand the currtural scope of the record business.

JUKES Not suitable. **JOCKS** For educational segs especially.

SAMMY KAYE PLAYS IRVING BERLIN (3-10'') **87**
RCA Victor P-266
Alexander's Ragtime Band; Blue Skies; How Deep Is the Ocean; A Pretty Girl Is Like a Melody; Say It Isn't So; Always.

Should be one of the big assets of the year, and a strong standard thereafter. The commercial Mr. Kaye mixes the sacchrine dream stuff with the bounce tunes, and it's always danceable. Talented warbler Tony Alamo adds value to three of the sides, while the rest are instrumental. "Say" is a duet with Laura Leslie. Irving Berlin, of course, you've heard about.

JUKES Practically any of these sides can fill a spare slot profitably. **JOCKS** You'll probably get requests for all of these.

RALPH FLANAGAN PLAYS RODGERS AND HAMMERSTEIN (3-10'') **90**
RCA Victor F-268
People Will Say We're in Love; The Surrey With the Fringe on Top; If I Loved You; Some Enchanted Evening; It Might as Well Be Spring; Oh! What a Beautiful Morning.

This one's likely to rate tops with the teen-agers and college crowd. With Flanagan shaping up as the new idol of the young dance crowd, and with the strong staying power of the Rodgers-Hammerstein tunes, this grouping rates as nothing less than sure-fire. Two sides are powerful Miller-type efforts, with fine tempos and excellent recording sound. "Surrey" is in the vein of the biggest Miller swing hits, and could be an especially strong single.

JUKES Most sides rate a spot where the kids congregate. **JOCKS** Can stand frequent programing.

WAYNE KING PLAYS JOHANN STRAUSS (3-10'') **89**
RCA Victor P-270
The Blue Danube; Voices of Spring; Wine, Women and Song; Tales From the Vienna Woods; You and You; Emperor Waltz.

Another sure-fire coupling of composer and performer. King's brand of waltzes emphasize the nostalgia, with dreamy tempos and mellow voicings, as compared to the rousing, lilting Viennese style. Consequently, there's a big niche in the market for this collection. With name magic and thrice-familiar melodies, plus the perfect danceability, this should prove one of the hardest standard sellers.

JUKES All sides can be used in the slot reserved for waltzes. **JOCKS** Ideal stuff for a dinner music seg, or practically any other kind.

(Continued on page 129)



RIDES THE CREST OF THE WAVES WITH THESE NEW HITS

featuring

BOBBY COLT

The Fastest Rising Singing Star in the Country

"SCATTERED TOYS"
From Motion Picture "Catskill Honeymoon"
backed with "TANGO OF THE ROSES"
No. 1002

"NO LOVE HAVE I"
backed with "CHAPEL IN MY HEART"
with RUSS CASE ORCH. and CHORUS
No. 1003

"ME AND MY CONCERTINA"
From Motion Picture "Catskill Honeymoon"
backed with "WHEN I HEAR YOUR NAME"
No. 1001

"HIGH SIERRA" LECOUNA'S LATEST
backed with "OLD MAN RIVER"
with RUSS CASE ORCH. and CHORUS
No. 1004

WATCH FOR NEW RELEASE
by **JOHNNY GUARNIERI**
and His Quintette
AMERICA'S FOREMOST PIANIST

STAR SERIES
OF ADMIRAL KIDDIE RECORDS
ARNOLD STANG
Star of Milton Berle Show
Henry Morgan Show
BOB DIXON
Star of C.B.S. "Chuck Wagon"
Television Show

ADMIRAL RECORDS

701 SEVENTH AVENUE
NEW YORK, N. Y.

NAMM Back to Chi in 1951; '52 Meeting Goes to N. Y.

CHICAGO, March 4.—The National Association of Music Merchants (NAMM) will keep Chicago as its 1951 national convention site but will move the music retailer's confab to New York in 1952, it was announced by Bill Gard, NAMM executive secretary, following the mid-year board of directors' meeting in Houston last week. A committee, studying the regional election of board members, recommended that the present procedure of electing reps from eight different regions be continued to make for nationwide representation.

The NAMM will show its sales training film, currently in the process of completion, at the 1950 convention slated for July 10-12 at the Palmer House here. The film will show: (1) The responsibility and opportunity for selling music in a community; (2) over-the-counter sales, and (3) big ticket selling. The NAMM has offered its services to A. P. Stewart of Purdue University, who will direct festival music for the Freedom Fair in Washington in 1951.

Gard reported that William H. Beasley, a NAMM rep and owner of Whittle Music, Dallas, appeared before the Ways and Means Committee of the House of Representatives Feb. 21 to ask for a reduction or elimination of the excise tax on musical instruments. Beasley, in his report, quoted from a national survey by the NAMM membership which showed that 13½ per cent of all musical instruments are tax-exempt because they are purchased

Meyers Driving To Up Cap Biz

HOLLYWOOD, March 4. — Bob Meyers, promotion head of Capitol's longhair wax, is aiming a two-pronged drive at boosting sales. Currently in the works is an info file sheet to be issued to dealers on each Cap classical item. Sheet contains an unbiased background analysis of the composer, composition and the recording's sales potential. Idea is to give dealers and sales personnel more known-how on what they're peddling.

Meyers polled dealers on the file sheet plan and found overwhelming acceptance, with 97 per cent returns strongly favoring the projected service.

Meyers's other sales hypo is aimed directly at the consumer. Each one answering Cap's earlier Telefunken questionnaires has been placed on a mailing list coded according to the type of music the customer bought. Meyers is mailing personal letters to these people, informing them of forthcoming releases of the type of music for which they indicated preference. Letter tells the buyer to see his dealer or write to Capitol for the address of the Capitol merchant nearest him.

Regal Records Hops To Oaters, Hillbilly

CHICAGO, March 4.—Regal, the Linden, N. J., diskery operated by Freddy Mendelsohn and the Braun brothers, is going into the hillbilly and Western field. Mendelsohn has inked Boyd Heath, former star of the NBC-TV Saturday night jamboree, and Mel Price and his band, heard on WASL, Annapolis, Md.

In the blues and rhythm field, Regal has inked King Porter's band and Vanita Smythe, Detroit chirp. Benart Distributing is replacing F & M Distributing in Cleveland for Regal, while Pan-American replaces Morry Kaplan in Detroit.

by schools and religious organizations. He pointed out that an additional 68½ per cent of the total purchased are taxed, but are used for educational purposes, either for school or home instruction. The survey disclosed that the remaining 18 per cent are purchased for professional use.

Dixieland Pace In Hwd. Upbeat

HOLLYWOOD, March 4.—Dixieland continues to storm the Los Angeles area, with Ciro's the latest nitery to book a tailgate troupe. Nappy La Marr starts a two-week run, with options, Wednesday (8). Booking follows sensational biz attracted to Mocambo by the Firehouse Five Plus Three, a group composed of Walt Disney cartoon artists who churn out levee ragtime as a hobby. Firehouse combo appears only on Monday nights, giving the house its top biz on what formerly was spot's off night.

Dixieland musicians are in top demand here, playing at both name and nabe locations. Red Nichols is currently at Sardi's, Irving (Cajun) Verret is at the Hangover, Kid Ory is pulling 'em in at Hollywood Boulevard's Royal Room; Albert Nichols, who features Big Red Alton, is at Virginia's Club in Eagle Rock, and Brodi Shroff is at Eagle Rock's Double H Club. Louis Armstrong just closed Gardena's Bal Taberin, Ben Pollack is going strong at Beverly Cavern, Ted Vesely is at Glendale's Tom-Tom, Norman Ash is at Hi-Ho Inn, and Bill Covey and His Jubilee Five are at the C-L-C Club.

Result of the Dixieland craze is that many spots are going in for live music that heretofore didn't book talent.

Col'bia To Spark Hillbilly, Kidisks

NEW YORK, March 4.—Columbia Records, Inc. (CRI), has scheduled promotion campaigns designed to spark hillbilly and kidisk sales. These promotions, of course, are part of the over-all sales push now being made by the company. With regard to the hillbilly promosh, distribs have been informed that additional artwork, editorial material and frequent disk jockey digest mailings will be undertaken. CRI suggests that distribs prepare mailings featuring folk hit disks only, together with a return mailing; alert jockeys, arrange window displays, etc.

On the kidisk side distribs will receive an expanded series of cut-outs for use in stores, a mailing piece listing every children's record available on Columbia, a new series of posters and additional promotion news. Special order blanks will serve as accurate check lists. The Columbia LP record parade will plug the campaign.

There will also be a distributor salesmen's contest, with cash prizes for salesmen.

Imperial Goes Western

PHILADELPHIA, March 4.—The Imperial Record Company, specializing in the blues and rhythm sides, steps out into the Western and square dance field in preparing two albums of local origination. With Eddie Cohen, whose Lesco Distributors firm handles the label, co-operating, Imperial cut a set of sides with old-time fiddler Chris Sanderson and will package a second set of Broom Waltzes dedicated to Hal Moore, WCAU early morning disk jockey, who revived the broom dance idea.

Decca Distributors:

I'm grateful for the splendid acceptance of "Broken Down Merry-Go-Round" which I recorded with Dick Thomas.

Sincerely,
Eileen Wilson

In Georgia and Alabama It's Heath

First with the Hits on

MERCURY AND REGAL

also

Rainbow, Horace Heidt, Tower, Abbey, Radio Artists, Domino and Imperial

Thanks, Mr. Operator, for your many, many orders. Our business is zooming by the hour and our sales force has been increased to serve you. We will soon announce more top lines for you to select from.

HEATH DISTRIBUTING COMPANY

PHONE ALpine 7821

300 Decatur St., S. E.

Atlanta, Georgia

MACY'S

NEW! EXCITING! DIFFERENT!

CLARENCE GARLOW'S

"BON TON ROLLA"

Backed by "In a Boogie Mood" MACY'S 5002

OFF WITH A BANG!

SMOKEY HOGG—"YOU GOTTA GO"

Backed by "Leaving You, Baby" MACY'S 5003

WIRE OR PHONE YOUR ORDERS TO

MACY'S RECORDING COMPANY

1913 LEELAND

Ph.: ATWOOD 6363

HOUSTON, TEXAS

"MUSIC FOR DANCING"

ROY STEVENS


HIS ORCHESTRA,
HIS TRUMPET AND SONGS

9th WEEK
FRANK
DAILEY'S MEADOWBROOK

Nightly—NBC-Mutual Networks

LONDON RECORDS

Mgt.: ALLEN BEST, 149 W. 51st Street, New York



The Billboard
MUSIC POPULARITY CHARTS
PART XII
TRADE SERVICE FEATURE

The Honor Roll of Popular Songwriters

By Jack Burton

No. 51—AL HOFFMAN

In the songwriters' lexicon "every cloud has a silver lining" or a reasonable facsimile—and Al Hoffman will swear it is true.

Back in 1931 Al, then a discouraged tyro, poured his troubled heart into a song and called it *Heartaches*. Ted Weems made two master pressings of it—one for Victor and the other for Decca—but the records collected more dust than cash in the music stores.

But 16 years later, in 1947, Al hit the Yearly Double with a two-song parlay: *Heartaches*, the also-ran of 1931, and *Chibaba Chibaba*, which earned him top ranking among the country's songwriters in *The Billboard's* Second Annual Music Record Poll.

And that's only half of Al Hoffman's success story.

Today he has another two-song parlay on which he's sure to cash in handsomely, *Bibbidi-Bobbidi-Boo* and *A Dream Is a Wish Your Heart Makes*, both from the latest Walt Disney picture, *Cinderella*. Another Hoffman entry in the 1949-'50 Song Sweepstakes, *There's No Tomorrow*, is in a challenging position close behind the front runners.

While these and other achievements have made Al Hoffman a man of merited distinction in Tin Pan Alley and the film studios of Hollywood and London, there is a certain coterie of citizens who have no great affection for him. These malcontents are headed by a group of National League pitchers who vividly recall long walks to the clubhouse to the strains of *Heartaches*, dolefully chanted by the Boston bleachers after being knocked out of the box by the pennant-hungry Braves of 1948.

There is also a convict in the New Jersey penitentiary who, before he was a convict, was once so enamoured of *Heartaches* that he played it over and over again on the juke box of a Newark tavern. One fateful night another customer demanded a change of tune, and after the battle royal that resulted, the objector went to the morgue and the defender of *Heartaches* lost all interest in the song, along with his liberty.

In addition, there's an English boxer whose pride suffered a KO at Al's musical hands. After being knocked out in a London ring, the dazed fighter got up off the canvas

to the strains of *I Saw Stars*, another of Hoffman's many song hits, played by the organist of the fight club, who entertained the fans between bouts with selections on the console.

And it should be set down here and now that Al himself has sustained his share of heartaches before he made his debut on the radio *Hit Parade*.

Born in Minsk, Russia, on September 25, 1902, Al was six years old when his family emigrated to America and settled in Seattle. While still a youngster, he showed such a marked aptitude for music that his father invested \$30 in a venerable pedal organ, and Al not only mastered both its keyboard and its mechanical ailments but improvised melodies of promise upon it.

Al also gained some local fame as a boy soprano and actor. In fact, his early interest centered in the theater rather than in music, and he had visions of becoming a stage star after doing a juvenile bit with David Warfield when *The Auctioneer* played Seattle. On the other hand, Al's younger brother, David, planned to make a career of music, but by a quirk of fate Al became the songwriter of the Hoffman family and David the actor, the later playing character roles in such comparatively recent films as *Rope of Sand*, *Mission to Moscow*, *The Conspirators* and *The Mask of Dimitrios*.

While in grammar school Al Hoffman concentrated on classical and religious compositions, a type of music that matched the antiquity and dignity of the organ he pumped and played. But when he entered high school he switched his affections to the popular songs and dance music of the flaming youth age and set about mastering every type of band instrument he could lay his hands on, finally settling for a set of drums.

After serving an apprenticeship with several bands on the Pacific Coast, Al eventually became a band leader in his own right and wrote his first song, *Marcellonie*. A Seattle furrier thought so highly of this ballad that he switched from mink to music, selling his business in order to be free to travel and plug Al's first song, now long forgotten and in mothballs.

Al also plugged his early songs

PERTINENT DATA ON SONGS AND SONGWRITERS

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

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

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

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

himself, hounding the stage doors of the Seattle vaudeville houses where such celebrities as Al Jolson, Georgie Price, John McCormick and Ernest Ball were playing, and finally talking his way into their dressing rooms for informal auditions. The meager encouragement he received from these headliners of the two-a-day finally prompted Al to pack up his drums and head for New York, determined to become a songwriter with a high ASCAP rating.

It is well that Al Hoffman didn't leave his drums behind, for they were his "ace in the hole" during the lean years that followed. He picked up rent money by playing in night clubs and speakeasies—jobs that invariably ended when the prohibition agents raided and padlocked the bistros where he worked.

Disgruntled and discouraged, Al Hoffman then sat down and wrote what has proved to be his first great song, *Heartaches*, a sleeper for 16 years but his open sesame to Tin Pan Alley success. In 1932 he had a hit in *Auf Wiedersehen*, written with Milton Ager, and two years later he collaborated with Mabel Wayne on *Little Man You've Had a Busy Day*, destined to become a long-lived standard. That same year he had one of the big breaks in his career when Gaumont British cabled him to come to London to write the scores for musical films. While in England he wrote the songs for 20 feature pictures that included *Squibs*, which starred Betty Balfour; *Heat Wave*, co-starring Anna Lee and Les Allen; *She Shall Have Music*, featuring Jack Hylton, England's ace band leader; *Come Out of the Pantry*, starring Jack Buchanan; *Peg of Old Drury*, starring Anna Neagle; *When Knights Were Bold*, starring Jack Buchanan and Fay Wray, and *First a Girl and Gangway* in both of which Jessie Mathews starred. He also wrote the music for three London productions: *This Will Make You Whistle* in which Jack Buchanan introduced *I'm in a Dancing Mood*; *Going Greek*, with Leslie Hensen, and *Hide and Seek*, with Cicely Courtneidge.

When Al Hoffman returned to the United States in 1937 he found the songs he had written while in England had gained a popularity in this country that matched their overseas acceptance, and his years of heartaches were definitely behind him.

After a year's vacation in Seattle, Hollywood and Mexico, Hoffman returned to New York in 1938 to find the welcome mat awaiting him in publishers' offices where once he had crashed doors in vain. Al averaged two or more hits a year for the next decade. He climaxed his string of successes by going to Hollywood in 1948 when Fred Raphael, head of Walt Disney's music department, chose him to write the score for *Cinderella*, which critics have acclaimed the best since *Snow White* made movie cartoon history.

In the writing of popular songs and film scores, Al Hoffman believes in the old adage "Two heads are better than one," and in collaborating with others he has helped bring young composers from comparative obscurity into the spotlight.

In the decade between 1931 and 1941 Al Hoffman had another Al for a partner—Al Goodhart, who was born in New York January 26, 1905. After graduating from DeWitt Clinton High School, Goodhart became a professional pianist, working as a radio announcer and entertainer before going into vaudeville as an accompanist and writer of special material. He then returned to radio as a member of a dual piano team that played occasionally in the orchestra pits of New York theaters. He also operated a theatrical agency before he turned to songwriting as a full-time career with the publication of his first song, *I Apologize*.

Nine years ago Jerry Livingston replaced Al Goodhart as Hoffman's chief collaborator. Born in Denver March 25, 1909, Livingston studied piano, theory and harmony at the University of Arizona, where he had his own dance band and wrote the annual musical show, *The Senior Follies*, in his freshman year. After graduation he came to New York where he played piano with several dance orchestras, wrote *The Hollywood Revels* in 1938 and two years later formed his own dance band that played hotels and worked on several radio networks. He made his first bid for Tin Pan Alley fame in 1941 when he wrote *Story of a Summer's Night* with Hoffman.

Now celebrating his silver anniversary as a songwriter, Al Hoffman has found in his recent successes the digitalis the doctor ordered for the heartaches he suffered early in his career.

AL HOFFMAN'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

- 1035—EVERYTHING'S IN RHYTHM WITH MY HEART**
With Al Goodhart and Maurice Sigler. Famous Music Corporation.
Introduced in the British film, "First a Girl," starring Jessie Mathews.
- 1936—WHERE THERE'S A YOU THERE'S A ME**
With Al Goodhart and Maurice Sigler. Leo Feist, Inc.
SHE SHALL HAVE MUSIC

SONGWRITERS COMING UP!
DUKE ELLINGTON
In Subsequent Issues *The Billboard* Will Present
J. FRED COOTS
HOAGY CARMICHAEL
HARRY RUBY
FATS WALLER
HARRY REVEL
JIMMY McHUGH
BILLY HILL
LOUIS ALTER

- With Al Goodhart and Maurice Sigler. Chapell & Company.
This was the title song of the British Gaumont-film starring Jack Hylton, the English band leader.
- I'M IN A DANCING MOOD**
With Al Goodhart and Maurice Sigler. Crawford Music Corporation.
Introduced by Jack Buchanan in the London musical revue, "This Will Make You Whistle." (Available on Decca record 971A, Ambrose.)
- 1937—IT'S A HUNDRED TO ONE YOU'RE FROM WASHINGTON**
E. B. Marks Music Corporation.
This was written to celebrate the Golden Jubilee of the State in 1939.
- 1938—AFTER LOOKING AT YOU**
With Al Goodhart and Mann Curtis. Robbins Music Corporation.
ON THE BUMPY ROAD TO LOVE
With Murray Mencher and Al Lewis. Leo Feist, Inc.
Sung by Judy Garland in the MGM picture, "Listen Darling."
- 1939—ROMANCE RUNS IN THE FAMILY**
With Al Goodhart and Mann Curtis. Advanced Music Corporation.

- 1940—APPLE BLOSSOMS AND CHAPEL BELLS**
With Walter Kent and Mann Curtis. Remick Music Corporation.
- 1941—STORY OF A STARRY NIGHT**
With Al Livingston and Mann Curtis. Mutual Music.
Based on the melody of Tschaiakowsky's "Pathetique Symphony." (Available on Decca record 25351, Woody Herman orchestra.)
- 1942—PUT, PUT, PUT YOUR ARMS AROUND ME (THE MOTOR BOAT SONG).**
With Jerry Livingston and Mann Curtis. Miller Music Corporation.
- 1943—CLOSE TO YOU**
With Jerry Livingston and Carl G. Lampi. Barton Music Corporation.
(Available on Columbia record 36678, Frank Sinatra.)
- GOOD NIGHT WHEREVER YOU ARE**
With Dick Robertson and Frank Weldon. Shapiro, Bernstein & Company, Inc.
(Available on Decca record 23340, Mary Martin with orchestra.)
- WHAT'S THE GOOD WORD MR. BLUEBIRD**
With Jerry Livingston and Allan Roberts. Bourne, Inc.

- 1944—I MUST HAVE ONE MORE KISS, KISS, KISS**
With Al Goodhart and Mann Curtis. Santly-Joy, Inc.
MAIRZY DOATS
With Jerry Livingston and Milton Drake. Miller Music Corporation. Guy Lombardo, who is famous for spotting potential song hits, turned thumbs down on "Mairzy Doats" when Al Hoffman asked him to feature the song, the lyrics of which are based on an old English nursery rhyme of the 16th Century. But when "Mairzy Doats" hit the million-record mark, the leader of the Royal Canadians freely admitted he had been guilty of the worst appraisal in his career as a sure-fire picker of hits. (Available on Capitol record 148, the Pied Pipers.)
- FUZZY WUZZY**
With Jerry Livingston and Milton Drake.
- 1945—I'M A BIG GIRL NOW**
With Jerry Livingston and Milton Drake. World Music, Inc.
(Available on Decca record 23499 in A-674, Gertrude Niesen.)
- PROMISES**
With Jerry Livingston and Milton Drake. (Available on Victor record 20-1713, Sammy

Kaye orchestra with Nancy Norman and Billy Williams, vocalists.)

- 1946-IT'S THE TALK OF THE TOWN
1947-GIVE ME SOMETHING TO DREAM ABOUT
1948-DON'T YOU LOVE ME ANYMORE?
1948-THERE'S A BARBER IN THE HARBOR OF PALERMO
1949-THERE'S NO TOMORROW

High Volterage
NEW YORK, March 4.—Dick Volter, exec of the Shapiro-Bernstein pubbery, this week called up MGM Records' artists and repertoire chief, Harry Meyerson, and moaned about the current state of flux with which the rapid rise-and-fall of out-of-the-blue hits has infested the publishing biz.

- 1933-FIT AS A FIDDLE AND READY FOR LOVE
1934-I SAW STARS
1949-THERE'S NO TOMORROW
1950-CINDERELLA

Columbia Inks Pablo Casals
NEW YORK, March 4.—Columbia Records, having signed Sir Thomas Beecham and Leonard Bernstein recently, this week scored another long-hair coup by inking world-renowned cellist-conductor Pablo Casals.

Other artists who will appear at this festival and who probably will be recorded with Casals will be Rudolf Serkin, Joseph Schneider, Joseph Szigeti and Isaac Stern.
Philly AFM's New Ticket
PHILADELPHIA, March 4. — An opposition slate was set up for the forthcoming election of Local 77, American Federation of Musicians (AFM), next month.

PETER COTTONTAIL (The Rabbit of Distinction) LIKES GENE AUTRY

CHATTANOOGIE SHOE SHINE BOY by RED FOLEY DECCA 46205

Announcing a New Label Serenade Records Every Record a Hit. Every Song a Hit. SERENADE RECORDING CORP. 1650 Broadway, Suite 715, New York City

- 1950-CINDERELLA
A Walt Disney cartoon fantasy. With Jerry Livingston and Mack David. Walt Disney Music Company.
A DREAM IS A WISH YOUR HEART MAKES
SO THIS IS LOVE
THE WORK SONG

- Popular Songs
1929-IN THE HUSH OF THE NIGHT
1930-GOOD EVENIN'
1931-I APOLOGIZE
1932-HAPPY-GO-LUCKY YOU AND BROKEN-HEARTED ME

Phillips Leaves ABC for Glaser
CHICAGO, March 4. — Bobby Phillips, Jack-of-all-trades for the past three years in the Associated Booking Corporation (ABC) office here, was set to leave Monday (6) for Hollywood, where he'll take over as chief of the Joe Glaser Western office.

Big Road Schedule For Capitol Brass
HOLLYWOOD, March 4.—Capitol Records' toppers are on the road. Hal Cook, head of pop disk sales promotion, planed to Chicago to attend the juke box op gathering and will then head for New York to kick off new promotional plans.

We Did It and We're Sorry! THE 3 BEAUS* AND A PEEP is the correct spelling of the name of the vocal group which supports EDDIE CANTOR on his new RCA Victor Recording of "ENJOY YOURSELF"

NOTICE—Distributors—Talent Pressing Plants
We are now planning our route for a trip to be made through the South within a week or so, at which time we desire to contact distributors for our fast selling, "unbreakable" GOSPEL RECORDS which retail for 79c.

Let RCA VICTOR solve your problems in RECORDING, PRESSING, PROCESSING, SHIPPING & HANDLING AT COMPETITIVE PRICES. custom record sales RADIO CORPORATION OF AMERICA

NEW VICTOR, COLUMBIA
\$12.00 per 100

OTHER LABELS
\$10.00 PER 100—\$85.00 PER 1,000
1/3 with order, balance C. O. D.
Write for LATEST CATALOG.
500 Different Standard and Hit Tunes.

VEDEX COMPANY
674 10th Ave. New York 19, N. Y.
PLaza 7-0636
COMPLETE INVENTORY BOUGHT

WANTED! WANTED!

THOUSANDS of brand new, unused records, consisting of surplus stocks of past hits, etc. Quote lowest prices, listing names and quantities of each record. Will pay cash and take delivery from New York or Pacific Coast.

DIAMOND MUSIC CO.
8 Jordan Road
Kowloon, Hong Kong, China

At Last . . . He's Back!
LEE RICHARDSON
sings
"AT LAST"
and
"LET ME DREAM"
(Two of His Best Sides, Yet!!)
Apollo 1157

Order from your nearest distributor or direct from
APOLLO RECORDS
457 W. 45th St. New York, N. Y.

 **CORAL 64032**
KENNY ROBERTS
"CHOC'LATE ICE CREAM CONE"

COUNTRY MUSIC
20 E. Jackson Chicago, Ill.

YOU'LL BE
"BEWITCHED"
by
BILL SNYDER'S
ORIGINAL TOWER-iffic VERSION
of
"BEWITCHED"

Tower Record #1473
TOWER RECORDS 540 N. Michigan Chicago, Ill.

Another BMI Pin-Up Hit!
"CRY OF THE WILD GOOSE"
Published by American
Recorded by

F. Laine (Mer)	T. Ernie (Cap)
J. Marine (Dec)	M. Shiner (Dec)
T. Gilkyson (Dec)	B. Darnel (Coral)
D. Bowman (Kings)	A. Mooney (MGM)

Exclusively Licensed by
BROADCAST MUSIC, INC.

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

Jack Fina
(Reviewed at Coconut Grove, Ambassador Hotel, Los Angeles. Booked thru Music Corporation of America.)
STRINGS: Pepe Landros, Clarence Marks and Bert Radecki.
SAXES: John Kerchels, Bill Pfiel, Duck Lusiani and Roland Freighburhouse.
TRUMPETS: Al King, Gene Foerstel and Jerry Kay.
RHYTHM: Pee Wee Longo, drums; Bill Cooper, bass; Jack Fina, piano.
VOCAL: Bob Darnell.
LEADER AND PIANO: Jack Fina.
ARRANGERS: Lloyd Akridge and Pepe Landros.

Jack Fina may well feel at home at the Grove. A few years ago he held down the Steinway stool in this room as part of the Freddy Martin band. He's back now fronting his own aggregation and, judging by the warmth of his reception, many remember the *Bumbleboogie* boy.

For the hotel palate Fina offers a tasty diet of terp tunes. His book holds an ample representation of current Honor Roll of Hits riders, well balanced with an array of evergreens. His arrangements are shaped to soothe the diner's ears and tempt the dancer's toes. For the most part, Fina's amplified Steinwaying holds the interest, surrounded by a smooth-as-silk combination of strings, reeds and muted brass.

"Meant for Me"

The melody line is more than often carried by the Strads, with reeds and brass providing the background. Typical is his arrangement of *You Were Meant for Me*, in which the strings tote the tune with Fina's keyboarding providing an engaging obligato of runs. Fina favors medleys, stringing together a series of faves which are spiced with an occasional rumba or samba. Crowd went for his *Oh, You Beautiful Doll*; *Bawlin' the Jack*, *Josephine*, *Just One of Those Things* and *Toot, Toot, Tootsie, Goodbye*.

His arrangement of *Sabre Dance* was too weak to do justice to the number. Main theme is handled by Fina's piano, which is okay as far as it goes, but total elimination of the trombone slides (band is sans trams) takes the guts out of the tune. The band is shy in the vocal department. Possibly Bob Darnell was not in voice when caught, but his version of *I Can Dream, Can't I?* showed the balladist lacking in vocal quality and sales savvy.

Band has come a long way since this reviewer first bent an ear to its fledgling efforts at Ciro's two years ago. Fina has gained considerably in poise, confidence and ability to handle an audience. With the aid of his MGM disks, indications point to a promising future for the Fina crew.
Lee Zhitto.

Fireside Cuts Religious Disks

NEW YORK, March 4.—Popularity of the transcription package featuring Ed McHugh, the Gospel Singer, has prompted the organization of Fireside Records, a diskery which is specializing in the religious field. The company has already cut four sides by McHugh, including *In the Garden*, *Evening Prayer*, *Old Rugged Cross* and *The 23d Psalm*. Plans are to cut more Gospel Singer disks and merchandise these via radio and direct mail—contacting McHugh's radio audience built up thru the years.

The president of Fireside Records is Everett Goodman, who is a veepee in the radio producing organization, Harry S. Goodman Productions, Inc., headed by his father.

Disks will be cut on a vinyl plastic, 78 r. p. m. Fireside may also branch out into the manufacture of another type of religious disk, with a lavish production background, aimed particularly for radio production, rather than consumers.

Paul Neighbors
(Reviewed at Biltmore Bowl, Biltmore Hotel, Hollywood, February 14. Booked thru Music Corporation of America. Personal managers, Lyle Thayer and Eames Bishop.)
TRUMPETS: Ralph Anthony, Jack Dougherty, Carleton McBeath.
REEDS: Gene Bolen, Loren Holding, Carter England.
RHYTHM: Jack Sebring, drums; Dane Leonard, piano; Lloyd Lunham, bass.
VIOLINS: Seb Mercurio, Erle Karg, Elmo Cozza.
VOCALISTS: Paul Neighbors, Ralph Anthony, Loren Holding.
ARRANGERS: Dane Leonard, Ralph Anthony.

A relatively new ork, the Neighbors crew promises big things. Built along solid but simple lines, completely void of musical gymnastics, the band dishes out a clean, listenable brand of music with strong emphasis on dance beat. Over-all, the ork blending is stressed rather than solo work.

The crew uses three violins to carry the melody with the support of muted brass. Fiddles are clean and mellow, but could be punctuated with a well-placed mike to give body and amplification. Brass and reeds, working as a unit, sound strong and clean and lend solid background to violin overtones. For the most part the ork is reserved, altho it can cut a boisterous novelty or Latin temp to good results. Book leans heavily on current pops, but oldies and novelties are not neglected. Rumbas, with special drum effects, round out a well-selected book.

Neighbors has plenty of experience as a singer and emcee, and is a dynamo on the stand. He sings well and sells exceptionally strong. Aiding his solo work are the Three Neighbors, which includes sidemen Ralph Anthony and Loren Holding. Anthony takes the solo road on ballads with good results. Neighbors introduces each number in friendly, intimate manner, injects spirit into rumbas and novelties and works on tymbalis whenever arrangements lend themselves to special drum treatment. His infectious personality and energy find favor with customers.

The band will never start radical trends in music. On the other hand, customers will find it a good ork for dancing.
Alan Fischler.

100G SOUGHT IN SUIT
(Continued from page 16)

and Stapp, the petition filed for Mrs. Biggs by attorneys Ward Hudgins and Dick Lansden states. Stone declined any comment on the suit, while Stapp could not be reached. A spokesman for Acuff-Rose Publications said the firm merely published the song.

The court is asked to declare: (1) That Biggs is the author of the song and is entitled to all royalties under the contract between Stone and Stapp and the publishing firm; (2) that an accounting of royalties be made to determine the amount due the complainant; (3) that the publishing company file a true and correct copy of the royalty contract executed with Stone and Stapp.

Mrs. Biggs alleges that more than 3,000,000 copies of the song have been sold already.

Move Over, Bum!

PHILADELPHIA, March 4.—Toscanini will have to present his NBC symphony concert here on May 27. Originally, the network tried to book the Academy of Music for April 17, but was politely told that, Toscanini to the contrary notwithstanding, the concert hall was already booked for the evening for Spike Jones's *Musical Depreciation* presentation.

Mooney Tied To Westerns

PHILADELPHIA, March 4.—A combination of urban and rural fare will be packaged by the Jolly Joyce Agency here for touring both the provinces and big cities this spring and summer. Art Mooney's orchestra will present the modern approach, coupled with Western recording talent from the Joyce agency's stable. His contract with Joe Glaser over, Mooney will link with the Joyce agency.

The unit, fashioned for concert, show and dance, will take in theaters, auditoriums, parks and fairs for one-day to full-week stands. Touring will also take in Canada, where the Joyce agency routes many of its Western attractions. Plan is for the Mooney-Western unit to launch its tour after Mooney completes his two-to-three week chore at the Capitol Theater, New York, which starts March 16.

Success of this proposed modern and Western blend promises to open up an entirely new field of employment for the name dance bands, giving the rhythm masters the first opportunity to crack the hillbilly coin belt.

WJW Disk Jock Quits in a Huff, Gets a Surprise

CLEVELAND, March 4.—What looked like a publicity stunt by a disk jock here turned out to be real when Walter Kay, announcer for the five-times-a-week afternoon kiddie show over WJW had his resignation accepted.

The tempest began when Kay, in closing a program, deplored the fact that his 30-minute time allowance was being cut by five minutes to allow time for broadcasting race results.

When the fuss subsided the situation looked mixed. Station officials said Kay had resigned. Kay said he had mailed a letter of resignation and apology to station owner William O'Neil in Florida. According to Kay, he will consider his resignation final only when it's accepted by O'Neil. But Assistant General Manager Lawrence Webb has already accepted the resignation for O'Neil, and Kay has his final pay check.

During the five years of his acting as the kids' disk jock, Kay has built up a large library of children's recordings. These, he says, are his personal property, to use as he wishes.

The day after the outcome of the ruckus found the station still accepting phone calls for Kay, who was on the premises but not the air. Charles Hunter, program director, has announced that the spot Kay left will be occupied, beginning Monday (6), by Lady Jan, who will tell children's stories.

In announcing the change, Hunter said Kay had been offered a chance to stay if he would agree to perform his duties without editorializing, and that Kay refused.

London Takes Over "Old Shoes," "Gal"

NEW YORK, March 4.—London Records has taken over two masters from Command Records in Buffalo. The disk, which has been creating a stir in the up-State territory is the Mickey, Dee and Skinner version of *Put on an Old Pair of Shoes*, backed by *Sleepy Time Gal*.

Meanwhile Murray Seidman resigned Friday (24) from his position as manager of the Capitol Records distributing branch in Buffalo to devote full time to the Command diskery. Seidman had been with Capitol for about five years and operated the Buffalo branch from its inception.

Golf Disks Get Merch'dise Gim

NEW YORK, March 4.—London Records' projected release of the unique LP disk, *Shooting Par Golf With Sammy Snead*, will get promotional assists from several companies ordinarily alien to the disk field. The first of these is the Wilson Sporting Goods Company, whose golf equipment is endorsed by Snead. Letters will go out to several thousand Wilson retailers informing them that Wilson salesmen will call on them with a sample of the disk. The dealers are then instructed to send their orders to the local London distrib. London's album cover art work includes a Wilson golf ball.

The second tie-in is with Foot-Joy Shoes, which Snead indorses in the instruction book that accompanies the disk. Foot-Joy dealers throughout the country are to display easel-backed album displays in their windows.

Both tie-ins are for reciprocal service only, with no cash involved. The deals were set up by Snead's publicity agent, Frank Nichols, who also produced the package, and London's general manager, D. H. Toller-Bond.

Orsatti at Somers Pt. Easter

PHILADELPHIA, March 4.—An Easter season opening has been set by Arnold Orsatti for his new spot in Somers Point, N. J. Orsatti, who operates a lounge the year round here, also operated the Casino in Somers Point until last year. He dropped the Casino at the end of the season because the high-priced bands failed to pay off and instead built a smaller spot which will carry his name. New summer room will feature the smaller units with the owner now lining up a half dozen name units and small combos for thru the summer season.

One More Trade

PHILADELPHIA, March 4.—Frank Palumbo, nitery operator whose extensive holdings include fight promotions, auto agencies and other varied business interests, adds a new side line in making a bid for Tin Pan Alley fame. Trying his hand at lyric writing for the first time, Palumbo has come up with a song, *As Long As I Have You*, which he dedicated to his wife, Kippee Velez, movie starlet. Charles E. Shisler, vet local tunesmith, set the words to music and the local firm of J. W. Pepper & Sons, devoted largely to classical and school music, makes an entry in the pop field for the first time in publishing the tune.

Music Biz Feels Coal Strike Nip

NEW YORK, March 4.—The coal strike and generally strained economic conditions are beginning to show an effect on the record and music business, which for the past couple or three months has been perking at a handsome clip. Tho there has been no sharp decline, a slow but certain drop in business is beginning to be felt at manufacturer levels. The areas around Pittsburgh, Peoria, Ill., and other coal districts particularly are feeling the strike bite.

The entire Eastern territory has suffered a disk business dip. But the Midwest still holds up as the stronghold of the industry, according to key execs in the diskeries. The Eastern region has been afflicted with an incisive decline in the garment and textile trades, both of which bear the bulwark of labor's income in this territory.

Trumpis-Collar Set As Pan-Art Distrib

HOLLYWOOD, March 4.—Trumpis-Collar & Associates, consulting engineers and record press makers, will enter the disk distribution field by taking over American pressing and distribution rights for Pan-Art Records. Pan-Art, Havana firm headed by Ramon Sabat, set the deal where-by Trumpis-Collar will press the product for London Records, which in turn will distribute the Latin label thru London outlets in this country.

New firm will be called Pan-Art International and will handle the American end of the biz. Pan-Art will turn over its entire catalog to Trumpis-Collar, with the latter firm financing all pressing and handling costs in return for a slice of the profits. Distribution deal was worked out with London Prexy E. R. (Ted) Lewis and Dan Berne, London's exec veepee.

TD Picking Up Some '49'er Stuff

NEW YORK, March 4.—Tommy Dorsey's gold reserve is being augmented this week by two mementos made of the fealthy metal, in commemoration of his 15th anniversary as a stick waver. The first trophy was given Thursday (2) by Gov. Henry F. Schricker, of Indiana, on the stage of the Circle Theater in Indianapolis, where TD is playing a theater engagement.

The second presentation will be made at the annual Jackson-Jefferson Day dinner in Indianapolis tonight, when Vice-President Alben W. Barkley will hand Dorsey a solid gold donkey. Dorsey and the ork will play for the Democratic celebration between shows at the Circle.

Mpls. Carnival Denies It's On 150G-Yr. Skid

MINNEAPOLIS, March 4.—Rumors persist that the swank Club Carnival here will give up the ghost in two or three months and whittle itself down to mere saloon size in a new location.

The Carnival, which since its reopening under its present name in April, 1948, has brought in such top names as Carmen Miranda, Lena Horne, Ted Lewis, Martha Raye and Sophie Tucker, reportedly is losing upward of \$150,000 a year in its efforts to be the Copacabana of the Midwest. So insiders feel it is better to pay off the \$45,000 due on a lease which has more than two years to go, move to a new spot and operate as a drinkery.

But Ted Cook, Carnival president and manager, says it isn't so. He claims the Miranda date, just finished, (See *Mpls. Carnival Denies*, page 52)

This Kind of Yarn Comes From Flacks --And Punsters!

NEW YORK, March 4.—The song, *White Shoulders*, evidently doesn't smell right to the manufacturer of the perfume of the same name. A deal had been virtually set between London Records, Chappell Music and Evyan Parfums for a tie-in promotion. The tune, clefted by Sid Bass and Roy Jordan, was skedded for waxing by Ralph Young for London. When ready, the publisher, Chappell, planned to send copies of the disk, with a small bottle of *White Shoulders* perfume, to disk jockeys. The idea was cold-shouldered, however, when a *White Shoulders* exec read the lyric and asked the publisher to withdraw the song.

A Chappell spokesman, perplexed by the objection, pointed out that the tune actually makes no reference to perfume, and that he intends to go ahead without the special in-scentive. To clear the air further, he has turned the objection over to Chappell's legal department.

MGM Plugs Dept. Store Music Fete

NEW YORK, March 4.—MGM Records has just about captured the Festival of Music promotion at Hearn's department store. Each day, for six days, the diskery has skedded an MGM recording artist for a personal appearance in the store's record department. Artists who have hatched their disks for buyers include Art Mooney, Johnnie Johnston, Jane Harvey, Macklin Marrow, Phi. Brito and Betty Martin.

Appearances are tied in with extensive store publicity, window displays and daily newspaper advertising.

Lanson Lauded

NASHVILLE, March 4.—Snooky Lanson, singing star and disk jock over WSM here, has been honored by the city council. The civic group adopted a resolution extolling the native son for "his extraordinary and wonderful talents" and his "generous and public spirited work with the gifts the creator has so richly bestowed on him." The resolution was recently read over WSM and a network of 25 Southern stations by Ben West, Nashville vice-mayor.

PETER COTTONTAIL

(The Rabbit of Distinction)

LIKES

KEN

CARSON



TOP PRICES PAID

for RECORDS

Used, New or Surplus Stocks Write or call "Tony" Galgano



Dickens 2-7060 4142 W. Armitage, Chicago 39

THE HOTTEST COUPLE IN TOWN!

"THE THIRD MAN" (Theme)

and "LILI MARLENE"

78 RPM AND 45 RPM #470 #4720

(Zither, of Course!)

TEMPO RECORD CO. OF AMERICA

8540 Sunset Blvd., Hollywood 46, California

HIT

RECORDS!

ARE BACK!

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

MUSIC BOURNE TO LIVE



BLOSSOMS ON THE BOUGH

ANDREWS SISTERS

Decca 24822

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

"MY FOOLISH HEART"

SANTLY-JOY, INC.

1619 B'way New York 19, N. Y.

Now releasing the Voice of **JOHN HENRY TITUS** recording his original version of "THE FACE ON THE BAR ROOM FLOOR" as written 1872 10" Vinylite Record, \$1.25 Ppd. TITUS RECORDING CO. P. O. Box 1453, Grand Central Station, New York 17, N. Y.

FOR SALE COMPLETE ASSETS AND GOODWILL of PROMOTIONAL RECORD COMPANY WILL SELL ALL OR PART \$30,000 inventory for less than 1/10 value. BOX 328, THE BILLBOARD PUB. CO. 188 W Randolph St. Chicago 1, Ill.

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

"CANASTA RHUMBA" DON PABLO & Orch. Latin-American Records 15319 Vaughan Detroit 23, Mich.

CAPITAL WANTED Well established recording company desires capital to expand with a few more well known artists. We have national coverage and are doing nicely at present with one of the best records currently on the market. **BOX 504** The Billboard, 1564 Broadway, N. Y. C. 19

WANTED 10,000 new Records. Also Classical Albums. Prefer major labels. Will consider other labels. Let us know what you have, F. O. B. Boston. Also L.P.'s. **SHELDON'S RECORD CENTER** 31 Tremont St. Boston, Mass.

IT'S ALL HOPE ON N. Y. PREEM

Houses Take Dive; Crowds Flock to Para

Managers Face Stem Ills

NEW YORK, March 4.—The Bob Hope preem at the Paramount, Wednesday (1), sloughed the rest of the street. Everything was hit, the flesh-film combo houses and even the big grind theaters.

Hope took in \$19,500 for his first day. If the pace keeps up, the first week's gross should be about \$133,000, of which Hope will get \$66,000. He gets a \$50,000 guarantee plus 50 per cent of the take over \$100,000.

Against Hope the grosses at the other theaters made poor reading. The Strand took in \$2,700. The Capitol's take was \$2,900; the Roxy, \$4,000; Music Hall, \$12,000, and the Palace \$2,400. One of the worst showings on the street on Wednesday was Loew's State with its grind policy. With a marquee studded flicker, *Keys of the City*, headed by Clark Gable, the State took in a meager \$540. On the other side of the ledger the Mayfair with Disney's *Cinderella* played to \$6,200 for that day.

The picture was even more significant Wednesday (1) up to 6 p.m. Up to that hour, the Paramount had taken in \$10,268, while Loew's State had only \$200 or so in the till. The Capitol showed \$1,250; Roxy \$1,540; Music Hall, \$4,690; Palace, \$740, and the Mayfair, \$4,050.

This persistent slide in grosses is worrying the trade to distraction. Some theater ops attribute it to the free shows put on daily by various radio networks. They argue that these cuffo shows take away a potential of about 10,000 customers daily. Others argue that even if the networks were to charge, it wouldn't mean that commercial theaters would get more business. Some insist that two things are wrong with theater business today. The first is the price structure, and the second is the product.

House managers admit that more and more people approaching the box office turn away on seeing \$1.20 or more on the sign. Only in rare instances will they pay the higher tariff and then because the house is showing something they want to see.

The question of product has the entire industry gobbling aspirin. Everybody is agreed the public will pay to see a good flicker or a good combo of stagemusical and flicker. But what makes the one, or the combo, no one pretends to know.

In one effort to beat the slide, more and more presentation houses are going in for two-week bills. Even the Music Hall, which was usually good for six to eight weeks, is now on what amounts to a two-week policy. Its last show was a two-weeker. Its current show with *Stage Fright* is also a two-weeker, and the following show will also be a two-weeker, tho the Easter show is expected to hold.

Neither theater men, talent offices or bookers pretend to know where it will go, what hypo to use to check the box-office slide. But at least one thing is certain and that is there will be more work for acts as the two-week runs increase.

The new problem then, already being faced by the Palace, is where

Levenson Copyrights Act Under 2-Year-Old Law, Wants Test Case

NEW YORK, March 4.—The latest in the many efforts to protect material has been started by Sam Levenson thru an official copyright filed with the Library of Congress, copyright division.

Under Form "C," tagged *Protection of Oral Material*, in force about two years, any orator, entertainer or any other person using speech for a livelihood can register his material or speech with the Library of Congress for a charge of \$4 per script. After being accepted for registration, if any other person uses such material without authorization, such person may be stopped and sued for damages which might have accrued to the original filer, had he enjoyed free use of the material.

Levenson, now at the Latin Quarter, has hired two court reporters who sit out front to take down his whole act. Each story was then filed with the Library of Congress.

Levenson said he has already heard of some actors who have taken his stories and are using them verbatim in different spots thruout the country. "In each case I will send a stenographer to take down each word. If the material used is a copy of mine I will immediately start suit," said Levenson.

"I'm not only willing but anxious

Mpls. Carnival Denies It's On 150G-Yr. Skid

(Continued from page 51)

hit the house's second highest take, with Lena Horne holding the record. Cook declined to disclose what these figures were. He admitted biz was off, because of the Lenten season, but insisted the Carnival does its best in spring and summer anyhow. He admitted there was some discussion of modifying the entertainment policy by scaling down the high price acts to a more moderate level.

The Delta Rhythm Boys are in now, with Martha Raye set for a return engagement, starting March 9. She will be followed March 23 by the Mills Brothers and on April 6 by Peggy Lee, who will be in for three weeks. Mel Torme and Jean Carroll are booked for a two-weeker starting April 27. Cook said Tony Martin and Peter Lind Hayes still owe him dates which he hopes will be fulfilled in May or June. As another indication on his part that the folding story is sheer rumor, Cook pointed out that he just applied for a renewal of the Carnival's liquor license. However, under a Minneapolis ordinance such a license is not transferrable. A Minneapolis alderman representing the ward in which the Carnival would move has indicated he has been approached on the subject.

to get the attractions or even the standard acts to fill out a show. Money, everybody agrees, is still too high for the run-of-the-mill act. This, however, is coming down as less and less demand occurs for the non-marquee performers.

It is only when a Bob Hope comes along that the money is there. But theater men and other buyers are perfectly willing to put it on the line if the attraction does business.

to start a test case," added Levenson. "I don't want to hurt the small actor. But I will fight the big guys who think because they're names they can steal whatever they like and get away with it."

Levenson was asked what happened if a person using material can claim prior use. The comedian, quoting his attorney, Mervin Rosenman, said that he had been informed that, according to copyright law, prior use had no standing where a copyright was on file. The holder of the copyright was assumed to have sole right despite any claims to the contrary.

Waiters Want Tips To Count For S. Security

WASHINGTON, March 4.—Representatives of hotel and nitery workers are trying to get the Senate Finance Committee to write into the Social Security bill a provision to count tips as income, while hotel employers are opposing the move.

If the committee should insert such a provision, both employers of workers whose chief income comes from tips and the employees would pay substantially higher pay-roll taxes. Old-age benefit for such workers would be increased accordingly.

According to the Internal Revenue Bureau, tips can be included as income under the present law if the worker reports the total to his boss. As passed by the House, the Social Security amendments embodied in HR 6000 leave the question untouched.

The first version of HR 6000, introduced in the House before the Ways and Means Committee started hearings, specified that "gratuities" were to be included as income. The committee, however, eliminated this section from the approved bill.

In testimony unfolded before the Finance Committee in its current hearings, Charles Sands, head of the Hotel, Restaurant and Bartenders' Union, claimed that unless tips were counted in, workers whose income was mainly tips would get insufficient benefits when they retired. On the other hand, Daniel O'Brien, American Hotel Association (AHA) veepee, said such a step was impractical since employers were unable to arrive at an accurate estimate of employee tips.

Jack Lynch Quits Philly Casino; To Acquire Own Room

PHILADELPHIA, March 4.—Jack Lynch, pioneer nitery operator in town, has resigned as manager of the Latin Casino, top midtown nitery operated by Harry Steinman. Lynch, who formerly operated his own rooms in the Adelphia and Walton hotels here, was brought in as manager of the Latin Casino several years ago.

First to present production floor shows and names in this town, he is negotiating for a midtown room of his own.

AGVA Group Okays Zone Rule for TV

Members Vote March 13

(Continued from page 3)

other stations on the hook-up have to pay at least the minimum for that area, which is also to be established.

All kinescope showings, wherever and how many times shown, will also be paid for on the same basis as originating shows. All of these were proposed and accepted to cover only the minimum salaried performers. The important acts, it was felt, could make their own deals, tho in no case could these be made for less than minimum scales. This latest program will be thrown out to the general membership of the Associated Actors and Artistes of America at a meeting to be held at the Astor Hotel March 13.

If the zoning principle is accepted, George Heller, executive secretary of the newly formed Television Authority (TVA), will be called upon to codify the terms, put it in the form of a contract and start negotiations with the networks.

It was stressed that speed was important because of a possibility that the Screen Actors' Guild (SAG) might step into the picture before the TVA could agree on terms and conditions.

La Pickens Sets New Act Preem

NEW YORK, March 4.—Jane Pickens, who has been doing a single since the break-up of the old sister act, will break in a completely new act in Detroit April 10.

The new format will use six boy singers in a new act prepared and rehearsed especially for cafes. It will be directed by Bert Shevelove, with the choreography by Ray Harrison.

The first date for the new Jane Pickens act will be at the Detroit Athletic Club. Then there'll be a week at the Providence-Biltmore, Providence, starting April 19, followed by the Copley-Plaza, Boston, April 26 and the Waldorf-Astoria, May 11.

Simpson's First '50 Unit Opens March 22 At Leamington, Ont.

DETROIT, March 4.—The first 1950 unit for Hugh Simpson, of H. W. Simpson Entertainment Bureau, Windsor, Ont., will open March 22 at the Capitol Theater in Leamington, Ont., under auspices of the Junior Chamber of Commerce. The show is slated to play about eight weeks of two and three-day stands in Ontario towns, using auditoriums and other locations as available, under local auspices in each case. Second date is in Windsor at the Walkerville Collegiate Auditorium, under auspices of the Air Force Club, and the next at Chatham for the United Auto Workers.

Simpson has been building live show business in neglected territory for three or four years. Three years ago he opened in the Canadian territory with *Funzapoppin*, claiming priority (See *Simpson Unit Opens*, page 55)

Jim Crow Test In D. C. Watched By Night Spots

WASHINGTON, March 4.—A court test of an ancient anti-Jim Crow law applying to niteries and restaurants will be decided next month in the wake of a case filed by D. C. authorities this week against John R. Thompson Company, operator of a string of cafeterias.

The legislation which was enacted in 1872 bars segregation in D. C. eating places. Since all night clubs and bars are required to serve food, the law refers equally to them if held valid. The local restaurant association has advised its members to pay no attention to the law, which it claims, was repealed by later statutes.

BLUE ANGEL, NEW YORK

(Continued from page 53)
show running well, mixing variety with comedy and vocal effects.

Portia Nelson drum-thumped as Jane Russell's protegee, showed a rich voice, high and clear in the upper register and strangely moving in the low and middle registers. Working easily in a contrived slouched position, elbow on piano, Miss Nelson, a big-featured gal using no make-up and wearing a black turtle-neck gown, made an impression on voice. She opened with a standard, then went into A. A. Houseman's *When I Was One and Twenty*, an unusual bit for a cafe routine, and finished with an old Noel Coward song, *Experiment*. The gal has possibilities but will need plenty of help from here on in to keep working.

Mickey Deams, out of *Alive and Kicking*, showed a style more suitable for the more heavily commercial cafes than the Blue Angel. He works like many other comics, tho he's fresh and good looking. Some of his material is good; some can be dropped. It's not chi-chi enough for this room.

Imogene Coca came in with one new routine, a funny thing based on a rib of the longhair singers, tho she needs a better finish for it. The rest of her act was a reprise of her standard material, the Clara Bow, Pola Negri and Spitalny things. But old or not, it still got the laughs and the equally big hands. *Bill Smith.*

SIMPSON UNIT OPENS

(Continued from page 52)
ority to the Olsen and Johnson use of the title, and last year was able to put two units on the road for about eight weeks each during the indoor season—*Hit the Roof and Bottoms Up*.

The present *Just for Fun* unit includes 10 acts to play the entire "circuit." Already booked are Karrel Fox, the "King of Korn"; Dess Davy, emcee; Orlando Bracci, accordionist; Jay Furby, hand balance; Murray Foreman, tenor; Doreen Clayton, soprano; Mary May DeMerce, acrobatic contortionist, and Cliff Oldroyd, slack wire, with the others being filled in.

IN PHILADELPHIA, PA.
CLINTON HOTEL 10th BELOW SPRUCE
200 OUTSIDE ROOMS FROM \$2 DAILY
SPECIAL WEEKLY RATES
HOUSEKEEPING APARTMENTS
New Tile Baths
Beautiful Air Conditioned Cocktail Lounge
WALKING DISTANCE OF ALL THEATRES

COMICS, MC's, ENTERTAINERS, Etc.
BE FUNNY FOR LESS MONEY!

Send only \$5 for 3 complete gagfiles containing the latest, funniest and original gags on all topics, plus 5 great new monologs, plus 3 dialogs, plus 6 parodies, plus 2 skits. NOTE: See our terrific writeup in American magazine, current March issue.

LAUGHS UNLIMITED
276 W. 43rd St. New York City
LO 4-5943
We write special material, songs, etc., to order. Reasonable prices. Send for new price list.

Who Takes the Rap for Bad Stem? B. O. Slumps to 328G

NEW YORK, March 4.—The sorry picture of dwindling grosses was again repeated in the over-all takes of the combo Stem houses last week which showed \$328,000 against the previous week's \$361,000. Part of the decline is attributed to the brown-out. The other part is blamed on all sorts of things, including Lent, the weather and high prices.

Radio City Music Hall (6,200 seats; average \$128,000) opened to a bad \$115,000 for its tee-off with Vic and Adio, Lee Marx and *Stage Fright*. Roxy (6,000 seats; average \$76,000) exited with \$50,000 for its second and final week with Allan Jones, Jane and Betty Kean and *When Willie Comes Marching Home*. It opened to \$85,000. The new bill has Beatrice Kay, Buck and Bubbles and *Mother Didn't Tell Me*.

Capitol (4,627 seats; average \$56,000) took in \$61,000 for its ope...

with Blue Barron ork, Benny Fields, Gene Sheldon and *Malaya*.

Paramount (3,654 seats; average \$71,000) finished its two-weeker with \$50,000 for Johnnie Johnston, Li Romay, Boyd Paeburn and *Paid in Full*. It opened to \$59,000. The new bill (reviewed this issue) has Bob Hope, Jane Russell, Les Brown's ork and *Captain China*.

Strand (2,700 seats; average \$49,000) counted \$35,000 for its second week with the Latin Quarter show, Joey Bishop and *Chain Lightning* after a preem of \$55,000.

Palace (1,700 seats; average \$17,000) brought it up to \$17,000 for an eight-day week with Slim Timblin, the Marvellos, six other acts and *Father Is a Bachelor*, against the previous week's \$12,000 for a six-day week. The new bill (reviewed this issue) has Chris Cross, seven other acts and *Dakota Lil*.

IN SHORT

New York:

Charles Trenet is set for the Blue Angel, March 28. . . . Jim Wallace writes from Miami that business "is so bad around Miami that the 10 percenters have all become 20 percenters." . . . Most of the big offices are full of rumors about firings, resignations and switches. . . . Monte Proser's deal for that new cafe has apparently hit a clinker. . . . Janet Blair is readying a suit against the Blackburn Twins over the act they're now doing with Martha Stewart.

Pittsburgh:

The Deuces Wild, now playing at the Midway Lounge, formerly the Carnival Lounge, were faced with a two weeks' notice for the first time in their three years of existence. Al Nobel, who combines his disk jockey work with radio and nitery emcee work, got all the disk jockeys in town together and for a whole week they plugged the boys over the air, which put the Midway back in business and the boys off notice. . . . Bela Lugosi broke in his new night club act at the Copa. He used comedienne Tiny Sinclair in his act and after his Dracula the two worked to good results in a nine-minute comedy stint. . . . Ralph Harrison blew over \$2,500 in his promotion of a Charles Laughton appearance at the Syria Mosque. Nine hundred turned out for the two shows despite complete coverage of schools, churches and universities plus a \$1,000 newspaper bill. . . . Promotor Don D'Carlo has set-up headquarters in the Lincoln Building for his 1950 edition of his Junior Miss American Pageant.

Hollywood:

Roy Mack, stage and screen producer, has been inked to select cast of "Red, White, and Blue," all-veteran legit revue being sponsored by National American Legion. . . . Trenier Twins will make their motion pic bow in a Will Cowan musical to be produced by Universal International and featuring thrush Sarah Vaughan. . . . Film singer Mario Lanza will embark on a personal tour in March, playing concert dates in Honolulu. . . . Singer Clark Dennis, last with GAC, has been taken under MCA's management wings. . . . August Tozzi, former talent buyer for the Ambassador Hotel's Coconut Grove, has joined the Lou Irwin agency. . . . Los Angeles Million-Dollar Theater reopened March 1 with Duke Ellington, who is in for a straight 50-50 split of the house. . . . Guadalajara Trio will do a musical stint in the new Paramount pic, "My Friend Irma Goes West."

Arthur Silber, president of the California Theatrical Agents' Association, is negotiating a deal for members, sub-agents and employees to launch a group insurance and hospitalization program. Included would be a \$4,000 life insurance policy, full hospital and medical benefits. . . . Dorothy Dandridge, recently back from a long string of engagements in Europe, will do a series of bookings in the Northwest. . . . Biltmore Rendezvous, lush daytime nitery located in the Biltmore Hotel, goes back to an act policy after attempting to operate on a cocktail-combo basis. Spot uses Class A acts doing only noon-hour show. . . . Will Mastin Trio with Sammy Davis Jr. into New York's Capitol Theater March 3 at \$950 per stanza. Davis has recently completed his 17th record for Capitol.

Here and There:

Ex-football player Nick Campofreda has become a partner with Tom Shaw, Moe Levy and Lou Baumel in the operation of the Club Charles, Baltimore. Now a sportscaster over WAAM, he will serve as club host and emcee the floorshows.

Spencer Directed To File Contracts With Cincy AGVA

CINCINNATI, March 4.—Bob Edwards, national branch manager of the American Guild of Variety Artists, with headquarters here, today denied that he had filed the charges against Joe Spencer, Indianapolis booker, as reported in last week's issue of *The Billboard*.

"The charges against the Spencer

Agency were made by the advisory board of the Cincinnati AGVA branch, and not by me," Edwards said. "Also, in the decision handed down by the AGVA arbitration board, Spencer was directed to file contracts for all engagements with the AGVA office in Cincinnati. This is a precedent and the first time that Artists Representatives' Association (ARA) or any agency association has agreed to do this."

COMEDY MATERIAL

For All Branches of Theatricals

FUN-MASTER

"THE ORIGINAL SHOW-BIZ GAG FILE"

Nos. 1 thru 35 @ \$1.00 each
(Order in sequence only)
SPECIAL—FIRST 13 FILES FOR \$10
ALL 35 FILES FOR \$30

- 3 BKS. PARODIES, per book \$10
- All 3 different books for \$25—
- MINSTREL BUDGET \$25
- "HUMOR-DOR for EMCEES" \$25
- 4 BLACKOUT BOOKS, each book \$25
- All 4 different volumes for \$85—
- "HOW TO MASTER THE CEREMONIES" (reissue), per copy \$2
- No C. O. D.'s

PAULA SMITH
200 W. 5th St., Dept. B, N. Y. C. 19



IT'S THE SAME OLD SHILLELAGH

But it is just what you need to CELEBRATE PADDY'S DAY.

IRISH TENORS, IRISH COMEDIANS, put your number over with a real shillelagh. IMPORTED FROM IRELAND, with a notarized statement to prove it; made of real Blackhorn.

Two sizes:
\$7.50 and \$10.00 each.
Limited quantity—order at once.

LESTER, LTD.
14 W. Lake St., Chicago

ROOMS WITH BATH REASONABLE RATES

MINN & CARLE

Hotels

COAST TO COAST

DANCE TAG

Non-Transferable

FITS THROUGH THE BUTTON HOLE • IT THEN IS LOCKED SECURELY... CANNOT BE PASSED TO ANOTHER WITHOUT DESTROYING IT - ASSORTED COLORS - SAMPLE & PRICES UPON REQUEST

LEATHER'S PATENTED NON-TRANSFERABLE DANCE TAG ILLUSTRATION HALF SIZE

WESTERN BADGE & NOVELTY CO. DEPT. D
402 N. EXCHANGE ST. • ST. PAUL 2, MINN.

4...

good reasons

See page 72

SENSATIONAL SONG PARODIES

Original material, written by an established writer who specializes in good, solid nite club parodies. Over 150 to select from. Different situations, socko and funny endings. Current and standard tunes. Can be used anywhere. Free lists on request.

MANNY GORDON
819 W. North Ave. Milwaukee 5, Wis.

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
12 W. 72d Street NEW YORK, N. Y.

Mayor Accepts N. Y. Legit Ticket Code's Stiff Reforms

NEW YORK, March 4.—Mayor O'Dwyer accepted in full Wednesday (1) the recommendations of his advisory committee on the theater, which has been debating local legit ticket gouging reforms since last September. The committee's report calls for direct policing of legit ticket sales by the city's license department and a summary suspension or revocation of licenses for violations either by brokers or theater licensees. The new regulations, which are in essence stiff amendments to the old theater code of the League of New York Theaters (LNYT), go into effect immediately.

Code Revisions

The new set-up obviously bans all resale charges by brokers above the 75-cent premium allowed by law as in the past, but it likewise puts real bite into the enforcement of the code by demanding written records of all transactions on the part of both the broker and the theater b. o. As in the past, brokers are forbidden to steer customers from b. o. windows or to sell in or about theater lobbies, nor shall they dig for resales via buys by representatives at the said windows. However, there are half a dozen new provisions which will further tie the hands of any reseller with an eye on a scalping dollar: (1) In the event that there is no satisfactory explanation for a too consistent flow of ticket exchanges in one direction between two brokers, the license commissioner can limit such brokers to exchange for filling only bona fide orders; (2) all tickets in a broker's possession for resale must carry the printed b. o. tariff plus an endorsement by the theater operator, indicating the total premium price (75 cents plus federal tax); no broker can require a customer to buy seats for a second show in order to get tickets for the one he wants; (3) tickets expressly forbidding resale cannot be offered directly or indirectly for resale, unless such restrictions are modified by the theater operator; (4) a separate record must be kept of all charge accounts, giving name and address of each customer, names of theaters, dates of performances and the number and full sales price of the tickets sold for each; (5) bills sent to such customers must contain similar full information, and a duplicate retained by the broker for at least one year.

Prohibitions

For theater operators, new amendments to the substance of the LNYT code prohibit: (1) The sale or consignment of tickets to any New York broker not licensed by the commissioner of licenses; (2) the delivery of tickets to b.-o. window customers on the order, telephoned, written or otherwise, of a licensed broker, without an indelibly stamped indication by the theater that the tickets were sold on a broker's order. Otherwise, regulations pertaining to theater operators remain substantially as before. They will be compelled, of course, to keep the license commissioner informed as to the number and locations of tickets allotted to brokers and maintain accurate weekly records of the number of all tickets sold, consigned or distributed to every licensed broker. No operator shall pay a fee or bonus to a broker for selling or dealing in his tickets, and no operator or his employee shall accept any commission or gratuity from a broker on the basis of the number of tickets sold or furnished him. Nor shall any operator require a broker to buy tickets for any production in order to obtain them for another.

Penalties

As stated above, a violation of any rule of the new code will be a sufficient cause for departmental action. However, neither broker nor operator will be held responsible for the acts of an employee, unless such a violation is proved to have been committed with his "knowledge, consent, connivance or advice."

Chairman James Sauter this week described the committee's recommendations as a tremendous step toward the protection of the ticket-buying public and cure of a situation which has increasingly hurt legit show business. "It is a stiff code," he admitted, "and it puts real teeth in what has been a more or less unenforceable gentleman's agreement. Now everything for brokers and operators alike will be a matter of written record. There can be no excuse for not producing data, when called for by the license department." License Commissioner Edward T. McCaffery said this week that he would apply to the budget director, if necessary, for additional inspectors for enforcement of the new regulations. Commissioner of Investigation James H. Sheils announced that his office would continue its check-ups on agencies and theaters to insure the code's effectiveness.

Library Theater Review

DESIGN FOR LIVING

(Opened Friday, February 24)

LENOX HILL PLAYHOUSE

A comedy by Noel Coward. Directed by Derrick Lynn-Thomas. Settings by Sheldon Thompson. Production manager, Robert Wylie. Production stage manager, A. Redman Walk. Stage manager, Georgette Heine. Presented by the Equity Library Theater.

Gilda Joan Webster
Ernest Harold Webster
Otto Chester Stratton
Leo Derrick Lynn-Thomas
Miss Hodge Phoebe McKay
Birbeck Frank Reynolds
Henry Barton Stone
Helen Maxine Shottland
Grace Pauline deCrocker
Matthew Larri Lauria

Time has not dulled the wit a whit in Noel Coward's *Design for Living*, as the Equity Library Theater (ELT) proves with a superlative production.

Design's intricate pattern of three people helplessly in love and taking turnabout is flecked with brilliant (See *Design for Living* on opp. page)

Sides and Asides

"Heart of Matter" Postponed Till Fall After Hub Test

The great expectations of "The Heart of the Matter," a drama by Graham Greene and Basil Dean, based on Greene's novel of the same title, were not fulfilled at its Boston world premiere Friday (24). The play got a lukewarm reception from the local reviewers, and the amount of rewriting indicated moved producers Richard Rodgers and Oscar Hammerstein to close the play Saturday (4) a week ahead of schedule, and to cancel the intended Broadway opening. They have announced that they hope to present the play in New York next fall.

ANTA Angles for Lease of D. C. Strand

With plenty of details apparently still blocking the consummation of a lease of Washington's Belasco Theater from the government, the American National Theater & Academy (ANTA) has meanwhile put in a bid for the Strand, a pic house owned by Marcus Notes. The deal to lease the 2,000-seater calls for 100G, and ANTA and the Committee of Theatrical Producers (CTP), which has come to its aid, have already pledged \$65,000 of the total. Since no one seems prepared to say how soon the Belasco can be taken over, the new deal is thought an excellent interim move. The theater, of course, would be run on a non-segregation basis.

Walston Inked for "Pacific" Road Company

Ray Walston, currently of "The Rat Race," which shuttered Saturday (4) at the Barrymore, has been signed for the national "South Pacific" company. Walston will play the tattooed Seabee created by Myron McCormick of the new troupe.

City Center Set Till '55; Evans Due Back

With its lease by New York City renewed for another five years, City Center is already laying out a 1950-1951 schedule. It appears that Maurice Evans will again present the New York City Theater Company for a six-week winter and spring span of three plays each. The City Center's own troupes of songbirds and balleters will also have their usual slots in the new season's set-up.

La Clarke Steps Into Stem "Detective" Fem Lead

Lydia Clarke, who has been on the road with the recently closed "Detective Story," has been signed to take over the fem lead slot in the New York company. She replaces Anne Burr, currently hospitalized with an attack of jaundice. Miss Burr has been out of the cast for two weeks, and a spokesman states that "Detective" management is doubtful that she will return. The actress has been in an extremely run-down condition for some months, he said, and it is likely that her doctors will prescribe a long rest after she leaves Beth Israel Hospital.

600 at Equity Session To Pick Nominators

Six hundred members turned out Friday (3) for Equity's third quarterly meeting at the Hotel Astor. On top of the agenda was the selection of six members to serve with three council representatives, Dennis King, Barbara Robbins and Loring Smith, on the nominating committee for the regular ticket to be submitted to membership at the annual meeting in June. Results of Friday's balloting will be known some time this week. Among other important resolutions, such as an indorsement of a revival of the annual "Equity Ball" and a recommendation that council members, absenting themselves from seven successive council meetings without just cause, be asked to resign. Membership asked its governing body to suggest that the Associated Actors and Artistes of America approach the city for the use of the City Center as a headquarters for all theatrical unions, and that it be done on a rental or purchase basis. Since the city has just renewed a five-year lease with the temple's present occupants, the motion seems somewhat belated.

Penn, Halpern Plan Silo Musicals Under Canvas

Robert Penn and Mortie Halpern will open a 12-week silo season June 16 at Somers, N. Y. The project is called the Westchester Musical Fair and calls for operetta presentations under canvas—evidently a similar operation to the musical circus pioneered in Lambertville, N. J., last summer by St. John Terrell. The opener skeds a revival of the Maxwell Anderson-Kurt Weill musical, "Knickerbocker Holiday." Subsequent weekly bills already set are "On the Town," "The Merry Widow" and "The Chocolate Soldier." Burl Ives, Susanna Foster and Wilbur Evans are already on the list of guest artists. Felix Brentano will be in charge of the staging chores.

"Disciple's" Better Than Ever After Move to Stem

NEW YORK, March 4.—The Devil's Disciple just goes to show that art for art's sake occasionally does pay off. A group of top-flight actors work for peanuts in a pop-priced revival of Shaw's 50-year-old comedy-melo for two weeks at the City Center—and break all legit b.o. records there. Now their production has moved, practically intact, to the stage of the Royal Theater—an entrant in the Stem season's commercial sweepstakes at regular Broadway tariffs—and worth it all.

As *The Billboard* reported on its January "preem" night at the City Center, *Disciple* proved that the maestro's 50-year-old vintages keep their flavor, that Margaret Webster's revision of the original three-act script into two stanzas added to its emphasis and playing speed, and that the company's four-star cast was excellent, with every supporting role solidly filled. It can now be reported that in more intimate surroundings—in a house about a third the size of the City Center—and with excellent acoustics, matters are better than ever. It is also obvious that such a troupe, after three-weeks of playing together, has shaken out any small kinks, and Miss Webster has been able to point-up every scene with gratifying results. The commercial sum-up is sharpened performances, slick comedy timing and over-all vast good fun. Messrs. Aldrich, Myers and Fleischman are to be congratulated on their canniness in sponsoring the revival's Stem move. *Disciple* blooms in its new showcase.

Cast Top-Flight

Maurice Evans is in his best form as the young reprobate. Dick Dudgeon, who prides himself on unregeneracy, is a confirmed moralist at heart. Victor Jory is excellent as the minister who finds a patriot's uniform fits him better than a preacher's coat, and Marsha Hunt brings great charm to one of Shaw's (as usual) more-or-less-confused heroines. But of the four co-stars, it is still Dennis King who practically steals the last half of the show with a really wonderful, rib-tickling portrait of General "Gentleman Johnny" Burgoyne. King was pretty fine on the revival's opening night, but repeated playing has sharpened his timing to practical perfection, not a point or laugh is lost from an entrance to an exit. Burgoyne is his dish, and the best thing he has (See *Disciple's Better* on page 58)

ROUTES Dramatic and Musical

Ballet de Paris (Blackstone) Chicago.
Blackstone (Erlanger) Chicago.
Ballet Theater (Home) Oklahoma City, 10.
Brigadoon (Lyric) Allentown, Pa., 8; (Rajah) Reading 9-11.
Ballet Russe de Monte Carlo (Royal Alexandra) Toronto.
Consul, The (Shubert) Philadelphia.
Death of a Salesman (Nixon) Pittsburgh.
Diamond Lil, with Mae West (Hartman) Columbus, O., 6-8; (Taft) Cincinnati 9-11.
Great To Be Alive (Forrest) Philadelphia.
Hayes, Helen (Shubert) New Haven, Conn.
Harvey (Auditorium) Topeka, Kan., 8; (Music Hall) Kansas City, Mo., 9-12.
Heart of the Matter (Wilbur) Boston.
Inside U. S. A. (Metropolitan) Providence.
R. I., 6-8; (Bushnell Aud.) Hartford, Conn., 9-11.
Jones, Spike (Great Northern) Chicago.
Kiss Me, Kate (Shubert) Chicago.
Lend an Ear (Shubert) Boston.
Mr. Roberts (Colonial) Boston.
Man Who Came to Dinner (Curran) San Francisco.
Mad Woman of Chailot (Cass) Detroit.
Oklahoma (Majestic) Wichita Falls, Tex., 8-9; (Majestic) Fort Worth 11.
Philadelphia Story (Biltmore) Los Angeles.
Private Lives, with Tallulah Bankhead (Locust St.) Philadelphia.
Street Car Named Desire (Plymouth) Boston.
Street Car Named Desire (Lyceum) Minneapolis.
Silver Whistle (Walnut St.) Philadelphia.
That Lady, with Katharine Cornell (American) St. Louis.

Brunk Set for Texas Debut; Repsters Make Home on Coast

INGLEWOOD, Calif., March 4.—Only final preparations remain to be worked out for Brunk's Comedian's opening early in April in the Texas Panhandle, Henry L. Brunk, owner-operator, said here this week. The Brunks spent the winter here with their son-in-law and daughter, Mr. and Mrs. Robert Glahn, and their grandson, who make their home in this city.

The Brunks motored to San Diego over the week-end to visit with Monte Montrose, who was visiting his sister there. They also visited with Mr. and Mrs. Pat Patterson, who make their home in San Diego, where Pat is employed by the navy as an electrician.

Many former rep and tab show performers are making their homes on the West Coast. Jimmie Fairfax and wife, Jessie Adams, are working in films. Ted and Marie North and son, Michael, are in Los Angeles, where Ted is doing pic work. Ralph Moody and family are headquartering in

Clifton Laments Minstrel Death; Praises Arnam

CINCINNATI, March 4. — Harry (Slipfoot) Clifton, veteran blackface comic writing in a recent issue of *The Syracuse Post-Standard*, pointed out that the death knell for minstrels sounded some 15 years ago when it passed from the theatrical scene never to return to its one-time professional prominence as America's most popular entertainment.

Syracuse, says Clifton, was the home of the last professional minstrel show ever to take to the road. John Van Arnam, who at that time made the city his home, owned the show and on Christmas Day, 1934, his Honey Boy Minstrels opened a three-day engagement at Keith's Paramount Theater, formerly the Temple, Clifton recalls.

That date, says Clifton, was to mark the last appearance of a professional minstrel in that city. Clifton traveled with Van for several seasons and it so happened that he was a member of this company on its farewell tour. Clifton says that although none of the members realized what the future held, the show became a problem as the season wore on. Minstrelsy, he said, was slipping although the company didn't have many layoffs because Van Arnam played a few dates when a layoff would have been preferable, especially to Van.

"On the night of March 14, 1935," Clifton wrote, "the curtain hit the floor in Sussex, N. J., for the last time, closing the season, the shortest one I could ever recall with the show. That's the night that we, without knowing it, saw minstrelsy make its farewell exit from the professional theater forever. A feature of the show was Van's railroad car, named the Betty Jane after his two little daughters, Betty and Jane, and he was almost as proud of it as he was of the show."

"What was our home for many seasons, the Betty Jane, is spending her final days on an obscure railroad siding in Syracuse. I'd much prefer to remember the Betty Jane when she was a young lady, all painted and lovely in those good, old trouping days when minstrelsy was in flower."

Bonham Gets Drive-In

BONHAM, Tex., March 4.—H. S. Cole, owner of the Bonham Theaters, said here this week that work will start March 15 on a drive-in theater two and a half miles west of this city on Highway 82. Cole said the new drive-in will accommodate 306 cars.

Los Angeles, where Ralph is doing radio work.

Others residing in the City of the Angels are Gene and Mary Mathews, who were with the Jewel-Harris show. Gene is studying and working around dramatic shows. Joe Applegate is with the Clyde Beatty Circus. Morey and Ruth Grossman, who once worked for Toby Gunn, are making their home here. He's in the photography business.

Cliff and Bunny Oleson have just returned from Washington and Oregon with their puppet act. Billy Baucorn is doing publicity work and has his family installed here. Jack and Lee Ford have made the West Coast their home for a number of years. Jack is an auctioneer and doing well. Ferris Taylor, brother of Glenn Taylor, of the old Taylor Stock Company, is in pictures. Dee Dee Forrester is doing his piano and singing turn in Los Angeles night clubs.

Don Lasley, last season with the Neil Schaffner Players, is vacationing here with his family. Erby Wilson is working in dramatic and tab shows here. Bill Swanson, who has had a number of shows on the road, is making his home at Mailbu Beach. Bob Brewer is visiting here and waiting for the season to open. Miley Thomas, Bill Godair and Hank Givens are operating their own businesses in this sector. Glenn Harrison has his play bureau located here.

Connecticut Operators Seek Drive-In Application Okays

HARTFORD, Conn., March 4.—Applications for permission to build outdoor motion picture theaters have been filed with State Police Commissioner Edward J. Hickey by Louis C. Consolini, North Canaan, Conn., and Vincent Youmatz, Torrington, Conn. Youmatz's application asked for authority to construct a drive-in in Torrington, Conn., while Consolini's application requested permission to build a drive-in theater on property known as the Canaan Airport, North Canaan, Conn.

Youmatz at one time was associated with the Peoples' Forest Drive-In Theater, near here.

A certificate of organization was filed with Connecticut's secretary of state here, for the new J. M. Wolcott Skyline Drive-In Theater Company, Wolcott, Conn. Certificates listed the amount paid in cash at \$18,000. President is Michael DiFlorio, Wolcott, Conn.; vice-president, Gerald Goldbert, Hartford, and secretary-treasurer, Rhoda D. Marcus, West Hartford, Conn. The officers also are the firm's directors.

A public hearing on the petition for permission to construct an open air theater on Route 6A at Byam Road, Cheshire, Conn., was held by State Police Commissioner Edward J. Hickey here last week, with no decision on the petition announced by the Commissioner following the hearing.

A number of persons, including property owners, who object to granting the petition, attended the hearing. One witness in favor of the petition, Daniel Farrington Jr., declared that regardless of whether a theater would depreciate surrounding property values, the site would eventually be put to commercial use. John Horan, owner of the property on which the proposed drive-in would be erected, also appeared at the hearing.

Construction of a 900-car capacity outdoor motion picture theater at Braintree, Mass., has been launched by the Rifkin Theaters Circuit, which operates a number of film theaters thruout Massachusetts. The circuit

Observation Points the Way To School-Show Showmanship

By Doug Couden

IN A recent effort on school shows I attempted to bring out the idea of having some other experienced performers catch your show from out front to check errors in presentation. There will be errors in your showmanship. We have found them in ours. The reason is that one or two-person shows have no directors to check the faults. So it's logical to believe that the school showman will go on and on making the same mistakes if he has no one to observe them.

My next idea is for the school performer to catch as many other school shows as possible. Here is another good way to learn what not to do. It also points the way to good showmanship since all school shows present something out of the ordinary in their efforts to entertain.

In catching other shows we have had the pleasure of observing clever methods of utilizing the fundamentals of showmanship. These are, as previously pointed out, wardrobe, lighting, music and advertising. Let us assume that the school showman is not a showman at all, in the true sense of the word, if he does not include these necessary appeals in his unit. Although some school shows don't use music at all, we saw one show which used none of the essentials. This show had a fine variety of acts suitable for school children and the offering would have had tremendous

appeal if a little thought had been given to its presentation.

Don't Spread Turn

One weakness in many school shows is that a performer invades the school field and attempts to stretch his act into a 45-minute to an hour show. With the exception of a magic turn where there is enough variety of tricks to hold the interest thruout the longer period, it can't be done. Generally, tho, one type of act becomes boring to the youngsters after about 15 or 20 minutes. Teachers will tell you the same thing. They can't hold the interest of pupils in the lower grades for very long on any one particular subject. School performers face the same problem. The answer is variety.

Sad to relate, those who need prodding in their corny hit and miss methods of doing a show, don't read the trade papers. Neither do they use publicity in any form. It is these obscure performers in the business who should be approached in some way to show them the error of their ways.

Why couldn't we go back and see these performers after a show and tell them something like this: "I enjoy your show but wouldn't it be better to place your props on a table so that you wouldn't have to bend over with your back to the audience to pick them up?" Or, "We find that it is more effective to turn on the footlights than to open the curtain when the show is to start rather than to just leave the curtain open, while the children are coming into the auditorium?"

Or, "Instead of the out-moded preview, wouldn't it be more professional to invest something in an advertising card with some cuts?" Or, "Instead of a two-minute stage wait, couldn't you re-routine your show, leaving no unnecessary gaps in the shows?" Or, "Why not leave the educational angle to the teachers and not murder the English language by trying to invade the educator's field, especially when working to high school audiences?"

Many other glaring faults are to be found in school offerings. We've made some bad ones ourselves and are willing to be criticized for the betterment of our show. None of us are perfect, especially those of us who take on the big job of presenting a show which, in other branches of the business, consists of a number of performers instead of just one or two.

It's no mean task and the chance for error is much greater than that of the performer doing just a short act.

Evansville Group Elects Peel Head Of Minstrel Assn.

EVANSVILLE, Ind., March 4.—Officers of the recently organized American Minstrel Association of Burnt Cork Artists with headquarters here include Lynn Peel, first part; Harry Rogers, olio, and Skeets Mayo, after-piece.

Org's membership consists of old-time minstrel men, with the current total about 100. Association plans to contact all minstrel oldsters and its first objective will be to hold a reunion in a centrally located city.

Grant's Revue Unit Okay at Ga. Stands

ATLANTA, March 4. — Bobby Grant's *Stars Over Harlem* revue has been playing night club and theater dates in this area to successful returns.

Unit moved into Club Rio here following a good engagement at the Princess Theater, La Grange, Ga. Allen Roger is advance agent.

expects to have the drive-in ready for a May 1 opening.

Samuel Rosen, partner in the Lockwood-Gordon-Rosen Theaters, which operate standard and drive-in theaters in Connecticut, has returned from a Southern vacation.

Gadsden, Rome Dates Winners For Brasfield

GADSDEN, Ala., March 4.—Brasfield's Comedians, under management of Boob Brasfield, chalked up a winning engagement here after moving in from a click run in Rome, Ga., Trixie Maskew said this week.

In addition to Brasfield, line-up includes Johnny and Connie Spalding, Octavia and Otis Arnold, Jeanne and Ray Mavis, Trixie Maskew, Sybel Batts and Bob Fisher. The cast will join Bisbee Comedians tent show for the summer.

Video Visual Corporation has televised the show's performance and the film is used on the screen later. It has proven a good advertising feature. Unit played 10 *Nights in a Bar Room* to 3,200 at the Gadsden Theater February 26. Russell Parham, says Miss Maskew, was sent in from Nashville to handle the local theater, and proved a great help in putting the show over.

Rod Brasfield opened with the show but a bout with laryngitis sent him to the hospital and forced him to miss several of his Saturday night broadcasts with WSM's *Grand Ole Opry*. Unit closes March 18 and will head for Memphis to get ready for the Bisbee org's opening.

SOUTH WINDSOR, Conn., March 4.—An application for authority to build a drive-in theater on Route 5 here has been filed with the Connecticut State Police Commissioner by Philip C. Cahill, of Portland, Conn.

Standard Service Announces Releases

KEARNEY, Neb., March 4.—Standard Play Service this week announced the leasing of the following plays for the summer: L. Verne Slout Players, *Sputters Weakness and Whitlock Family*; Gifford Players, *Little Miss Lightfingers*; Chick Boyes, *The Comeback*; Eddy Jason, *Long Los Perkins*; and Henry L. Brunk, *Shanghai Goldie*.

Johnny Silvers, who is operating a circle stock out of Alliance, Neb., under a show and dance policy, is using *The G-Man* this time around.



A TERROR OF THE WEST at Bay!

Firebrands of Arizona

SMILEY BURNETTE
SUNSET CARSON

New 16mm. Releases From Minot. Get Our Big Free List.

MINOT FILM EXCHANGE
Millbridge, Maine

16MM. SOUND FEATURES!

Rent complete programs at
\$4.95—\$6.95—\$7.95—\$8.95

OUR 1950 CATALOG IS JUST OUT!

Write our nearest office for your free copy!

EASTIN PICTURES

P. O. Box 598—Davenport, Iowa
P. O. Box 613—Colorado Springs, Colo.
P. O. Box 347—Chattanooga, Tenn.

4... good reasons

See page 72

DRIVE-IN THEATRE
Equipment—New—Complete, \$2,950.00. Construction and operating instructions furnished.

16MM. FILMS RENTED
Over 500 Westerns and features to choose from at \$5.00 each. Advertising loaned free. Write office nearest you.

ACE CAMERA SUPPLY
150 N. Irby St. Tel.: 8432 Florence, S. C.

THEATRE SUPPLIERS
So. Green St. Tel.: 7-1780 Henderson, Ky.

WANTED

Ingenuis with specialties, would consider Team. Useful People all lines, write. Open April 10th. Houses 7 weeks to break in bills, and then week-stand tent all summer.

CHICK BOYES
Hebron, Nebr.

BARGAIN—16MM. PROJECTORS, FILMS

Soundie, Subjects, 100 ft. each, for \$2.95; Used Victor and Kodascope Projectors, like new, \$150.00; Western Features, \$55.00 up; Empty 1500 Ft. Reels for \$1.50 each; Cleaning Fluid, \$5.00 quart; 2-Reel Shipping Cases, brand new, \$3.50 each; Mills Panoram Soundie Machines in Cabinet, \$125.00. Reversed Soundie Subjects available.

SIMPSON FILMS, 155 High St., Dayton 3, Ohio

REP RIPPLES

LEE COMERFORD'S novelty show is playing Carson City, Nev., to good results. Comerford says that he plans to take to the road again this summer with a platform show. He says he tried the idea last summer and it worked well. . . . Playing halls and schools with him are his wife and daughter. . . . **Sun's Comedians** are in Grinnell, Ia., readying plans for another summer trek. . . . **Baldwin Players** are a new group for Schenectady, N. Y. . . . **Abbott**, the hypnotist, moved into New England towns after concluding an eight-week jaunt in Ontario. . . . The **Tyler-Varney** show is mulling plans to play Ontario spots this summer. A three-person unit will be tried out. This is the outfit that made two coast-to-coast tours. . . . The **Turgeon Show** is playing Western Canada to good business. . . . **Chris Sellers** pens from Napance, Ont., that he read with interest the list of minstrels sent in by the York, Pa., writer. "Don't forget," he writes, "**Guy Brothers and Culhane, Chase & Weston**, with whom I toured for a season. All in all, I think **Jack Haverly** had the greatest of all minstrels, with **Carroll Johnson, Billy Rice and Frank Cushman**. There are none like them now. Can anyone tell this column where Rice rests?" . . . **Carter's** tent attraction will go out as a platform feature this summer, operating in New Mexico and Arizona. . . . The **Marcel Family** plans a fling at Quebec and lower Canada, featuring **E. F. Hannan's "Henry Goes to Town."** Unit will open in Central New Hampshire and work its way north. . . . **Arthur Tenney** reports good business with his religious pic show in Pennsylvania. . . . **James L.**

Carney, solo performer, rambled into Wyoming recently. He's en route East following a Western tour. . . . **Ruffler**, hypnotist, writes from Brainerd, Minn., that "Cold weather and other things have worked against us in this sector. I find that Northern Minnesota is like Michigan, a little on the dull side for small shows. Minnesota has been overdone with show-dance units operating from radio stations. I'm moving toward Western Canada where I have established territory."

Texas Spots Build Drive-In Layouts

HOUSTON, March 4. — Contracts have been let for the construction on two 750-car capacity drive-in theaters here at a cost of more than \$400,000. **Claude E. Ezell**, who operates a chain of 20 theaters in Texas, including three locally, will build the drive-ins. Last December the Ezell interests opened a drive-in theater in near-by Pasadena, Tex.

Work on the first drive-in theater for Galveston, Tex., got under way February 15. It will cost \$200,000 and have an 800-car capacity. The latest in sound devices and heating equipment will be provided customers along with a children's playground, miniature golf course and snack bar. Theater is being built for Galveston Theaters, Inc.

A 580-car capacity drive-in theatre for Cole Theaters, Inc., is in the final stages of construction at Rosenberg, Tex., and is slated to open early this spring.

Hartsville Drive-In Okayed

COLUMBIA, S. C., March 4.—The secretary of state has issued a charter to South 15 Drive-In, Darlington County, near Hartsville, S. C., which proposes to exhibit motion pictures under authorized capital stock of \$26,000. **Leland E. Blackmon** is president.

New Drive-In for Prattville

PRATTVILLE, Ala., March 4.—C. C. Coburn and three sons are constructing a new drive-in theater on U. S. Highway 31, two miles south of here, at a cost of about \$75,000. Project is scheduled for completion in April.

New Orleans Spot Debuts

NEW ORLEANS, March 4.—The new Air-Line Drive-In Theater, built on the site of the old Sportsman's Park race track, held its formal opening January 25. The theater has a capacity of 900 cars, each serviced by individual speakers.

Bardex Minstrels Want

Colored
Trumpet, Trombone and Sax Player to bring band to 10 pieces; also good Band Leader and a Straight Man . . . all fill in other lines. Free Tent Show, out till December; 2 and 3-week stands, 1 show nightly. Write, stating salary, etc. Allow day for forwarding, as show is now out.

DR. MILTON BARTOK
P. O. Box 2047
Sarasota, Fla.

MEN WANTED

Go into the Show Business. Make big money. We furnish Sound Projectors and Films. Small weekly rates. No experience is necessary. Write

SOUTHERN VISUAL EQUIPMENT CO.
666 Shrine Bldg. (Dept. B1), Memphis, Tenn.

BOOK YOUR SOUND FILMS NOW

For a Bigger "Take" This Summer

SWANK OFFERS

- A WIDER, BETTER SELECTION—MORE THAN 2000 TITLES—16MM. SOUND
- A QUANTITY DISCOUNT FOR REAL SAVINGS

Now's the time to line up films for your summer circuit—with SWANK! Early planning pays off, and when you choose from Swank's huge library—the Midwest's finest—you get films that are tailored to please. Add the savings from Swank's Quantity Purchase Plan and you can see why Swank is first choice with successful showmen.

Projectors, Screens for rent too—all the equipment you need—at prices you can afford.

SEND TODAY for Swank's 1950 Catalog and plan your shows early.

SWANK MOTION PICTURES, Inc. Ray Swank, Pres.

614 N. Skinker Blvd. St. Louis 5, Missouri
Phone: PArkview 3630

AGAIN THE LAST WORD IN 16MM. PRODUCT FOR 1950

WRITE FOR OUR NEW 200-PAGE 15TH-YEAR CATALOG SEE IT AND YOU'RE HEADED FOR NEW STANDARDS IN ACTION AND ENTERTAINMENT

THESE TITLES HAVE EVERYTHING FOR EVERYBODY AND ARE PROVEN MONEY-MAKERS

ADVENTURES OF GALLANT BESS—BEWARE OF SPOOKS—THE BIG CAT—BLONDE SAVAGE—BLONDIE BRINGS UP BABY—BLONDIE HAS SERVANT TROUBLE—BLONDIE IN SOCIETY—BLONDIE PLAYS CUPID—BREWSTER'S MILLIONS—CAROLINA BLUES—COBRA STRIKES—CLOSEUP—ENCHANTED VALLEY—FIGHTING GUARDSMAN—FLIGHT LIEUTENANT—FOUR FEATHERS—GO WEST, YOUNG LADY—HIS GIRL FRIDAY—IN THIS CORNER—IT HAPPENED ONE NIGHT—JUNGLE BOOK—KONGA, THE WILD STALLION—LINDA BE GOOD—LET'S LIVE A LITTLE—LOUISIANA HAYRIDE—MICKEY—NOOSE HANGS HIGH—NORTH-WEST STAMPEDE—OUT WEST WITH THE PEPPERS—PENNY SERENADE—RED STALLION IN THE ROCKIES—RETURN OF RUSTY—RUTHLESS—RAILROADED—SHUT MY BIG MOUTH—START CHEERING—TEXAS—THIEF OF BAGDAD—TULSA—WHISPERING CITY, plus several hundred other Features and Westerns.

Phone Hemlock 4014

TWYMAN FILMS INC.

400 WEST FIRST ST. DAYTON 1, OHIO

Communications to 188 W. Randolph St., Chicago 1, Ill.

"Let's Go," Sez Massman in Sesqui Post

New Site Sought

(Continued from page 3)

carrying a \$25,000-a-year salary, it was learned that the sesqui commission is looking for a bigger and better site for the 1951 Freedom Fair here. The commission has revived its hopes to get up a non-profit corporation which would be directed by Massman. Under revised ideas for the Freedom Fair, which had originally been slated to start in 1950 but is now stalled until next year, the midway area would be considerably larger than the 23 acres blueprinted for it in the fair's original plans. The entire original proposed site for the fair consists of 120 acres, but some of the acreage is still unavailable, and the sesqui has been unable to unsnarl legal entanglements on financing and construction work.

National Scope

Massman said he plans to emphasize the national scope for the sesqui celebration and Freedom Fair. Carter T. Barron, executive vice-president-executive vice-chairman of the sesqui commission, in announcing Massman's official appointment, said Massman, in effect, "becomes the sesquicentennial's director, supervisor and co-ordinator." Massman indicated that he plans to



PAUL M. MASSMAN

make no changes in the already established staff of the commission. Edward Boykin, who until now has held the title of director of all the sesqui's activities, will devote his full time to historical and cultural activities of the sesqui celebration. Massman is taking a leave of absence from his post in Chicago as director of industrial participation for Chicago's Museum of Science and Industry. At 49, he is a seasoned veteran administrator of many outdoor and indoor shows, including the Chicago Century of Progress Exposition, the San Diego Exposition, the Texas Centennial, the New York World's Fair, the Wisconsin Centennial Commission and the Chicago Railroad Fair.

Massman is known to be facing a lot of trouble-shooting duties in unraveling snarls and getting the Freedom Fair on a new footing. Commission officials acknowledge that time is already getting short for preparations (See Paul Massman on page 88)

Summers Heads Rodeo

SPOKANE, March 4.—Tonasket, (Wash.) Roundup Association elected Guy Summers, president; Harold Merrill, vice-president; Orville Rubert, secretary-treasurer, and Floyd Payne, E. Eberlein, Jim Fruit and H. Didri, directors. Event is scheduled May 27-28.

Midwest Fairs To Hold Up To 1949 If Given Promotion, Execs Agree at K. C. Meet

By Herb Dotten

KANSAS CITY, Mo., March 4.—"We'll have to work a little harder but our fairs should hold up to 1949" was the consensus of Midwest fair circuit execs here Friday (3) at their annual winter get-together in the Hotel President. Major Midwest fair delegates reported that crop prices and pay rolls continue high in their areas, but conceded it would take stronger promotion to keep fair patronage up to last year's levels. Ed Schultz, secretary of the Nebraska State Fair, Lincoln, said that he has contracted for additional 24-sheet boards and that he also plans to put more money into outdoor advertising.

To Expand Parade

Pete Baker, secretary of the Oklahoma State Fair, Oklahoma City, reported that he would put increased emphasis upon a downtown street parade as a build-up for the fair. The parade introduced last year at Oklahoma City pulled a surprisingly large turnout. Baker said he is mulling the extensive use of blow-ups of attractions on the rear of the grandstand in an effort to increase grandstand attendance.

H. D. Kreft, Kreft Flying Service, Mountain Grove, Mo., reported picking up added days at some of his regular fairs and inking some new customers for his aerial advertising service. Kreft uses a plane equipped with a p.a. system to cover fair areas and feeder communities.

Chief development of the circuit meeting was the naming of Jack Reynolds, manager of the Wisconsin State Fair, Milwaukee, to conduct a survey to determine if a packaged exhibit, which would tell the story of corn, wheat or other crops, could not be prepared and routed over the circuit. Reynolds was picked by Glenn Boyd, circuit president and secretary of the Ozark Empire District Fair, Springfield, Mo., following a discussion on ways of making farm products exhibits more interesting and effective.

Pledge Space

In the discussion it was suggested that processors of corn or wheat products be contacted to see whether they would underwrite the cost of and actually frame a package exhibit. Member fairs indicated they would give wholehearted co-operation in providing sufficient space for such an exhibit. Reps of a few fairs went so far as to say their expos might forego exhibit space charges if the exhibit was of sufficiently high interest or educational value.

Fair delegates at the one-day meeting were:

Kansas Free Fair, Topeka, Maurice Jencks, secretary; H. A. Shober, assistant secretary; Russell Brown, concession manager, and Clive Lane, publicity director; Kansas State Fair, Hutchinson, Virgil Miller, secretary; Bill Wagner, assistant secretary; Perry Lambert, president; Pat Beasley, treasurer, and William Condell, Elmer McNab and Bowman Hazlett; Oklahoma State Fair, Oklahoma City, Peter Baker and Lem Jones; Iowa State Fair, Des Moines, Lloyd Cunningham; Nebraska State Fair, Lincoln, Ed Schultz; Ozark Empire District Fair, Springfield, Mo., Glenn Boyd; Minnesota State Fair, St. Paul, Doug Baldwin; Arkansas Livestock Show and Exposition, Fort Smith, A. D. Murphy, and Oklahoma Free State Fair, Muskogee, M. E. Tweddel, secretary-manager, and Bob Venus.

Attraction people and suppliers in attendance included:

Sam J. Levy, Fred H. Kressman and Mike Barnes, Barnes-Carruthers Theatrical Enterprises; George Flint and Frank Shortridge, Boyke Woolfolk Agency; Bob Lohmar, Royal American Shows; Frank Winkley, auto race-thrill show promoter; Jack Duffield, Thearle-Duffield Fireworks; Frank Sharp, Regalia Manufacturing Company; Jimmy Lynch, Earl Newberry, Leo Overland and Bill Reed, of Jimmie Lynch Death Dodgers; Aut Swenson, Jole Chitwood's Auto Daredevils; Ralph Wilkerson, Haas & Wilkerson, insurance; Jimmie (Canvas) Morrissey; H. D. Kreft, Kreft Flying Service; Chan Laube, Bush & Laube, eat-and-drink concessions, and Ted Webb, frozen custard concessioner.

Report Progress On Polio Vaccine

90% effective on mice for one type of disease, but control is seen as distant

CHICAGO, March 4.—In the wake of an announcement by the National Foundation for Infantile Paralysis that tests with a new vaccine for polio were 90 per cent successful on a group of mice, Dr. Sidney O. Levinson, head of the Michael Reese Research Center here, warned that it's still impossible to set an approximate date for achieving polio control. The vaccine was developed by the Reese center. It is effective against only one type of polio. Similar tests on monkeys were 50 per cent successful.

"There is no possible way to predict the time it will take to control polio," Dr. Levinson stated. "It's not fair to say even whether control might come within one, five, 10 or more years. There are too many unknown factors."

He termed the immunization tests as "an extremely important step," but stressed that the vaccine works against only one of the three and possibly four types of polio virus. Before similar tests may be undertaken with humans, he said, protection against all types of the virus must be perfected in animals. No time for starting tests on humans has been set, but research is in progress to find an immunization which would protect against all types, Dr. Levinson said.

The research exec pointed out that while a polio solution might turn up in a relatively short time, chances were equally good that problems still to be faced would delay final success for years.

Dr. M. A. Couney Dies in New York

NEW YORK, March 4.—Dr. Martin A. Couney, 80, widely known as The Incubator Doctor, died at his home in the Sea Gate section of Coney Island March 1.

Dr. Couney was a specialist in handling prematurely born babies but owed his renown to his exhibits of incubator babies at expositions in Europe and America and at amusement resorts. Big fairs at which his exhibits were money-making attractions included the Berlin Exposition of 1896, where he made his first display of the incubator technique he learned from the late Dr. Pierre C. Budin, Earl's Court, London; 1898 Tran-Mississippi Exposition, at Omaha; Paris Exposition of 1900; Buffalo Exposition of 1901; Chicago World's Fair and the recent New York World's Fair.

A native of Germany, Dr. Couney became a permanent resident of the United States in 1900 and made his headquarters at Coney Island, where he had exhibits for nearly 40 years, at one time having his shows at both the old Dreamland and Luna Park. He is survived by a daughter, Hildegarde Couney, who was herself an incubator baby, and who for years was her father's principal assistant.

Burns Named Elks Manager

AKRON, March 4.—Charles A. Burns, former manager of the Akron Rubber Bowl and well known in outdoor show circles, has been named manager of the Elks Club here. Burns recently was elected a city councilman-at-large.

Purcell To Pilot Chitwood Unit

PHILADELPHIA, March 4.—Pat Purcell, well-known outdoor show-biz figure, this week was named Eastern division manager of the Joie Chitwood Thrill Show by Bill McGaw, general manager. Purcell will make his headquarters at 250 South 12th Street here.

Purcell's territory will include Florida, North and South Carolina, Virginia, Maryland, Delaware, Pennsylvania, New York and the New England States, Quebec and Ontario, McGaw said. Other unit managers are Aut Swenson, who has the Middle West, and Ed Hitze, covering the Central States.

Purcell represented the Chitwood group at several recent State fair meetings. Last season he served as general agent of the Johnny J. Jones Exposition. Purcell said he would continue his association with the Jones shows in a booking capacity.

McGaw and Chitwood, accompanied by Bill Talbot, executive assistant to McGaw, left here yesterday (3) for Hollywood to assist in re-making the motion picture *To Please a Lady*, starring Clark Gable and Barbara Stanwyck. The flicker, which has a thrill show theme, will now be photographed in color.

Cincy Garden Inks Schermerhorn Org

CINCINNATI, March 4.—Lloyd Schermerhorn's Indian Creek Ranch Rodeo, now prepping for the new season at its winter quarters at Hamilton, O., 22 miles north of here, has been set for Cincinnati Garden April 20-23. Schermerhorn had his rodeo at the Chicago Railroad Fair for six weeks last season.

It will mark the first time a rodeo has played Cincinnati Garden since its opening a year ago. Schermerhorn unit will do a matinee Saturday and Sunday, making for six performances in four days. Garden officials are planning to hang plenty of paper to herald the engagement, which will go at popular prices.

1950 Chicago Fair Plans 18 New Bldgs.

CHICAGO, March 4.—The Chicago Fair of 1950 will add 18 new exhibition halls to the present grounds, Crosby M. Kelly, director, said this week, increasing the number of buildings on the former Railroad Fair site to 43. Additions to present parking facilities also will be made, Kelly said.

Isaac Van Grove, noted composer and conductor, was named musical director of the show by Kelly, and George S. Selgrat was added to the publicity staff.

Close-Ups:

Free Ride Took Frank Winkley Out of Printing Into Showbiz

By Herb Dotten

(This is another of a series of articles on little-known facts about people prominent in outdoor show business.)

ALL FRANK WINKLEY wanted when he answered a classified advertisement in his native Minneapolis was to get a free automobile ride to South Dakota. There, he and some pals planned to visit a friend who was to play baseball. Frank, then 17, didn't know the ad, placed by Aut Swenson, offered a cuffo ride providing that he sit in an auto polo car and steer it over the washboard roads as it was towed by another car.

But money was none too loose in 1924, and Frank and his pals accepted with alacrity. En route, seated in a skeletonized Ford, he tasted much dust and his face was pelted by gravel kicked up by the wheels of the tow car.

The trip was intended as his vacation. Upon reaching South Dakota, however, Frank did not visit his baseball playing friend. Instead, he used his two weeks away from type fonts to work for Swenson. He put out handbills, ran errands and took tickets. His diligent application impressed Swenson, who offered him \$15 a week if he would stay on the job.

Frank, tho, was making twice as much in the printing trade, so he returned home. To his surprise, he found the smell of printers' ink no longer attractive. He quit his job after spending a half day in the print shop, joined Swenson and remained with him for two years. During that time he doubled as a billposter and as a motorcycle and auto polo car driver.

Possessing more than an average amount of intestinal fortitude, he was quick to try anything. Two weeks after joining Swenson he was given his first chance to ride a motorcycle, racing in a professional program in tiny Joplin, Ill.

He developed quickly, not only as a motorcycle racer and auto polo driver, but as a well-rounded man on the advance end of a show. Clarence Hinck, then a major thrill show operator in the Midwest, noted his ability and his application to work. In the winter of 1926-1927 Hinck offered him \$40 a week to drive auto polo cars and race motorcycles.



FRANK WINKLEY

Off Feet 16 Months

Frank joined Hinck and remained with him, off and on, for 10 years, serving in every capacity from stunter to unit manager. Before 1930, while (See Free Ride Took Frank Winkley on page 88)

**MORE RIDERS
MORE PROFIT**
with
**Eye-Catching
R-E COLORS**

McDougall-Butler Recreational Equipment Finishes give colorful, lasting protection to show equipment

R-E QUICK DRYING ENAMELS... for interior and exterior wood and metal surfaces. Cover in one coat, dry hard in four hours... producing a glossy, waterproof, lasting finish.

R-E SPAR VARNISH ALUMINUM PAINT... for a brilliant, durable aluminum finish on hand rails and pipe supports.

R-E OIL-PROOF, MOISTURE-PROOF MAINTENANCE PAINTS... for interior and exterior structural iron work, machinery and all general maintenance work. One coat covers with a smooth, glossy, permanent finish!

R-E PLATFORM PAINT... a special one coat finish for interior and exterior wood and metal steps, platforms and floors.

SEND FOR COLOR CARDS TODAY!

McDOUGALL-BUTLER CO., Inc.

BUFFALO 5, NEW YORK Fine Finishes Since 1887

Auburn, Maine; Washington, D. C.; Salem, Mass.



Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS DAY & NIGHT SERVICE SPECIALLY PRINTED

CASH WITH ORDER PRICES --- 10M, \$10.20 --- ADDITIONAL 10M's AT SAME ORDER, \$2.20

Above prices for any wording desired. For each change of wording and color add \$3.75. For change of color only, add 75c. No order for less than 10,000 tickets of a kind or color.

STOCK ROLL TICKETS **WELDON, WILLIAMS & LICK**
 1 ROLL.....\$1.00
 5 ROLLS.....@.....75c
 10 ROLLS.....@.....60c

FORT SMITH, ARKANSAS

Tickets Subject to Fed. Tax Must Show Name of Place, Established price, Tax and Total. Must be Consecutively Numbered from 1 up or from your Last Number

The TILT-A-WHIRL Ride

Outstanding for
 Public Appeal ★ Stability
 Good Quality ★ Portability
 High Class ★ Earning Power

SELLNER MFG. CO.
 Faribault, Minnesota

KIDDIE RIDES

ARRANGE SPACE IN YOUR KIDDLAND FOR A

- TROLLEY STREET CAR
- JET PLANE RIDE

BISCH-ROCCO AMUSEMENT CO. 5441 COTTAGE GROVE AVE. DORCHESTER 3-0226 CHICAGO, ILL.

EWART KIDDIES ROCKET RIDE
 Modern as Tomorrow
 WRITE FOR DETAILS

H. E. EWART CO.
 707 E. GREENLEAF ST. COMPTON, CALIFORNIA

NEW KIDDIE RIDES!

ACT NOW!

- PONY & CART RIDE
- FIRE ENGINE RIDE
- AIRPLANE RIDE
- ROCKET RIDE
- ELEPHANT RIDE
- SPEED BOAT RIDE
- AUTO RIDE
- MINIATURE TRAINS

KING AMUSEMENT CO. • MT. CLEMENS, MICH.

HIT THE DECK

Get your share of the 1950 profits with our amazing new Boat Ride. Also manufacturers of Adult and Kiddie Chairplanes, Kiddie Airplane Rides and Ocean Waves. Write wire, phone for literature.

SMITH & SMITH
 100 FRANKLIN ST. SPRINGVILLE, N. Y.

SUNSHINE MFG. CO.

Builders of the famous Electric Sunshine Choo Choo Train, all-metal folding portable Boat Ride, Baby Ferris Wheel, Kiddie Auto Ride, Airplane Ride and the new Sunshine Wherler. Latest ride out. Carnivals, Parks and Kiddielands, we can furnish you with one or a complete set of rides that are all proven money makers.

Wire, write or phone 329151, 2105 E. Chelsea St., Tampa, Fla.

GLEN B. EVANS
 Complete Machine and Welding Shop
RIDES AND TRAILERS OF ALL KINDS

Made to order. Boat Ride now available. The only complete machine shop in Northern California catering to show business.
 Address: 781 NORTH 16TH ST., SACRAMENTO, CALIF.

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

BABY ELI WHEELS ARE BACK AGAIN

For the first time since World War II we again present the BABY ELI Wheel. This miniature BIG ELI Wheel stands 17 ft. 7 in. high and carries 6 seats. Operates with 3 H.P. Motor and weighs 3,200 lbs. complete. A must for a complete Midway or Park includes some rides for the smaller children. A BABY ELI Wheel is one profitable solution to this problem. Our supply of BABY ELI Wheels is limited. Write us for Price List A-60 today.



ELI BRIDGE COMPANY

Builders of Dependable Products
800 Case Avenue Jacksonville, Illinois

BOOMERANG

1949 MODEL INCLUDES MANY NEW INNOVATIONS INTRODUCED AT CONEY ISLAND 1949.

WRITE FOR CATALOG, ETC.

U. S. RIDING DEVICES CORP.

HARRY WITT
298 Junius St. Brooklyn, N. Y.

36 PASSENGER

8 Wheel Drive **STREAMLINER**
TOM THUMB (Portable)



America's Finest, Fastest, Most Economical.
TOM THUMB STREAMLINERS, INC., Sarasota, Fla.

CONCESSION

Electric Floss Machines

Bring in *Bigger Cash Profits!*

They're better built. Made by the world's largest manufacturer of Floss Machines.

Check These Points

- Direct drive
- Rubber mounted throughout
- Rheostats for speed and heat control

Heat control makes continuous production possible 24 hours a day at the rate of 500 cones per hour.

Write for full details

CONCESSION SUPPLY COMPANY
3916 SECOR RD. TOLEDO 13, OHIO

THE WINNER!



LITTLE CHIEF FIRE ENGINE

The New Kiddie Ride

Awarded trophy for most meritorious new ride at NAAPP&B Convention, Chicago 1949... Rides 16 kids—out-grossed all other kiddie rides at 1949 RR Fair. Cheap to operate—3 gallons a day... Can also be used as a sound truck with the two-faced removable sign (furnished) mounted between seats.

Write, Phone or Wire Collect, Jack Gray, Sales Mgr. For Full Details and Literature

FLY & HARWOOD, Inc.

300 Madison Ave. Ph. 38-1344 Memphis, Tenn.

Challenger

FLOSS KING

Selling New Profit and Performance Records!



CHALLENGER EQUIPMENT CORP.

BOX 249 Harvey, Illinois
Phone: Harvey 4036

Talent Topics

Musical Battens, booked thru the Elmer McDonald office, St. Louis, are in their eighth week of a 14-week tour of an International Harvester show. Other members of the unit include **Ed Coatney**, harmonica; **Lou Gerber**, magician, and **Ollie Sandel**, accordionist. While in Salem, Ore., recently **W. H. Batten** visited with **George and Mamie Baker**, circus folks; **Esie Christensen**, aerialist, and **Will Keigley**, former troupier, who now manages the Globe Theater in Salem. The Battens unit will play fairs this year for the Barnes-Carruthers office.

Roy Vincent, trick roper, is making his home in Gloversville, N. Y., where he recently met **Bud Carell**, trick roper, during a vaude stint. Vincent says he also met **The Montana Kid** during a recent nitery engagement there. Vincent added that he plans to return to the road late in March with either a circus, carnival or med show... **Dean Foix**, better known in outdoor show business as **Capt. Bill Foix**, former lion tamer, has been confined to his home, 2324 Virginia Avenue, Richmond, Calif., for the past two years and would like to read letters from friends. Foix formerly toured with the Al G. Barnes Circus and numerous carnivals... **James Cogswell**, clown, is skedded to play the industrial show at Fremont, Neb., city

auditorium the week of March 13. He closed at a similar show in Columbus, Neb. Cogswell also is slated to play several early festival and fair dates.

Bobby Whaling and Yvette, cycling zanies, and the **Appletons**, acro mayhem act, are on the new bill at the Palace, New York... The **Kanazawa Brothers**, tumblers, are at the China Doll, New York... **Adrienne and Charley**, trampoline, are in the new revue at New York's Latin Quarter... **Pedro and Durand**, equilibrists, recently played the Empire, Newark, N. J... **Damoo Dhotre**, Ringling wild animal trainer, was the highlight at a recent shindig of the Sarasota (Fla.) Women's Club... **Nate Eagle's Hollywood Midgets**, with the Strates Shows, were among attractions at Sarasota (Fla.) County Fair... **Jimmie Millette**, aerial equilibrist, formerly with R-B, clicked at the Empire, Croydon, England, where he opened a tour of the British Isles.

The **Alzanas**, **Elsie** and her son, **David**, and **Harold and Minne** and their son, **Allan**, have returned to Sarasota, Fla., after fulfilling a circus engagement in England. They are slated to start their fourth season with the Ringling show opening April 5 in Madison Square Garden, New York.

PRESERVO



Since 1897 leaders in soft-finish waterproofing for protection of all kinds of canvas products.

Flame, water and weather-resistant compound available—Write for quotation.

ROBESON PRESERVO CO.
Port Huron, Mich.



FLORIDA BOUND?
INSURE THAT CAR AND TRAILER!

Over 1,000 people lost their driving rights in Florida last year for failure to comply with the Florida Financial Responsibility Law... Don't wait until you have an accident! Penalty rates would then apply.

BE SURE! INSURE NOW!

CHAS. A. LENZ THE SHOWMAN'S INSURANCE MAN

A1338 Insurance Exchange
Chicago, Illinois

1728 First St., N.
St. Petersburg, Florida
Phone 5914



Carnival—Operators—Park

ONE MILLION 60" SEARCHLIGHT CARBONS

Pre-Season sale, single case of 20 cans, 25 set per can, \$4.00 per can. The more you order the better I can make my price; good deal for quantity users.

Sperry 60" Searchlights with generators complete, \$1,000.00. Also complete stock of Sperry light parts.

All above F.O.B. Norwood, Mass.

ORCUTT ELECTRIC

24 Greenville Avenue, North Providence 11, R. I.

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

"Big-Ride" Performance!

ALLAN HERSHELL KIDDIE RIDES

Count on Allan Hershell to build the BEST in Kiddie Rides! Best because they have appeal, because they're smartly styled and expertly built to give long, trouble-free performance. Every ride complete—no "extras" to buy. Write, wire or phone for literature and price list.

- KIDDIE AUTO RIDE ★ LITTLE DIPPER
- SKY FIGHTER ★ KIDDIE BUGGY RIDE
- KIDDIE MERRY-GO-ROUND
- KIDDIE BOAT RIDE

Made by the makers of Carousels, Whiz Bang, Caterpillar, Moon Rocket, Looper, Hurricane, Water Scooter and other famous riding devices.

ALLAN HERSHELL COMPANY, Inc.
N. Tonawanda, N. Y.

World's largest manufacturer of amusement rides

3 NEW KIDDIE RIDES

by *Eyerly*



KID-O-PLANE

Write for Literature



EYERLY AIRCRAFT CO.
SALEM, OREGON

A STEAL FOR SOMEONE

10-CAR ALLAN HERSHELL AUTO RIDE

Used only 10 months

\$2,000.00

Cash. No Trades.

M. J. DOOLAN

2517 West 59th St. Chicago 29, Ill.

FOR A FAR MORE Brilliant Spot



THE STRONG TROUPER

Portable High Intensity

A. C. CARBON ARC SPOTLIGHT

Produces a steady, sharp, uniformly illuminated snow-white spot. Silvered glass reflector and two-element variable focal length lens system. Draws only 10 amperes from any 110-volt A.C. convenience outlet. Adjustable, self-regulating transformer, an integral part of the base, makes the use of heavy rotating equipment unnecessary. Easily operated. Automatic arc control maintains constant arc gap, free from hiss or flicker. A trim of carbons burns one hour and 20 minutes at 21 volts and 45 amperes. Horizontal masking control. Can be angled at 45 degrees in each direction. Color boomerang contains six slides and ultraviolet filter holder. Mounted on casters. Easily disassembled for shipping.

SEE ANY OF THE FOLLOWING DEALERS OR USE COUPON FOR OBTAINING LITERATURE

- | | | |
|---|--|--|
| ALBANY
Albany Theatre Supply
Nat'l Theatre Sup. Co. | DETROIT
Nat'l Theatre Sup. Co. | PHILADELPHIA
Blumberg Bros.
Nat'l Theatre Sup. Co. |
| ATLANTA
Nat'l Theatre Sup. Co. | FORTY FORT
V. M. Tate Theatre Supplies | PITTSBURGH
Atlas Theatre Supply
Nat'l Theatre Sup. Co. |
| ATLANTIC CITY
Boardwalk Film Enterprises | GREENSBORO
Standard Theatre Sup. Co. | SALT LAKE CITY
Inter-Mountain Theatre Sup. Co. |
| BALTIMORE
J. F. Dusman Co.
Nat'l Theatre Sup. Co. | HOUSTON
Southwestern Theatre Equip. Co. | SAN FRANCISCO
C. J. Holzmueller
Nat'l Theatre Sup. Co.
W. G. Preddy Theatre Sup. |
| BOSTON
J. Cifre, Inc.
Nat'l Theatre Sup. Co. | INDIANAPOLIS
Nat'l Theatre Sup. Co. | SEATTLE
B. F. Shearer Co.
Nat'l Theatre Sup. Co. |
| BUFFALO
Dion Products
Nat'l Theatre Sup. Co. | KANSAS CITY
Shreve Theatre Supply
Nat'l Theatre Sup. Co. | SIoux FALLS
American Theatre Sup. Co. |
| CHARLOTTE
Nat'l Theatre Sup. Co. | LOS ANGELES
J. M. Boyd
C. J. Holzmueller
Nat'l Theatre Sup. Co.
Projection Equip. & Main. Co. | ST. LOUIS
City Electric Co.
Nat'l Theatre Sup. Co. |
| CHICAGO
Abbott Theatre Equip. Co.
Gardner Jansen, Inc.
Hollywood Stage Lighting Co.
Midwest Stage Lighting Co.
Midwest Theatre Service & Equip. Co.
Nat'l Theatre Sup. Co. | LOUISVILLE
Falls City Theatre Equip. Co. | TOLEDO
Theatre Equip. Co. |
| CINCINNATI
Nat'l Theatre Sup. Co. | MEMPHIS
Nat'l Theatre Sup. Co. | WESTERLY
G. H. Payne Motion Picture Service |
| CLEVELAND
Nat'l Theatre Sup. Co. | MILWAUKEE
Nat'l Theatre Sup. Co.
R. Smith Co. | CANADA
Dominion Sound Equip. Ltd.
Montreal, Quebec
General Theatre Sup. Co.
Montreal, Quebec
Perkins Elec. Co. Ltd.
Montreal, Quebec
Perkins Electric Co. Ltd. |
| DALLAS
Hardin Theatre Sup. Co.
Modern Theatre Equip. Co.
Nat'l Theatre Sup. Co. | MINNEAPOLIS
Minneapolis Theatre Supply
Nat'l Theatre Sup. Co. | Toronto, Ontario
General Theatre Sup. Co. |
| DENVER
Graham Brothers
Nat'l Theatre Sup. Co. | NEW HAVEN
Nat'l Theatre Sup. Co. | Winnipeg |
| DES MOINES
Nat'l Theatre Sup. Co. | NEW ORLEANS
Nat'l Theatre Sup. Co. | |
| | NEW YORK CITY
Nat'l Theatre Sup. Co. | |
| | NORFOLK
Nat'l Theatre Sup. Co. | |
| | OKLAHOMA CITY
Nat'l Theatre Sup. Co.
Oklahoma Theatre Sup. Co. | |

THE STRONG ELECTRIC CORP.
"The World's Largest Manufacturer of Projection Arc Lamps"
64 CITY PARK AVE. TOLEDO 2, OHIO

Please send free literature and prices on Strong Spotlights.

NAME

COMPANY

STREET

CITY & STATE

Multiplex Faucet Co. Serving the Trade 45 Years

About a 4¢ Profit on a 5 Cent Sale!

The Multiplex ROOT BEER BARREL

IN THREE SIZES: 8 GAL. 17 GAL. 45 GAL.

It Advertisises Ice Cold Root Beer to attract a large volume of sales at an Exceptionally Large Profit. Capture volume business and profits with a Multiplex.

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 St. Louis 10, Mo.



Aussie Cele Draws 50,000 First Day

SYDNEY, March 4.—Success of the annual Mardi Gras at Manly shore resort has inspired Bondi, another local shore resort, to launch a similar annual under the Australian aboriginal tab of Yulunga, which means a gathering of the tribes at the seashore.

Bondi's Yulunga opened February 17 with a parade and fireworks display which drew an estimated 50,000. The fair ended its 10-day run February 27. One of the biggest collections of midway attractions ever seen at an Australian carnival was concentrated on the water front, with rides of all types, shows, games, coin machines and other concessions.

During March, April and May some 90 agricultural fairs are skedded to be held in New South Wales. They include the big Royal Easter Show, so the outdoor showmen have a choice of locations to keep them occupied but they are keen to see more of these seaside annuals as they mean big money and small jumps between stands. Other shore resorts are expected to emulate the Sydney spots and these annuals are likely to become a summer feature on the beaches.

Terrell Preps Tour Under Sponsorship

BIRMINGHAM, March 4.—Three-day and full-week stands under auspices will be played by Terrell 'ros.' Circus, which is being taken out this year under canvas and as a midway unit by Harry and Tom Terrell for a tour of Tennessee, Kentucky, Ohio and Michigan. Concessions and side shows will be depended upon for revenue, with a program of acts expected to provide the crowd lure.

No major rides will be carried, but kiddie devices, along with conservative shows, office-owned stock wheels plus grind and novelty concessions will be offered. Acts, to be presented at the rate of one every half hour, will appear in the center of the midway, matinee and night. Eight ring, 6 platform and 4 high acts are expected to be with the show when it opens here April 16 for a 15-day stand under auspices.

Staff includes Tom Terrell, manager; Janette Terrell, general agent; Bob Walker, secretary, and the Terrell sons, Dennis and T. C., advance promotion.

Page Contracts Wilson Fair

WILSON, N. C., March 4.—Mighty Page Shows have been re-engaged for 1950 Tri-County Fair, New Bern, N. C., it was announced this week by Page officials. New Bern officials have given the 40 and 8 Clut, fair sponsor, a 20-year lease on the grounds at \$1 per year. Harness racing will be offered if the track is ready by fair time.

the new **SANI-SERV**
CONTINUOUS DIRECT DRAW DAIRY FREEZER



WRITE FOR FREE CATALOG

GENERAL EQUIPMENT SALES Inc.
824 S. WEST ST INDIANAPOLIS, INDIANA

Root Beer Headquarters

We are national distributors for Multiplex Root Beer Barrels, electric and ice cooled. The new, improved barrel with continuous faucet. Temprite Packaged Carbonators, carbonates 30 gallons hourly, weighs only 75 pounds. Hazel-Atlas Root Beer Mugs, made of heavy glass. We are manufacturers of Super-Strength Root Beer Concentrate. One gallon makes 140 gallons of delicious root beer beverage. Super-Strength Birch Beer Concentrate makes a delicious natural tasting birch beverage.

LOW PRICES—SPECIAL DEALS
WRITE TODAY FOR LITERATURE
OHIO CHEMICAL PRODUCTS CO.
1111 Dougherty, N. W. Canton 3, Ohio

MAKE \$100.00 A DAY ON CANDY FLOSS

Extra! Extra!
SUPER WIZARD CANDY FLOSS MACHINE, \$250.00


FREE extra parts included—limited time—WRITE TODAY.

ELECTRIC CANDY FLOSS MACHINE CO.
202 Twelfth Ave., So. Nashville 4, Tenn.



BERT'S ELECTRIC AUTOMATIC SNOW CONE MACHINE

We also handle Snow Supplies.
P. O. BOX 7803, FAIR PARK, DALLAS, TEX.



SUBSCRIPTION ORDER FORM

The Billboard
2160 Patterson St.
Cincinnati 22, Ohio

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

Name \$10 enclosed

Address Bill me

City Zone State

Profession or business



3-11-50

25 Years Ago

Sam M. Dawson was engaged by Lee Bros.' Animal Circus to work in advance. . . . T. R. Davis was re-elected secretary of North Missouri Fair Circuit. . . . A. Vaszin, Dayton Funhouse and Riding Device Manufacturing Company, reported large contracts received would keep the firm busy for months. . . . J. C. Simpson signed with Leslie M. Brophy, general manager of the D. D. Murphy Shows, to serve as personal representative with the show. . . . Harry Herzog, high school rider, returned from a sojourn abroad. . . . Steele County Fair, Owatonna, Minn., engaged the following free acts thru World Amusement Service Association: J. Thomas Saxotette, Carl Mannello and Company, Francisco Perzoff and Company, and the Three Golfers.

Dudley S. Humphrey, owner of Euclid Beach Park, Cleveland, was the subject of a feature article in The Miami Daily News. . . . James McSorley, of the Greater Sheesley Shows, was visiting in Cincinnati. . . . G. W. Christy, circus man, was recovering from an operation in Beaumont, Tex. . . . Emma Knell, manager of Southwest Missouri Fair, Carthage, was elected a representative in the Missouri Assembly. . . . John J. Bennett announced the May 30 opening of Oak Grove Park, Milford, Conn. . . . Frederick DeCoursey signed with the Howard Herman Exposition Shows as general representative. . . . C. W. (Red) Sells, clown, and his wife, menage rider, were engaged by Hagenbeck-Wallace Circus. . . . Missoula (Mont.) County Fair Association elected Charles M. Reardon, president, and R. G. Hall, vice-president.

Irving Cohen, president of Luna Park Amusement Company, Waterbury, Conn., was back on the job after an illness. . . . Charles H. Pounds, secretary-treasurer of Greater Sheesley Shows, announced that he would not be on the road in 1925 owing to business interests in Foster, O. . . . Plans for demolition of the old Seven Stars Hotel, Philadelphia, old-time headquarters for circus people, were announced. . . . Mississippi Valley Fair and Exposition Association, Davenport, Ia., elected M. H. Calderwood, president; P. F. McCarthy, vice-president; P. N. Jacobson, treasurer; A. P. Arp, secretary, and M. E. Bacon, general manager. . . . Thomas C. Foster, lessee, was preparing to begin his sixth season as operator of Lakewood Park, Durham, N. C. . . . It was announced that C. I. Levin, former concessionaire, was conducting a candy and novelty store in Kansas City, Mo.

Deaths: Howard Beall, circus performer; Col. Robert C. Clowry, a Chicago World's Fair promoter; John H. Gale, concessionaire.

10 Years Ago

O. S. Simpson, Houston attorney, was named receiver of Downey Bros.' Circus. . . . Kenneth R. Hamaker was appointed secretary-manager of California State Fair, Sacramento. . . . Irving H. Grossman was re-engaged to manage Riverview Park, Des Moines. . . . J. C. Simpson was contracted by Amusement Corporation of America by Elmer C. Velare, ACA treasurer, to be on the contracting staff of J. C. McCaffery, general manager. . . . L. B. Greenhaw and Max Fletcher were signed as contracting agents for Cole Bros.' Circus. . . . Premier Mussolini told newspapermen that "war or no war, the World's Fair in Rome will open as scheduled in the spring of 1942."

Paul H. Huedepohl was the new general manager of Jantzen Beach Park, Portland, Ore. . . . Max Goodman announced he had signed Howard Ramsey as secretary-treasurer of Goodman Wonder Shows. . . . Rex de Rosselli was preparing to begin

Flashbacks

his fourth year with Cole Bros.' Circus as spec and wardrobe manager. . . . Herbert J. Rushton was appointed general manager of Upper Peninsula State Fair, Escanaba, Mich. . . . Frank A. Coffee, president, and Benjamin Sterling Jr., managing director, had a five-year modernization program under way for Rocky Glen Park, Moosic, Pa. . . . Dug Thomas announced his retirement from the carnival business. . . . Following a performance at the Cleveland Grotto Circus, Orrin Davenport, show director, was presented with a gold wrist watch and plaque by performers. . . . C. L.

(Jack) Raum's circus and thrill show was contracted for fairs at Fremont, Coshocton and Wooster, O.

Edward J. Carroll, Boston, named managing director, announced plans for rehabilitation of Riverside Park, Agawam, Mass. . . . Buster Gordon's human bullet act and W. M. Gear, general agent, were contracted by B. & V. Shows. . . . Clyde Beatty was ill on closing day of the Milwaukee Tripoli Shrine Circus and his wife, Harriet, presented his act. . . . Big Horn Basin District Fair Association, Powell, Wyo., named R. A. Roney, president, and re-elected H. L. Rains, manager. . . . L. W. Peters,

manager of Sylvan Beach Park, St. Louis, announced that week-end rodeo would be presented during 1940 season. . . . The new Miami Outdoor Showmen's Club of Florida elected David B. Endy, president; W. T. Tucker, John O'Rear and Melvin Dodson, vice-presidents, and J. M. Croft, secretary. . . . Aerial Orttons made the Auto and Industrial Show at Brainerd, Minn., and were to play Shrine circuses in Minneapolis and Omaha. . . . Dr. D. A. O'Brian was elected president; Harley Tozer, vice-president, and Walter Cornwall, treasurer, of Inter-County Fair Association, Turtle Lake, Wis. . . . Jack and Irving Rosenthal, co-owners, announced improvement plans for Palisades (N. J.) Park.

Deaths: Charles T. Ogden, carnival man; George Palmer, circus man.

the new all in one MILLS

CONTINUOUS CUSTARD MACHINE AND BATCH ICE CREAM FREEZER



MILLS ALL-IN-ONE WITH REFRIGERATED SIDE CABINET

Greatest capacity and convenience. Refrigerated cabinet holds two 10 gallon cans. Mix is automatically fed to freezer as finished product is drawn off.

BIG YEAR-'ROUND PROFITS

Soft ice creams, frozen custards, frosted malts, and regular batch ice cream in all size packages are big, sure profit items.

Act now to get your Mills All-Purpose Counter Freezer and assure yourself of steady, startling year-around profits.

Write for free literature describing and illustrating the three models available and showing how sensational YOUR income can be.

MILLS INDUSTRIES, Incorporated 4110 Fullerton Ave. Chicago 39, Illinois

SHOOTING GALLERIES

And Supplies for Eastern and Western Type Galleries. EST. 1927. WRITE FOR CIRCULAR

H. W. TERPENING

137-139 Mar 210 St. OCEAN PARK, CALIF.

MILLS

FREEZERS

SHOW TENTS

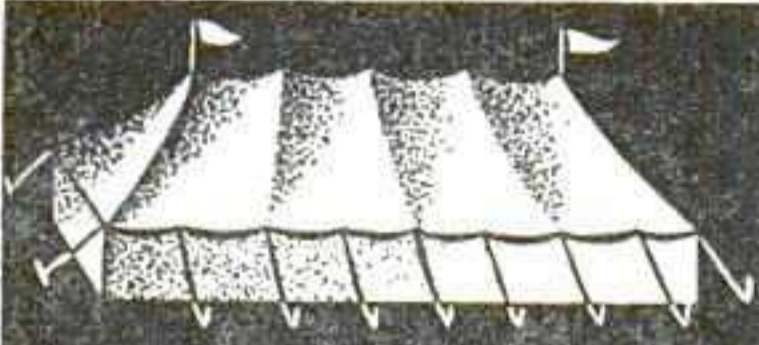
CARNIVAL — CIRCUS
CONCESSION
QUALITY
WORKMANSHIP
SERVICE

With Plenty of Flash
BILL SANDERS

AMERICAN

TENT & AWNING CORP.

132 W. Main St., Norfolk 10, Va.



BIG TOPS! TENTS!

FOR EVERY PURPOSE!

- Many stock sizes
- Made to special order
- Poles and stakes complete

No matter what your tent requirements, Peoria has the answer. Tell us what you need. Write today for free estimate, no obligation.

SALE! Reconditioned Tents
Special sale of previously used tents carefully reconditioned. Write for free list of sizes and prices.

PEORIA TENT AND AWNING CO.
611 Franklin Street, Peoria, Illinois

SERVING SHOWMEN OF THE SOUTHEAST SINCE 1919 WITH SHOW TENTS!

Camel has both the experience and facilities for making anything from a small concession to a circus "big top"! Get Camel's prices before you buy! Call, wire or write "Bill" Werner!

Camel Manufacturing Co.
329 S. Central, Knoxville, Tenn.

"America's Finest Show Canvas"

TENTS—SIDESHOW BANNERS

IN STOCK—NEW!

90 Ft. Round Top with 3 40-Ft. Middles. White Flameproof DeLuxe Red and Blue Trim. 10-Ft. Sidewalls.

Bernie Mendelson—Charles Driver

O. Henry Tent & Awning Co.
4862 N. CLARK ST. CHICAGO 40

SHOW TENTS

CENTRAL
Canvas Company

516-518 EAST 18th ST.
Kansas City 8, Missouri
Phone: Harrison 3026
HARRY SOMMERVILLE

FOR SALE

20 sections of Bleachers seating approximately 2300. 30 and 40 ft. used Tents.
WABASH VALLEY TENT & AWNING CO.
1136 Wabash Ave. Terre Haute, Ind.

Dressing Room Gossip

Polack Bros., Western

We were sorry to leave Cincinnati, where we had a grand time. Hanna Pallenberg threw a party at the Brown Derby for Emil Pallenberg Jr. on his birthday. Those who attended were Mr. and Mrs. Ross Paul, Gus and Betty Bell, Harold Ward, Yvette and Eddie Khol, Mildred Keathley, Mr. and Mrs. Otto Griebing, Mr. and Mrs. Eddie Ward, Honey Walter and Alfred Shyretto, Jo and Shivers Madison, Barney Longsdorf, the Sherman Brothers, Harry Dan, Bobby Kellogg, Billy Griffin, Rudy Docky; Alfred, Nino, Victor and Mike Landon; Mr. and Mrs. Lalage, Rose Gould Trio, Frenchy Durant, Arthur Harris, Jack Kline, Arthur Springer; Sefta, Estrina and other members of the Loyal-Repensky Troupe; Mr. and Mrs. Linon, Nana Woolford, Hubert Castle, Malita and Wicon.

The Sherman Brothers, whose home town is Bellevue, Ky., across the river from Cincinnati, entertained many of the folks. Arthur Springer, our announcer, took his first degree in Masonry in Cincinnati. Jack Kline was at the Zurah Temple for Mrs. Dennie Curtis and rejoined Polack Bros. in Chicago.

The Justino Loyals and Otto Griebings were dinner guests of Dr. and Mrs. William Huebener in Cincinnati.

Harry Dann and yours truly were invited by the Cub Scouts of Cincinnati to attend one of their dinners and give a talk on clowns and circus life.

On the sick list with bad colds but not missing a show were Hubert Castle, Mike Landon and Arthur Springer. Recent visitors were Mr. and Mrs. Bob Morrell, former head usher on Cole Bros.; Joan Miles, Mr. and Mrs. Nick Wichlach, sister of Chester Sherman; Hattie Schloss, Al Lane and Harry Simpson, editor of *The Bandwagon*.—**FREDDIE FREEMAN.**

Polack Bros., Eastern

If prizes had been awarded for the first arrival in Erie, Pa., the Wiswells would have won hands down. Erie is their home town and also Ernie's Temple—Zem Zem. Frieda and Ernie entertained every day. Enjoying their hospitality were Mr. and Mrs. Sam Ward, Mr. and Mrs. Bill Kay, Mrs. I. J. Polack and her sister, Mrs. Howell; Mr. and Mrs. Fred Proper, Mr. and Mrs. George Cutshall, Mr. and Mrs. Nate Lewis, Mr. and Mrs. Whitey Boyd, Else and Richard Sidney, Al Hyman, Hedy May, Henry Kyes, Bill Green, Gene Randow, Dime and Connie Wilson, Ward-Bell Troupe and the writer.

Dennis Stevens visited several cities on the layoff. He enjoyed the Ballet de Paris in Buffalo. Elizabeth Gautier sings during the flying act. A new society has been formed, called the Gourmets. Mrs. John Guthrie visited Henry Kyes; Lilly Woodard and Jim Moran visited Dennis Stevens. The writer went home to Cincinnati for the layoff and visited friends of the Polack Western Unit, showing at the Taft Auditorium.—**IRENE LAFFERTY.**

West Bros.

Show played football stadiums at Brownsville, Falfurrias and Weslaco, Tex. The Gallagher family has left and has been replaced by the Knight family, doing wire, web and footslide. The Knights have just returned from South America. Band leader Carmine Petrarca has arranged new music for the show. Bubba Voss, trumpet, joined in Orange, Tex. Recent birthdays were observed by Mrs. West and Mrs. Gregg.

Julian West has purchased a truck show which will open under canvas late in April. The writer received a letter from old-time performer and clown, Bill Langer, who is retired on his farm in Gobles, Mich. Recent visitors were Obert, Dorey and Art Miller, of the Kelly-Miller circus; Jack Harrison and Teddy Bowman, clowns.—**FRANK DE RUE.**

Rogers Bros.

A men's social club, called the Loonie Looseners, has been organized. Charter members are Leon Snyder, Warwick, Skippy and Danny O'Donald; Juan and Porky Frazier, Yakity Davis, Jimmy and Buddy Adams; Sing Sing Spake, Wayne Newman and Hardini Hubbell. Frankie Lou Woods is an honorary member.

The Carltons left to join and paint the Biller show. Si Rubens has received a supply of attractive blue and white Rogers Bros. "T" shirts for distribution among the personnel. Lou Stone's wife arrived from California and assists in the office. Phil and Zee Strife promoted the Fort Myers, Fla., date and hit the jackpot with 117 banners. Both shows overflowed that day.

Jimmy Adams fell in Wauchula but came thru unscratched. Eddie Hunt and family and Charles T. Hunt were daily visitors in the Miami area and report four more baby elephants are enroute to their Hunt Bros.' Circus. Our bull acts were under direction of Sweet Pea Pachyderm, assisted by Joyce Kuhn, Billy Sheets and Frankie Woods.

Whenever the show has a late arrival or is short of help, Doc Phillips comes to the rescue by producing scores of working boys. Billy Sheets returned from the Hialeah dog track with a racing greyhound.—**GEORGE HUBLER.**

Ayres & Kathryn Davies

Old Man Winter has been following us. The last half of the week it has been down to 15 below zero. We are looking forward to the closing of the indoor show about March 24. Then we will have four weeks' layoff and open under canvas about April 20.

At Beloit, Wis., Bill Morris joined for the day with his baby elephant, Jewel. The Beloit daily gave the show a full-page notice with pictures. At Fond du Lac, Wis., there was a band of 114 pieces from 24 schools under direction of Merle Evans, of the Ringling-Barnum show.

We had a day off after Fond du Lac, so Mr. and Mrs. Ollie Heerdink, Walter Raudenbush, Charles (Doc) Haag and the writer motored to Milwaukee to catch the Hamid-Morton Shrine Circus. There acquaintances with Joe Hansen, Jack Banta, Harry LaMarr and the Zavatta Troupe were renewed. Also met Sa-So, Rube Collins and Billy Hudson.

Manager Ayres Davies was without a trailer four days after an axle broke at Fond du Lac. He picked it up on the way back into Illinois.

Visitors were Dr. Taylor, CFA of Fond du Lac, and Mr. Wilson, Ripon newspaper editor.—**HARRY VILLEPONTAUX.**

Frank Wirth's

Frank Wirth's first indoor Shrine circus this year opened at the Bushnell Memorial Auditorium in Hartford for the week ended February 25. Despite snow and cold weather we had good busines, doing three shows Saturday. The morning show for crippled children took all of the 3,287 available seats. Shriners served us a luncheon on the stage and we had parties almost every night.

Potentate Jepson, of the Sphinx Temple invited us to his home, where we had wonderful times in his recreation room called the S. S. Jepcaide. Songs were rendered by Lolei, of the Florida Trio.

Frank Wirth was ill the first three days. Karl Erikson worked with a sprained thumb. Visitors included Eddie Nye, Gil Conlinn, Charles Davitt, Joe Beach and Charlie Franks.—**CONCHITA ERIKSON.**

Gran Circo Americano

Show was held over an additional week in Willemstad, Curacao, N. W. I. due to non-arrival of HMS La Una, which was held up in storms in the Bahamas. Special children's matinees were given Monday and Wednesday. Chesterfield Cigarettes bought out the matinee, Monday (27) and show was open-house for the local gentry.

Mel Henry has purchased a baby seal. The Bontas, Earl Dean, Rosettis, Bob Vinsonhaler, Hodgins, Jimmy Harrington and Eddie Pedrero were guests at a wedding reception held at the Park Hotel. Tony Buitrago has revamped the music for the show. Milton Pelies bought an amplifier for his practicing with various musical instruments. The Hodges-Hodgini Troupe closed with show February 27 and flew to Miami in order to re-join Siebrand Circus and Carnival for its March 11 opening in Phoenix.—**EARL DEAN AND JOE HODGES HODGINI.**

Clyde Bros.

In Evansville, Ind., Karl K. Knecht gave the show some excellent write-ups. Kenneth Waite, Gene Lewis and Frank Crain sported new clown wardrobe. Tama Frank Jr.'s roping act went big. We never will forget Champaign, Ill., and the 6 below zero weather. The Fords purchased a new panel truck. Fay Avalon has added a cute dance to the come-in. Torchy Townsend and the writer thought they had unusual headresses until they saw Frank Crain's Carmen Miranda walk-around.

Practice session is in full swing with Eric Filmore, Percy and Winiford Townsend, and the Mar-Vels working out every day. Visitors included Mr. and Mrs. E. R. Gray, Mr. and Mrs. Will Fussner and son, Mr. and Mrs. Karl K. Knecht, Harold Burgess, Don McDonald and Billy Senior.—**GRACIE HANNEFORD.**

TENTS CANVAS SHOW

CARNIVAL—CONCESSION—CIRCUS
Prompt delivery any type tents to order.

**KOLITE BLACK LITES
LUV-LITE PAINTS**

S. T. JESSOP

WINTER ADDRESS

122 FLORASOTA AVENUE

SARASOTA, FLA. PHONE 35-172

UNITED STATES TENT & AWNING CO.

2315-21 W. Huron CHICAGO 12
Chicago's Big Tent House Since 1870

THE MAKERS OF...

Quality Show Canvases

Show, Concession and Exhibit
Tents. Horse Troughs, Casting
Nets, Ring Mats, Canopies and
Marquees built to your specifications.

Arthur E. Campfield, Inc.

145 W. 54th STREET NEW YORK 19, N. Y.
Phone PLaza 7 8039

T-E-N-T-S

CARNIVAL, CONCESSION, CIRCUS, SKATING RINK
Beautiful Colors—Individually Designed

JIMMY MORRISSEY

ALL-STATE TENT & AWNING CO.

300 E. 9TH ST.

(Phone: Harrison 6867)

KANSAS CITY 6, MO.

ILLUMINATION THAT ATTRACTS BUSINESS



STEBER Better-Lighting Equipment



• For that inviting atmosphere which attracts business and influences people to spend, light up with Steber equipment. Economical to buy and use, sturdy for dependable service, engineered to provide maximum lighting, Steber units have a wide variety of applications. *Column Lights* are ideal for Kiddy Parks, Carnivals and Amusement Parks for entrances, and general attractive effects—*Steberlites* for handy, brilliant spot and floodlighting—plus a complete line of other units described in illustrated literature. Write today for Bulletin 120-50.



STEBER MANUFACTURING CO.
Dept. 95, Broadview (Maywood P. O.), Illinois

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Belle

Hock Deep, Ga.
March 4, 1950.

Dear Editor:

From division to division, siding to siding, thru the aid of hat passing, borrowing and rock hocking, the Ballyhoo Bros.' train arrived here Monday night with one day down and five to go. The shows were sponsored by the Buck Ague Shakers of this swamp community. Shaking, shivering and trembling with chills, our 10-gallon hatted auspices met the train to escort the shows' five co-owners to the burg's only hotel on a two-wheeled cart drawn by oxen. Altho the hotel had no baths, it boasted of having the only flush rest-room. in the town.

The bosses found the lot to be a quagmire covered with rotting weeds, branches of trees and skeletons of stock that had mired down and died. It was infested with mosquitos, rattlesnakes and tarantulas. Originally the land was owned by a lumber company that cleared the trees and left nothing but thousands of short stumps that almost covered the lot.

The first look convinced the bosses that they should pass up the burg, but after a staff huddle of our most brilliant men it was decided to bridge the lot by using the stumps as pillars. Soon load after load of rough pine lumber (charged to the auspices) was hauled to the location and the building of the only stage large enough to hold a carnival was under way. By Wednesday the world's biggest stage, covering 10 acres, was finished and the work of putting up the shows and rides started at fever heat. Every attraction and concession was ready to open that night. So great was this accomplishment that

the burg's mayor declared the event a celebration, which heisted the privileges another \$5 per foot. The main drag had already been decorated from end to end with colorful lithographed chill, fever and malaria cure advertisements by patent medicine companies.

The grand opening drew a packed and jammed midway of medicine, not amusement, hungry natives. However, they passed up the shows, rides and concessions.

Thru a bit of exploring, the boss found an abandoned still in the underbrush behind the lot, which was soon put to use. So that night the "boon to all sufferers, Dr. Peter Ballyhoo's horse tent chill, fever and malaria relief" came to the midway: Talkers, who wore goatees, were promoted to doctors. The shows switched from prize packages to physic pitches. The inside sales more than grossed the nut. Not to be outdone, concessionaires stocked up with Dr. Ballyhoo's ague cure and to go the shows one better they added doctor books and quinine capsules. Those who weren't chilled were soon chilled. That made it necessary to put a little heat on the midway to warm them up. The heat proved to be too effective and by Saturday night it was found necessary to use cracked ice in place of shavings.

The only thing that marred the gala week was a constable who wanted to slough the gal revue. He claimed that they were shimmying, grinding and bumping. Our legal adjuster convinced him that they were merely shaking with buck ague and chills. If the world is a stage, as some claim it to be, this show built it.

WON, HORSE & UPP COMBINED CIRCUS

An Equine and Canine Paradox—The Show With a Leaf of Gold

By Starr De Belle

Hat Band, Tex.,
March 4, 1950.

Dear Editor:

Presenting and billing the unusual is what makes a circus. To get away from knockers' beefs, "If you've seen one, you've seen them all," the boss decided to find something that would give his patrons a performance that was different and give the show special paper without paying a big salary. "All a manager has to do to get such an act is to hunt for one in his back yard," advised the boss, and find one he did.

Our special paper now consists of lithographs depicting a monster python or boa constrictor riding an elephant, in spec, waving a baton with his tail. Following the bull is a float carrying 25 rattle snakes, with each ringing a bell with its tail.

Let me state here and now that no drugs or brutality was used to train our reptiles. Here is how it happened. Because our light plant isn't big enough to generate enough juice for both the big show and the Side Show, we have to pull the switch on the kid show when the big show opens, which leaves it in darkness. Often the gal in the snake pit has to put her charges into a box in the dark and often she lost some of them. She finally thought up the idea of putting a small toy sleigh bell on each rattler's tail and by stirring them with a stick the snakes would ring the bells disclosing their locations. From then on no snakes were lost in the dark.

When Manager Upp learned of the gal's unique method of locating a snake in the dark, he saw the possibility of placing bells of different tones on each rep's tail, and by cueing them with a cane certain tunes could be played. So our top trainers were put on the job.

In five days the trainers had our

all-reptile band playing *How Dry I Am*. In another week they were playing *Old Black Joe*. But when the snakes hit up *Over the Waves* while our flying act was working, the boss chased the big show band, with the rattlers taking over the bandstand.

What made the music yet more appealing was the trainer left a bell off of Big Jim's tail. Big Jim has 24 rattles and a button. The smooth, even rhythm of Jim's rattles gave a snare drum effect to the music that added a world of jive. I wish you could see that special paper. The cutlines that read, "World's Only Snake Band. Reptile Bell Ringers With Python Conductor," is a knockout. At this writing the musical knowledge of our reptiles is improving. The boss is looking forward to the day when he can advertise "Symphony With Bells by Reptile Musicians." However, the boss gave strict orders that no geeks are to be allowed to visit his circus or to travel with it. In his words, "Nobody is going to swallow our musical organization. When you get a rattling good feature like this, you got to protect it."

Kelly Assumes P. A. Duties

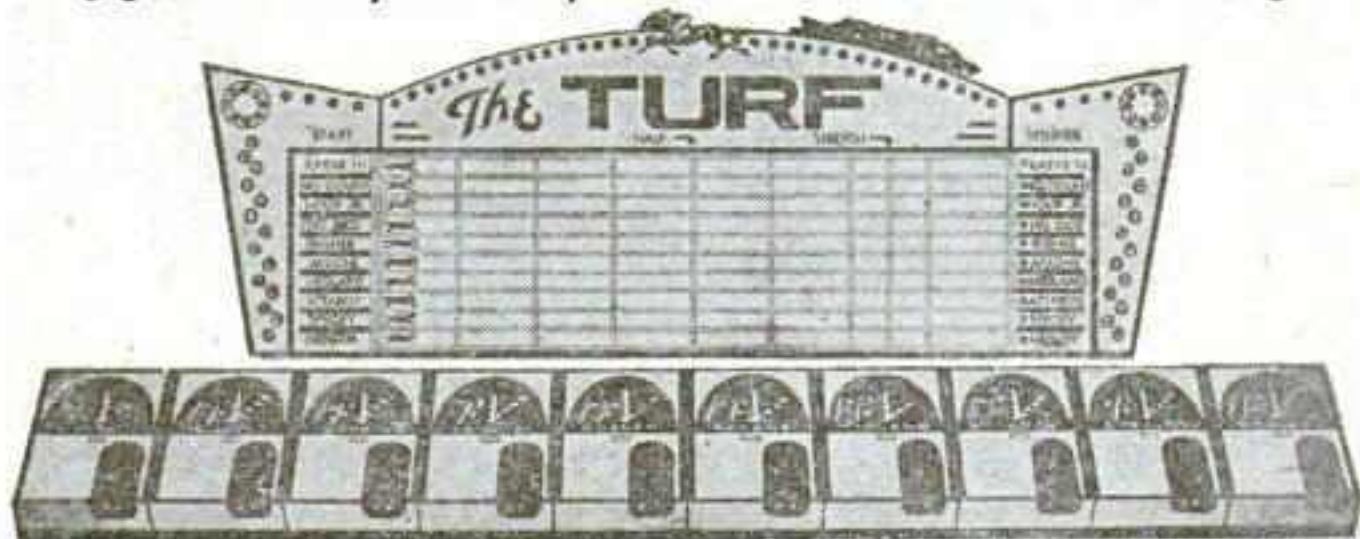
PRINCE ALBERT, Sask., March 4.—Daniel F. Kelly, formerly of Brandon and Regina, has taken over duties as manager of the Prince Albert Agricultural Society. The former combined office of secretary-manager has been changed and Dorothy Read, acting secretary-manager, is now official secretary.

Mull Regina Heating Plant

REGINA, Sask., March 4.—Plans for installation of a new heating plant in Regina Exhibition Stadium here are being mulled. Other possible alterations include a larger entrance and new artificial ice pipes.

THE NEW TRIPLE THREAT TURF

(all electric race-horse group game)
FOR PARKS, POOLS, BEACHES AND CARNIVALS



NOW! ANOTHER EXCLUSIVE FEATURE ON ALL GAMES AT NO EXTRA COST—THE NEW ROBOT CONTROL—which will positively add 25% to your gross. No other game can give you this extra bonus.

THINK WHAT 25% MEANS ON A FULL SEASON'S PLAY

This is the game that was the definite "hit" at the NAAPPB show in Chicago. New features eliminate all faults in former group games. Write for FREE information and photo on this sensational money-maker.

ELECTRONIC GAMES, Greensburg, Pennsylvania

PEANUTS POPCORN SUPPLIES

TOP-POP HYBRID POPCORN CARRIES A MONEY BACK GUARANTEE

Five Sizes Boxes—Complete Line of Supplies—Midway Marvel Candy Floss Machine—Snowflake Snow Cones—All Makes Ice Shavers—Star Popcorn Machines—Cotton Candy Cones—Candy Apple Equipment & Supplies—Fresh Roasted Peanuts—Attractive Circus Bags—Candy Floss Supplies. Send for Free Catalogue!

CHUNK-E-NUT PRODUCTS CO.

MATTY MILLER HANK THEODOR ED BERG RALPH COBB
231 N. Second St. 2908-14 Smallman St. 1261-63 E. Sixth St. 316 S. Church St.
Philadelphia 6, Pa. Pittsburgh 1, Pa. Los Angeles 21, Calif. Charlotte, N. C.

<p>STOCK TICKETS</p> <p>One Roll \$ 1.00 Five Rolls 4.00 Ten Rolls 6.00 Fifty Rolls 20.00 100 Rolls 38.00</p> <p>ROLLS 2,000 EACH</p> <p>Double Coupons Double Prices No C. O. D. Orders Size: Single Tkt., 1x2"</p>	<p>It's easy to call a spade a spade—until you stumble over one in the dark.</p> <p>We manufacture TICKETS of every description</p> <p>THE TOLEDO TICKET COMPANY 114-116 Erie St., Toledo (Ticket City) 2, O.</p>	<p>SPECIAL PRINTED Cash With Order. Prices:</p> <p>Roll or Machine</p> <p>2,000 \$ 6.80 4,000 7.65 6,000 8.50 8,000 9.35 10,000 10.20 30,000 14.60 50,000 19.00 100,000 30.00 500,000 118.00 1,000,000 229.00</p> <p>Double Coupons. Double Prices.</p>
--	---	--

4 good reasons...

for advertising in ^{The} Billboard

SPRING SPECIAL

1. MORE AND BIGGER EDITORIAL FEATURES!

1950 Amusement Park List
1950 Fair Dates
Routes

Special Features
Statistical Information
Timely News
Current Topics

2. LARGER CIRCULATION!

3. GREATER READER INTEREST!

4. IMMEDIATE AND FUTURE RESULTS FOR ADVERTISERS!

It's the first big issue of the 1950 outdoor season. The issue that buyers will use as a guide for months in ordering equipment and supplies. Reserve YOUR space NOW!

Issue dated
APRIL 8, 1950
Forms Close
MARCH 29, 1950

THE BILLBOARD PUBLISHING COMPANY

Cincinnati 22
2160 Patterson St.
DUbar 6450

New York 19
1564 Broadway
PLaza 7-2800

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

St. Louis 1
390 Arcade Bldg.
CHestnut 0443

Hollywood 28
6000 Sunset Blvd.
HOLlywood 9-5831

Detroit 1
1009 Fox Theater Bldg.
WWoodward 2-1100

Gallagher Debuts In Michigan's First Drive-In Drug Store

PONTIAC, Mich., March 4.—Grand opening of Michigan's first drive-in drug store west of this city, February 25, proved a show business event. Owner is Jack Gallagher, owner of Playland Shows and Fast President of the Michigan Showmen's Association. He and his wife, Bessie, were assisted in handling the crowd by showmen, including Eddie Parker, Charles Rafel, Jim Gallagher, Maurice Lansberg and Thomas J. Gordon. The latter, a retired showman-performer, donned a clown costume to entertain the opening night turn-out.

Ferris Greater Registers Okay Biz in Imperial

IMPERIAL, Calif., March 4.—Ferris Greater Shows, operating for the first time on the midway at the California Midwinter Fair of Imperial Valley here (February 25-March 5), is doing okay business, Larry Ferris, org's owner, announced. Inauguration of a 9-cent ride admission on School Day, Monday (27), strengthened a usually light day.

Two new games debuted with the org. The Atomic Bazooka, built by Frank Redmond and Cal Swalm, had four machines using 85 pounds of pressure to shoot sponge rubber balls at a target rack. The second game, a new version of the Derby, uses miniature passenger cars instead of horses. Built by Hal Fisher, it is owned by Howard Bishop and operated by Raymond Leefe.

Jimmy Lynch, of the Gay-Lynch Enterprises, and Joe Krug had the food concessions. Krug's concession was handled by Eddie Neu.

Art Converse's Side Show featured Bert Carr, magician; Doc Hall, Pop Eye; William Shaw, fire eater; McNeally Bircher, midget; Joyce Dunn, pictures; Harry Warren, tattooed man; Norman McIntire, wire-haired man; Rosemary Donner, iron tongue; Melvin Burkhart, inside talker; Mickey Mite, sword box; Midget Midge, snakes; Ulualo Tavui, sword dance; Marie LeDeux and Joyce Burkhart, Chinatown annex; Ruby Brown, fat girl; Hoppy Gunter, frog man, and Ginger Ray, mentalist.

Raymond Treanor, of Pat Treanor & Sons, had nine novelty stands on the grounds, with Gil O'Toole, George Dash and E. D. Ritio on the operations end. Bill Gerard, worked the grounds as Bebe the clown. Gene Holter's miniature cattle operated as a walk-thru and Norman (Dutch) Schue had his kiddie Roller Coaster as an independent ride.

4 Special Trains Carry Aussie Units

SYDNEY, March 4.—Showman's Guild of Australia (SGA) is well pleased with the general set-up in Queensland for the midways at the various country agricultural fairs and claim there is never any trouble there between the SGA and the fair committees because of the organization that has been booked in.

Showmen tour Queensland in four special trains, which total over two miles in length, thus avoiding driving from town to town over none-too-good roads by motor truck. In addition the Queensland fair groups have issued to showmen a guide to the grounds, with plans of the midway and the price per foot for space.

Marked in the plan is the location of the regular showmen and the footage they occupy, so before he starts on the tour every showman knows what each stand will cost and

SLA Buffalo Bill Party Pulls 250

Cowboy garb worn in honor of club's first pres.—W. Driver marks 78th birthday

CHICAGO, March 4.—An estimated 250 show people donned cowboy hats and neckerchiefs at the Buffalo Bill party held here by the Showmen's League of America February 25, in commemoration of the club's first president's 104th birthday. Walter L. Driver, SLA treasurer, also celebrated his 78th birthday at the event.

The league's clubrooms were decorated with show paper for the party, some of it dating back to the time of Buffalo Bill's Wild West Show.

A floorshow, emceed by Chick Schloss, was the highlight of the program and included Skippy Pope, Arizona Jack and Texie, Grace Lynn, June Nass and Isaac Chapel. Ralph Pope's org provided the music. Other entertainment included a square dance and a hula contest with Walter F. Driver, Ray Oakes and Ned Torti participants in the latter.

Bernie Mendelson and Whitey Leharter were co-chairmen of the party, assisted by Maxie Brantman and Joe Streibich. Tom Sharkey was in charge of cooking the beef, with Sam Solomon carving. Mel Harris made the potato salad.

Bruno Zacchini Act, Ben Braunstein to Wallace & Murray

AUGUSTA, Ga., March 4.—Signing of Bruno Zacchini's cannon act as the free attraction and of Ben Braunstein as the new manager of the Wallace & Murray Shows was announced this week at org's winter quarters.

Cannon act is expected to hypo business, as the shows are routed into spots where such an attraction will be new.

Braunstein, in for a huddle with Owner Al Wallace, enthused about the shows outlook. He said the org will carry about 10 rides, as many shows and 40 concessions.

Harris Org Preps For March 25 Bow

GRENADA, Miss., March 4.—Royal Midwest Shows' rebuilding activities are being pushed at local quarters in preparation for the March 25 opener at the Oxford, Miss. American Legion Post Festival.

Manager Bill Harris has supervised the overhauling and repainting of the office-owned concessions. Mack McQuistran and Brownie Workman are rebuilding racks on the Ferris Wheel truck and constructing all new ticket boxes. Bob Harris and crew are upholstering the Ferris Wheel seats and building new fronts for all rides, while Alan Clinger's crew is working on the new lighting system.

Owner Roxie Harris planned to go to Memphis to purchase new lighting equipment from Lewis-Diesel. Dottie Harris is operating the dining room here. Bingo Salkeld was a recent arrival.

Owner Roxie Harris, Bill Harris and Mr. and Mrs. Bob Harris were recent dinner guests of Mr. and Mrs. Bob (Doc) Felmet. He's a former show manager and legal adjuster for the Crystal Exposition Shows.

where he is to be located on a particular midway. This set-up is the result of co-operation between the SGA and the Chamber of Agricultural Societies.

47 Ohio Annuals Signed by Gooding

COLUMBUS, O., March 4.—Gooding Amusement Company, which headquarters here, will provide midway attractions at 47 Ohio fairs in 1950, President Floyd E. Gooding announced. Among the annuals signed is the Ohio State Fair, Columbus, for which the Gooding org has held the contract for 30 years.

In addition, Gooding has signed the Sesquicentennial Celebration at Lancaster, O., June 5-10.

Fairs dates include Fayette County, Washington, C. H.; Knox County, Mount Vernon; Green County, Xenia; Clinton County, Wilmington; Auglaize County, Wapakoneta; Trumbull County Free Fair, Warren; Champaign County, Urbana; Miami County, Troy; Mercer County, Celina; Muskingum County Zanesville; Clark County, Springfield; Ash-ta-bula County, Jefferson.

Cuyahoga County, Berea; Great Darke County, Greenville; Madison County, London; Lorain County, Wellington; Lake County, Painesville; Seneca County, Tiffin; Allen County, Lima; Henry County, Napoleon; Geauga County, Burton; Mahoning County, Canfield; Stark County, Canton; Montgomery County, Dayton; Van Wert County, Van Wert; Sandusky County, Fremont.

Hamilton County, Carthage; Shelby County, Sidney; Williams County, Montpelier; Lucas County, Toledo; Harrison County, Cadiz; Delaware County, Delaware; Warren County, Lebanon; Jackson County Apple Festival, Jackson; Jefferson County, Smithfield; Butler County, Hamilton; Carroll County, Carrollton; Hardin County, Kenton; Brown County, Georgetown; Fairfield County, Lancaster; Loudonville Free Street Fair, Loudonville; Belleville Free Street Fair, Belleville; Lawrence County, Proctorville; Plain City Fair, Plain City; Columbiana Free State Fair, Columbiana, and the Circleville Pumpkin Show, Circleville.

Francis Awaiting Weather Break To Launch '50 Jaunt

ST. LOUIS, March 11.—The John T. Francis Shows are practically ready for the season's opening, according to owner John Francis, who says he plans to toss off the winter's wraps with the first good weather in this city, show's winter quarters.

Quarters activities eased this week, with only the painting of the Merry-Go-Round horses remaining. Already loaded, prepared to move, are eight rides, new light towers, three new fronts and a fluorescent entrance.

Mrs. Lotis Francis has recovered from lobar pneumonia and is ready for the opening. Pat Patterson, 84-year-old veteran, also is anxiously awaiting the season's bow.

Recent visitors to quarters included Fred Lambert, Heinie Berger, Bennie Wear, George Regan, Sid Sidenberg, John McGee and Edwin Schantz.

Rita Cortez Returns To Endy Bros.' Shows

MIAMI, March 4.—Rita Cortez has been signed to return to the Endy Bros.' Shows for the second season. The Cortez unit will carry its own rumba band of eight men. Plan is for all new wardrobe and scenery.

Endy, who recently scored a winner at the pre-Lenten bazaar at St. Alban's Church in the Coconut Grove section of Miami, has booked a circus at the Miami Surf Club and the Everglades Club, Palm Beach, and will follow with a carnival at both spots.

Akron Fair Revival Inked By Cavalcade

Berger Signs Contract

AKRON, March 4.—Cavalcade of Amusements have been contracted to supply the midway attractions at Summit County Fair which is to be reviewed here July 31-August 6. Louie Berger, general agent, closed for Cavalcade.

The fair has been out of action since the early '20s. The revival will be held at the 160-acre Ascot Park by Griffiths-Palmer Enterprises Inc., here. The firm has been active in the promotion of auto racing, civic events and football games. Key men in the Griffiths-Palmer org are Bill Griffiths, Ed Palmer and Bill Reed.

Reynolds Contracts Five Still Dates In Okla., Mo., Kan.

MUSKOGEE, Okla., March 4.—Still dates at Oklahoma City; Joplin, Mo.; Wichita and Topeka, Kan., and Kansas City, Mo., have been signed by World of Today Shows, Owner L. C. Reynolds said in a recent visit to winter quarters here.

Reynolds purchased two 350 KVA Diesel light plants and one 10 KVA auxilliary from Stuart Stevenson, Houston. Reynolds and Art Signor, org's treasurer, also went to Oklahoma City, where they purchased several searchlights.

Ralph Clawson is supervising quarters work. His crew includes Jay Brazell, Pappy Miller, Frank Goodale, Kenny Walton, Lloyd Schemel, Buddy Myers, Deafy Adams and Kenneth Worthington.

Ted Williams is building a new cookhouse. Chuck Magid is skedded to arrive soon to ready the stands and accept delivery on a new house trailer. Izzy Wells infos from Hot Springs that he has purchased 24 new diggers and is building two new stands. Dad Reynolds is building a new chocolate dip concession and making repairs on his popcorn and peanut trailer. Signor is readying his new long-range shooting gallery.

Bellflower, Calif., Annual Inks Crafts

BELLFLOWER, Calif., March 4.—Crafts Fairs & Exposition Shows were awarded the contract for the Los Angeles County Spring Fair here, May 29-June 4, Bobby Cohn, general representative of this Crafts unit reported. This marks the first time Crafts has had the date, formerly played by Ferris Greater Shows.

Also signed by Cohn were the Days of the Verdugos Celebration in Glendale, Calif., and the annual Community Fair, Ontario.

Orville Crafts, owner of Crafts Shows, is expected back this week from an extended plane trip that included visits to Lima, Peru; Santiago, Chile, and Rio de Janeiro, Brazil.

'50 Muncie Midway To J. J. Jones Expo

BAINBRIDGE, Ga., March 4.—Officials of Johnny J. Jones Exposition announced here this week that their show has been awarded the contract to furnish all midway attractions and concessions at the Delaware County Fair, Muncie, Ind. Dates of the Muncie annual are July 30-August 4. A. G. (Fred) Norrick is secretary-manager.

MIDWAY CONFAB

Howard Robbins, member of the National Showmen's Association, is celebrating the birth of his third daughter. . . Charles Rubinstein, Jack Silverman and Johnny J. Kline have returned to their eastern headquarters following a Florida vacation. . . Eddie and Ray Goldman are in Haiti acquainting the natives with their custard machines.

To get advice in limited quantities, a manager has only to ask an unsuccessful showman for it.

Frank Gaskins, general agent of 20th Century Shows, has returned to his Ottawa, Kan., home following a throat operation in a Kansas City, Mo., hospital. . . Ervin Brown, last year with J. A. Sparks Shows, is with the National Service & Supply Company, Detroit, learning the cash register business. He plans to join Sparks when the season opens.

An expert on midway knowledge is any person who knows the difference between a gilly and a truck show.

B. C. McDonald, again will have charge of the office on Harry Craig's Heart of Texas Shows this season. McDonald arrived at org's Brownwood, Tex., quarters, after working Florida dates with John J. Caruso. . . Bill Collins and Noble Fairly, owner and manager respectively of the William T. Collins Shows, accompanied by Collins's brother, were recent visitors at World of Today Shows' Brownwood, Tex., winter quarters.

We boast of our means of getting into the grapevine and then wonder why it's impossible to keep show secrets.

Mr. and Mrs. James R. Shipman have booked their popcorn, snow cone and pea pool stands with Kinland Amusement Company for 1950. . . Joe Mole reports that Mamie Butters is at the Palo Verde Hospital, Blythe, Calif., recuperating from injuries sustained in a recent accident. . . Bill Perrot, member of the Greater Tampa Showmen's Association is still confined in the sanitarium at Orlando, Fla., and would like to read letters from friends. His address is Box 3153.

Cold mornings should be a warning to showmen with itchy feet to think twice before they merge their midways with low temperatures.

E. J. Casey, of E. J. Casey Shows, joined business and civic leaders of Winnipeg, his org's home base, in paying tribute recently to The Winnipeg Tribune upon the latter's 60th anniversary. The Casey org, using a quarter-page advertisement in the huge 156-page anniversary edition published by the paper, detailed the dramatic rise of Casey in outdoor show business. The text pointed

out that Casey started in 1934 with one ride and \$900 and that his equipment, which embraces 14 rides, 7 shows and 40 concessions, now is appraised in excess of \$180,000. Ad also mentioned that the Casey organization played a large part in raising \$400,000 for various World War II funds.

No one in this biz has been really abused unless he's been a lot layout man or was the program chairman of a show club benefit performance.

Gay-Lynch Enterprises will be at the National Orange Show, San Bernardino, Calif., with a cafeteria trailer, grab trailer and a beer concession. Firm has 12 units on the road. . . Marty Brown, known as the "Royal Canadian Jag," writes from Boston that he has decided to quit the road after 25 years. . . Carl E. Manthey Jr., who had the front on the Funhouse last season with Vovona Bros.' Shows, writes from Trinidad that he is spending the winter as a seaman with the Moore-McCormick Line in Southern waters. This affords him the opportunity to visit outdoor show enterprises in foreign lands.

The first thing a new midway press agent should acquire is a big tub, which he can thump in the cause of a good old shake-'em-up show.

Mrs. F. Percy Morency (Alyne Potter) is recovering from injuries sustained in a fall at her home in Buffalo six weeks ago. She would like to read letters from friends. Her address is New Liberty Park, Buffalo. . . Louis J. Riley, former owner of Dixie Belle Shows, is in an Owensboro, Ky., hospital receiving treatment for a kidney disorder. . . Harold (Harry) Lankford, son of Walter Lankford, former owner of Lankford's Overland Shows, and his wife, the former Ruth Jackson, of Gastonia, N. C., are visiting friends in Augusta, Ga. . . Just before leaving Miami for the North, Red and Florence Cundiff enjoyed a visit from Bob Hill, of the Ross Sinderson Kiddie Rides. Bob was en route to Key West, Fla.

Defense for the guy who took a powder with ticket-box dough and wants to come back five years later is: "Look how long I've been going straight."

Mr. and Mrs. Clifford C. Groscurth, owners, Blue Grass Shows, are visiting Cliff's brother, who is ill, in Detroit. . . D. Wade, general representative of W. G. Wade Shows, is back on the job after undergoing surgery in Woman's Hospital, Detroit. . . Glenn Wade, show owner, has returned to winter quarters in Detroit following a trip to New Orleans and Miami. . . Harry Mamas has bought a new truck and trailer to handle the new Rock-

WHEELS OF ALL KINDS PADDLES—LAYDOWNS

FAIR AND CARNIVAL SUPPLIES & EQUIPMENT

- ALUMINUM MILK BOTTLES
- CANDY RACE TRACK
- COUNTRY STORE WHEELS
- CHUCK CAGES
- DEVIL'S BOWLING ALLEY
- HIGH STRIKER
- HOOP-LA BOXES
- JUMBO DICE WHEELS
- ROLL DOWNS
- SEVEN-ELEVEN BALL GAME
- SKILLOS
- THUNDERBOLT BUMP RACER
- WATCH-LA BLOCKS

Write for Catalog

H. C. EVANS & CO.
1528 W. Adams St. Chicago 7, Illinois

THE WILD BOY

From the Jungles of
Borneo

Shrunken Heads and Shrunken Bodies, Fish Girl, Devil Child, Two-Headed Baby, Dried Pigmy Bodies. Many other attractions. We sell the wonders of the world. Write for prices and descriptions.

TATE'S CURIOSITY SHOP
54 S. Grove St., Mesa, Ariz.

HUBERT'S MUSEUM

228 W. 42nd Street, New York, N. Y.

Open all year round

Want Freaks and Novelty Acts.

State salary and all particulars in first letter.

FOR EXPORT

Popcorn Machines & Concession
Equipment & Supplies

BEEVINS POPCORN CO.
NASHVILLE, TENN.

CAN PLACE AGENTS

For Hanky Panks, Fish Pond, Cigarette Gallery, Milk Bottles, Pitch Games, P. C. Agenis, Married Couple. Give very liberal propositions. Bingo Counter Men. (Phil Cooper, write.) Show opens early. All write:

ROSS E. REED

Box 2 Nelsonville, Ohio

WENDALL S. BROWN

Contact

R. M. WILSON

18402 Stahelin Detroit 19, Mich.

Dyer's Greater Shows

Opening March 24, W. Helena, Ark. Operating week-ends until Easter.

Want Motordrome, Shows, What have you? First Man on Caterpillar, First Man on Big Eli, Second Man on all rides. Concessions open: Lead Gallery, High Striker, Photos, Six Arrow, Hoop-La and any legitimate Hanky Pank, Diggers, Bingo, Cook House, Arcade sold. Write

BOX 128, W. HELENA, ARK.

MOON BROS.' SHOWS

Opening March 25th, Two Saturdays, This Vicinity.

Want Agents for Office Concessions. Will book Ball Game, Photo, Popcorn, Snow Cone, Cotton Candy, Stock Stores, any Hanky Pank; one of a kind, privilege \$15.00. Side Show People who do two or more acts. 2 Men for Kiddie Ride; Wives on Concessions. Book Major Ride. Address

R. E. MOON, Mgr.

General Delivery, Texarkana, Texas

P.S.: Free Winter Quarters, come on.

CLAYTON'S CONCESSIONS

WANT

Sober and reliable Hanky Pank Agents. Positively no drinking tolerated. Also good Age and Weight Agent, woman preferred. Sully, come on.

Address: 22-A E. Court St., Greenville, S. C.

NEW CUSTOM DERBYS FOR SALE, \$2,940.00 EACH

16 UNITS—25-FOOT STEEL FRAME TRAILER. SOLID MAHOGANY ROLL-DOWN ALLEYS. WRITE NOW FOR DETAILS.

JACK DOKE

301 EAST 69TH STREET

LOS ANGELES 3, CALIFORNIA

TENTS

All Sizes—NEW AND USED—All Styles.

BRIGHT FLAME-PROOF FABRICS—Khaki, Blue, Forest Green, Olive Green, Tangerine

CAMPBELL TENT & AWNING CO., INC.

100 CENTRAL AVE.

(Phone 38885)

ALTON, ILLINOIS



**FLUORESCENT
FIXTURES**

For Carnival Installations,
Dealers, Distributors,
Concessionaires.

**FLUORESCENTS
FOR EVERY PURPOSE**

Direct From Manufacturer
at Lowest Possible Prices.
AS LOW AS \$2.10 EACH

Write for Catalogue and
Price Lists

BELNORD PRODUCTS CORP.
DESIGNERS • MANUFACTURERS • DISTRIBUTORS
FLUORESCENT FIXTURES
714 Cherry St., Phila. 6, Pa. Lombard 3-7789



**4...
good reasons**

See page 72



**U-BUILD-IT
ALL METAL
EASY TO ASSEMBLE
Traveling -
Vending Trailer**

WE FURNISH EVERYTHING

All high strength steel prefabricated chassis and frame work.

LIGHTER, STRONGER, LONGER-LASTING.

Caravan or Conventional style.

Standard shell sizes: 12', 16', 20', 24', 28' and 32' body lengths. Either for concession or house trailers. Send 25¢ for catalog and further information.

**U-BUILD-IT TRAILER
TRANSPORTATION SPECIALTIES, INC.**
Route 20, Box 611, Elkhart, Indiana

Lawrence Greater Shows
America's Most Progressive Carnival

WANT

Frozen Custard, Photos, American Palmistry. A-1 Combination Billposter. RIDE HELP and Useful Show People in all Departments.

All replies to:
WINTER QUARTERS—Moultrie, Ga.

**FAMOUS TAYLOR MADE
HI-STRIKERS**

Featuring sensational new combination Track and Baseball Striker at \$300.00. Other models at \$225.00 and \$250.00. Steel base Electrified Towers, also new Counter Strikers for Stock or Color Outfits.

\$100.00 Per Pair.

G. W. TAYLOR, Box 255, Punta Gorda, Fla.

**FOR SALE OR LEASE
PORTABLE TWELVE CAR SCOOTER
(Park Type), 32'x72'**

Good condition. Operated last season. If sold, must be moved at once.

LEO LANE
Box 12, Savannah Beach, Ga.

**FOR SALE
KIDDIE AUTO RIDE**

Allan Herschell, ten cars, new top, bearings, gears, V-belt clutch, platforms, new last year. \$1000 cash. Need room.

S. A. KERR, 1617 N. Sydenham, Philadelphia, Pa.

WANTED

ACTS AND RIDES FOR FALL FESTIVAL
Dates: Sept. 14, 15 & 16th, 1950. Write
The Bloomingdale Commercial Club, Inc.
Bloomingdale, Indiana

o-Plane, due to be delivered soon to the Wade quarters. . . . J. R. Stephens and Bill Meyers, photo gallery ops on various shows, are working out a deal to handle identification pictures for all Michigan bartenders in cities, under a new law which makes such photos necessary. Stephens and Meyers may go on the road with a new Michigan carnival this season.

Shows heading north at this time of the year may be a sign of spring, or perhaps they're going back to a late December date to pick up a bankroll they lost.

Michale and Hilda Roman, who closed a successful 10-day stand in Miami under a local church sponsorship recently, have signed to return to the John H. Marks Shows in 1950. . . . Elsie and Bob Chism have completed framing their new cook-house which has been booked on Tivoli Exposition Shows for the coming season. Key personnel, Chism says, will include Porky Adams and Herb Woodford. . . . Edward A. Kennedy, for 12 years a special agent for the Johnny J. Jones Exposition, is in a serious condition at Bellevue Hospital, New York. He entered the hospital two weeks ago for observation. Kennedy, who is 82 years old, spent 50 years in advance of circuses and carnivals until his retirement 12 years ago. He was with the Ringling circus the year it became a railroad show.

Swapping old established territory for new can be accomplished, but it's like the promoting of the proverbial hot stove—a helluva lot of grief for a doubtful dollar.

Zora Blaire, Girl Show operator, and Ed Bates Smith, costume de-

signer, took in the Mardi Gras at New Orleans. Zora is slated to play two more night club dates in Dallas before returning to the road. . . . Dimples Holmes, of Prell's Broadway Shows, was honored by her mother, Peggy Holmes, at a party in the Flamingo Club, Delray, Fla., in celebration of the former's 14th birthday. Guests included Chubby Holmes, Lee Erdman, Harvey and Toni Wilson, Brooksie and Danny Neilen, Ann and Albert Belk and Ray Rayetta. . . . A. J. Duffy will return to Sunset Amusement Company as publicity director, his fourth consecutive season in that capacity, at shows' Excelsior Springs, Mo., winter quarters. The shows are expected to open their season early in April.

Reason a girl show operator gave for having a bad season was, "My performance wasn't suitable for kids and my false teeth audience couldn't buy my candy."

Bill Wilcox, of the Heart of America Showmen's Club, Kansas City, Mo., is wintering in Hot Springs. . . . F. O. (Tarzan) Banks, off the road since 1940 and who operated his Snake shows at Virginia Beach and Ocean View Beach, Norfolk, for the past two years, has returned to his headquarters from a lengthy buying trip. He plans to present his latest additions at American and Canadian sports shows on a tour that winds up in Cleveland April 29. He'll then return to the road with Imperial Shows. . . . Patsy Rosania, concessionaire playing winter fairs in Florida, again will be with the Morris Hannum Shows which open their season near Philadelphia late in April.

Showmen who fear the worst might take a tip from other business men who offer a new line of goods when customers stop buying. Yes, even bargain prices when in money-scarce towns.

Harry W. Lamon writes from Columbus, Ga., that Mrs. Cecil (Bobbie) Hendrix died in New Orleans recently and was buried in a local cemetery. Mrs. Hendrix was the widow of Jack Williams, well-known legal adjuster, who died 14 years ago. . . . Harold M. Kilpatrick, circus and carnival billposter, who has been a tuberculosis patient at Western, N. C., Sanitorium, Black Mountain, N. C., for the past four years, advises that he expects to undergo an operation for the removal of his left kidney in an effort to check the disease. . . . G. O. Case, after closing with Blue & White Shows and visiting friends in Corpus Christi, Tex., motored to his farm in Georgetown, Miss., where he will remain until late in the summer when he will play a number of celebrations and fair dates. He will close his 1950 tour at Louisiana State Fair, Shreveport.

J. George Loos, veteran showman and owner of Greater United Shows, was the subject of a detailed profile, plus a pen-and-ink sketch, recently in The Laredo Times when his shows, which winter in that city, opened their 29th consecutive stand at the Washington Birthday celebration. The text ran close to two columns in the standard-sized paged paper, while the accompanying pen-and-ink sketch, which presented not only a likeness of Loos but highlights of his life, was six columns wide by seven inches deep. . . . Bud Palmer, of B. Palmer Sales Company, Dallas, is back at his headquarters after a trip to Brownsville, Laredo and San Antonio, and reported that Don Brashear's Shows had 12,000 paid admissions at the Charro Days celebration, Brownsville, the night he visited the lot. Palmer infoed that the Greater United Shows at Laredo had an attractive array of rides and concessions and scored good business February 22. He also reported that the Don Franklin Shows, playing the San Antonio stock show, had not spared paint nor labor in preparing for the season.

WORLD OF TODAY SHOWS

TWO SHOWS COMBINED IN ONE

WANT

For the best still route in the Middle West and first-class FAIR Route, including North Dakota State Fair, Grand Forks; Sioux Empire District Fair, Sioux Falls, S. D.; Rock Rapids and Mason City, Iowa; Tri-State Fair, Corinth, Miss.; Tenn. Valley Exposition, Huntsville, Ala., and Oklahoma Free State Fair, Muskogee, Okla.

CONCESSIONS—Can use Slum Concessions of all kinds, including Fish Pond, Duck Pond, Cig Gallery, Coca Cola, Strings, Slum, Clothes Pins, Mug, Hooplas, Penny Pitch, Novelties, Scales and Age. GOOD PROPOSITION TO A MAN WITH 7 or 8 SLUM OUTFITS. Want Mitt Camp, Custard and good flashy Penny Arcade.

SHOWMAN—ON ACCOUNT OF DISAPPOINTMENT CAN USE GOOD SIDE SHOW OPERATOR WITH ACTS. Also can use Shows of all kinds with or without equipment, Grind or Bally, Unborn, Monkey, Illusion, Animal. Want man and wife to take full charge of Glass House and Fun House.

RIDE HELP—Would like to hear from all our old Ride Help. Buster Glenn, write at once, have good proposition for you. Bob Bailey, write at once.

WANT BILLPOSTER WHO CAN PUT UP PLENTY OF PAPER AND HANDLE MINOR ADVANCE DETAILS.

THIS SHOW CARRIES SEARCHLIGHTS AND FREE ACTS AND PLAYS PROVEN MONEY TERRITORY. IF YOU ARE INTERESTED, WRITE US AND WE WILL ANSWER YOU AND GIVE YOU FULL ROUTE AND OPENING DATE.

L. C. REYNOLDS, Owner ART SIGNOR, Secy.
BOX 782, MUSKOGEE, OKLA.

WANTED

FOR OPENING COVINGTON, GA., MARCH 17

All those Booked, take note. Mike Flynn, get in touch.

CONCESSIONS—Photos, Custard, Novelties, Jewelry and most all Stock Concessions. John Terry wants Agents for Slum Sets, Cork Gallery, Razzles, Skillos, Six Cats, Pin Store, Agents on all Hankys. RIDES—Caterpillar, Tilt, Rolloplane or Dark Ride. Second Men on all Rides, Foreman for Swing. SHOWS—Have complete Sideshow, new top and banners; Snake Show with new pit, Girl Show with transportation. Will book Monkey Show, Wild Life, Mechanical City. Need Free Acts featuring Animals—lions preferred.

C. A. STEPHENS SHOWS

Crystal River, Fla., until March 12; then Covington, Ga.
P.S.: Frank C. Walker, get in touch with John Terry.

CARNIVAL WHEELS

SEE OUR COMPLETE LINE AT THE AMERICAN TOY FAIR, HOTEL McALPIN, N.Y.C. ROOM 635, MARCH 6-18.

Write for Catalog

CARDINAL MFG. CORP.
Manufacturers of Carnival Wheels and Supplies
430 KEAP STREET, BROOKLYN 11, N. Y.
Evergreen 7-5027

WANTED

CAN PLACE RIDE HELP

In All Departments. Caterpillar Foreman. Semi Drivers. Place Married Couple. Wife sell tickets.

Write:

JIM WILLMAN
222 East Kickapoo St.,
Hartford City, Indiana.

MOUND CITY SHOW #2

Want to book for early May opening and long season Celebrations and Fairs, starting in June.

All kinds Stock Concessions, Ball Games, Want Mechanical Show (Joe Teska, a good season for you here), small Motordrome. Will book Octopus on contract or buy one in good condition. Ride Help, write, Bob, you coming back? Phil Buffington, Charlie Oiler, "Red" Albert, write.

JACK WALLACE, Lonsdale, Ark.

WANT TO BUY

KIDDIE SKY ROCKET

Made by Pinto Bros.

J. MELE
41 Hamilton Ave. Seaside Heights, N. J.
Phone: 9-0026

FOR SALE! SMALL CARNIVAL

Ready to operate. Gruner Chairplane, fence, ticket box, Le Roi power unit, perfect condition; seven-car Kiddie Auto Ride, perfect condition, homemade; one GMC Tractor, 1940; 28 ft. Semi, bought '49, perfect; one '36 Chev. Van with 10 kw. light plant; ten complete Concessions, lots of stock and all other equipment to operate. Nothing needed. \$3500.00 takes it or will sell any part.

W. E. WEST
Box 37, Lucedale, Miss.

HILL'S GREATER SHOWS

WANT

Capable Operator for two beautiful Girl Show Frame-Ups. Must have talent and wardrobe. (Mac and Peggy, answer if coming.) Will sell exclusive on Mug Outfit. All Hanky Panks open. What have you?

Will book Roll-a-Whirl, Loooper, Caterpillar, Whip or Rock-o-Plane. Have openings for Ride Help, Merry-Go-Round Foreman, Foreman for Kid Rides, Tilt-a-Whirl Foreman. Squeeze Box, let me hear from you if coming. Also all old help who are contracted.

Will book high class Side Show with own equipment, also Fun House, Motordrome, Wild Life, Monkey Show, Mechanical, Glass House or any show of merit.

This show has contracts for the "B" Circuit of fairs in Montana the entire month of July, with Celebrations in South Dakota. Playing Mobridge, July 4, on the Streets; Rapid City, S. D., biggest celebration in South Dakota; also fairs in Nebraska, Wyoming, Colorado and Texas. Thirty-five weeks of the best in the west Opening in downtown Corpus Christi, Texas, March 18, for twelve days, three big Saturdays and two Sundays. Time is short, so wire or call 413W or Air Mail.

H. P. HILL, Mgr., P. O. Box 516, Aransas Pass, Tex.

THOMAS JOYLAND SHOWS

CAN PLACE

SHOWS: Not conflicting, Arcade, Monkey Show, Grind Shows, Fun House, Dog and Pony Show, Glass House. CONCESSIONS: Basket Ball, Rotaries, Huckleby Buck, Glass Pitch, Coca-Cola, Dart Games, Short Range, Jewelry, Novelties, Hoop-La.

RIDE HELP: Ride Foremen and Second Men in all departments; must drive Semis.

Address **L. I. THOMAS, Mgr.**
Box 1593, Riverside Station, Miami, Fla.

ROYAL BLUE SHOWS

WANT

OPENING EARLY IN APRIL IN WEST VIRGINIA

Oil and Gas Fields, good route for season, WITH EIGHT GOOD FAIRS, Ohio and West Virginia. CONCESSIONS—Hoop-La, Hi-Striker, Glass Pitch, Coke Bottles, Bowling Alley, String Games, Balloon Darts, Fish Pond, Jewelry, Photos, any legitimate Concession. RIDES—WILL BOOK OR LEASE FLAT RIDE or any Ride not conflicting. Want three Kid Rides. Want Ride Help all Rides, must have driver's license. Want BINGO CALLER, ELECTRICIAN. Drunks and chasers, save your time. WIRE OR WRITE

D. W. CARTER, Mgr., Box 1663, Charleston, W. Va.
P.S.: For Sale—10 Kw. A.C. Light Plant, like new, \$400.00, with Trailer.

Used Everywhere for Over 35 Years

ROLL TICKETS

PRINTED TO YOUR ORDER

Keystone Ticket Co. DEPT. B SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100.00.

100,000	\$27.00
10,000	\$ 9.00
20,000	11.00
50,000	17.00

Copyrighted material

PLAYTIME SHOWS

Opening Manchester, N. H.

MARCH 24

First show in. Want Shows and Hanky Panks, Help on all Rides, Foreman for Roll-o-Plane, Fly-o-Plane.

All replies to

E. W. BURR

Box 206, Quincy, Mass., until March 12; then General Delivery, Manchester, N. H.

LAST CALL

CAVALCADE OF AMUSEMENTS

The Nation's Largest and Finest Midway

Can place capable Operator for Snake Show. We will furnish you front and top, complete. Wonderful opportunity for good operator. Have opening for Operator for Monkey Show. We will furnish three Chimps if you can furnish Monkeys. Wonderful frameup, new top and front. Have opening for high-class Unborn Show, must have large assortment of specimens. Want capable Scenic Artist to work with Eddie Marconi.

Address **AL WAGNER, Mgr., Box 66, Mobile, Ala.**

WANTED GIRLS WANTED

FOR TWO OUTSTANDING GIRL SHOWS ON

HILL'S GREATER SHOWS

OPENING MARCH 18—CORPUS CHRISTI, TEXAS

Those who worked for me before, answer. Salary no object if you can produce. NO TIME TO WRITE—WIRE.

ROBERT (RED) MARCUS

c/o BRISTOL HOTEL, HOUSTON, TEX., UNTIL MARCH 11; then c/o Hill's Greater Shows, Corpus Christi, Tex.

GRAND AMERICAN SHOWS

10 RIDES—6 SHOWS—30 CONCESSIONS

Playing Sponsored Events, Celebrations and Fairs in Missouri, Iowa, Illinois. Opening April 10th. Want Concessions, Arcade, Ball Games, Basketball, Hoop-La, Glass Pitch, Custard, Root Beer, American Palmistry, other legitimate Stock Games. Want Shows, 10-in-1, Minstrel with Band, Mechanical, Big Snake, Grind Shows that do not conflict. Ride Help, Merry-Go-Round Foreman, Wheel Foreman, Second Help on all rides who can drive semis. (Lowell Wood, contact me.) Second Caller for Bingo, Help for Fronts and Show Equipment. Address all mail to

L. O. WEAVER, OWNER-MGR.

P.O. BOX 102, MALDEN, MO.

GLEN JONES CIRCLE "J" RANCH DONKEY BASEBALL

NOW BOOKING FOR 1950 SEASON IN EASTERN STATES FROM MISSOURI INTO NEW ENGLAND AREA.

Organizations need money? This is one of the easy ways to get it. Organizations furnish players and place where event is to be held and we furnish trained donkeys and put on the game for you. We have well trained donkeys that are completely pets, but can give you action, thrills and spills. Write

GLEN JONES

643 E. 13TH ST.

SEDALIA, MO.

STANDARD SHOWS

OPENING APRIL 28TH

Have complete framed Girl Show, need operator; must have Talent and P. A. System. SHOWS: Mechanical, Monkey, any non-conflicting. RIDES: Merry-Go-Round, Mix-Up. CONCESSIONS: Slum Stores, Slim Jarvis, Bill Sutherland, Jimmy Dunn, Swinger Red, let me hear from you.

All Address **WINTERQUARTERS, Box 506, Douglas, Wyo.**

FIREMEN'S JUBILEE

Saxonburg Vol. Fire Co. and Relief Assn.

SAXONBURG, PENNSYLVANIA

Pennsylvania's largest Firemen's Carnival. WANTED—Motordrome, Wild Life Show, Concessions and other good, clean Shows. Wire or write.

BEN LASSINGER, Secretary

Last Call—PAGE BROS.' SHOWS—Last Call

Opening Springfield, Tenn., April 8th, 2 Saturdays

All People contracted, answer. Want Foreman for Wheel, Tilt, Shooting Star, Chairplane, Roll-o-Plane, Second Men on all rides, must drive. Can place few more Hanky Panks, such as Ball Games, Penny Pitch, Pitch to Win, Custard, Arcade, Lead Galleries. Girl Show, have top, etc. Fun House operator, Talker for Side Show, Show People in all departments. Box 244 — Phone 349 — Springfield, Tenn.

P.S.: For sale—Chairplane, good shape, cheap.

La Cross Prepping For April 15 Bow

ST. ALBANS, Vt., March 4.—La Cross Shows, owned and managed by Paul R. La Cross, are being whipped into shape at winter quarters here for an April 15 opening. Painting and remodeling has been under way six weeks, and refurbishing of rolling stock is scheduled to start this week.

The org, for its fourth season on the road, will go out with 6 rides, 5 shows and 30 concessions. A nightly free attraction is planned, as are fireworks once a week.

La Cross said that the personnel will be virtually the same as last year plus the addition of several new concessioners and showmen. The route will span 25 weeks, of which 20 already are booked, La Cross added.

Va. Greater Signs 2 Virginia Annuals

SUFFOLK, Va., March 4.—William C. Murray, general agent of the Virginia Greater Shows, this week announced the signing of two Virginia annuals. They are the Eastern Shore Agricultural Fair, Keller, and the Eight-County Tidewater Fair, West Point.

Murray and Owner Rocco Mascucci said the org's fair route will include dates in North and South Carolina. Both execs are in winter quarters here supervising the general refurbishing program.

Horwitz Pinch Hits as Avery G. A., Books Celebrations

DETROIT, March 4.—Edward (Red) Horwitz, concessionaire with Avery's Modern Shows, return from a recent trip thru Michigan on which he booked celebrations, including one at Oxford; another, a July 4 event, at White Cloud, and the Drayton Plains Homecoming, as a substitute general agent for the org. Horwitz is pinch-hitting for Lester Curtis, general agent, who is expected to rejoin the shows soon following his release from the Brighton, Mich., Hospital, where he is recovering from an illness.

Shows are to open late in March with a 10-day stand at Clawson, 10 miles north of here, under Veterans of Foreign Wars auspices.

Owned by Mrs. Verna Avery, shows will come out with one and possibly two more rides than it had last season, their first year out.

Aussie Showmen Re-Elect M. D. Darling President

SYDNEY, March 4.—M. D. Darling was re-elected president of the Showmen's Guild of Australia at the Guild's annual election here. Other officers are S. Thomas and W. Howard, vice-presidents; G. M. Gear, secretary; M. Duke Graham, treasurer. Committee members named were J. Foster, D. Uppman, J. Allan, E. Miller Sr., R. Byrnes, C. Miller, A. Brown and H. A. Graham.

Initiation fee for outside members was fixed at \$12.50 and yearly dues at \$12.50. Any bona-fide financial member of Victoria and South Australian guilds are eligible for acceptance by the secretary. The Guild's annual ball was set for March 28, with Mrs. George Sorlie as hostess.

No Padded Seats?

VANCOUVER, B. C., March 4.—Teen-age embryo showmen took over a cement mixer and inveigled one of their 10-year-old playmates to fork over 30 cents for a ride in the whirling mixer. In addition to the ride the moppet emerged with a black eye and a cut nose.

FLOYD WOOLSEY

WANTS

FOR OPENING APRIL 1

Side Show Acts for outstanding route. 18 bona fide fairs, eight States. Freaks, Knife Act, Whip Crackers, Fire-Sword Swallowers, Magic that pitch, Fat Girl or Man, Bally Girls, Strong Mind Act suitable for high class side show. All replies

FLOYD WOOLSEY

206 S. Lake Arthur Ave. Jennings, La.

ELECTRIC CABLE

FOR SALE

30,000 ft. of all new Tirez Rubber Armored Super Service Electric Cable. Double conductor No. 2-00 and double conductor No. 4.

25c Per Foot F. O. B. Washington, D. C.

Write

NELSON THOMAS

2528 S. 20th St. Philadelphia, Pa.

W. G. WADE SHOWS

Now Contracting for 1950 Season

RIDES—SHOWS—CONCESSIONS

Will Book for Season, Reliable

CIRCUS

SIDESHOW

Full Season—April thru October

G. P. O. Box 1488

Detroit 31, Michigan

BARNEY G. WILLIAMS

Contact

R. M. WILSON

18402 Stahelin Detroit 19, Mich.

CAN USE

Aerial Act for Free Act. All men who contacted me, come on. All Hanky Panks open. Pop Corn and Candy Floss open. Need Tilt Foreman. This show carries 6 Rides and 3 Side Shows. Will buy or book Train and one Major Ride. Have all Celebrations booked in Illinois starting May 1st. **BURKHART SHOWS & AMUSEMENTS**, Carlisle, Ark., this week; Sheridan, Ark., week starting March 13th; then per route.

S. B. WEINTROUB

WANTS WANTS

Hanky Pank Agents, Pea Pool Agent, Beat the Dealer Agent, Joe Waters, wire; Charleston Shorty, come on.

Care **MAGIC EMPIRE SHOWS** Montgomery, Alabama, March 6th to 11th.

FOR SALE

ELI NO. 5 FERRIS WHEEL

Reasonable for Cash. Excellent condition for portable or permanent park use.

H. McMAHON

128 Dean St. Brooklyn, N. Y. Resident 2-8682

WANTED—A CARNIVAL

for our Paul Bunyan's Fourth of July Celebration to be held week of July 1st through 5th Write at once to

Frank Sturges, Commander American Legion, Fort Bragg, California

AUTO RIDE FOR SALE

Factory built 8 Car Auto Ride, nearly new blue top and sidewall.

\$1,000.00 CASH

P. O. BOX 518 NASHVILLE, TENN.

"After the dark cloud comes the silver lining"

NEW PENN PREMIER SHOWS

FIRST CALL—OPENING CHESTER, PA., APRIL 10—FIRST CALL

Can place Concessions—Cook House (large), Grab, Novelties, Fish Pond, Hoop-La, Ball Games, Jewelry, Photo, Darts, Derby Racer and any legitimate Concessions. (No gypsies.) Can place Pop Corn, Floss if you have some other Concessions. SHOWS—Can place Drome (due to disappointment), Glass House, Wild Life, Fun House, Arcade, Monkey or Animal Show or any Shows not conflicting. Joe Hilton can place a few good Acts and one strong Freak to feature in new 160-foot Circus Side Show. This Show is out 52 weeks; playing Miami now. Rides—Will place Caterpillar or Fly-o-Plane. Help—Can place Lot Superintendent, Billposter (Shaffer, answer) and General Help on all Rides. Must be sober and reliable. Want to buy good Drome or Funhouse. No junk. Address all mail and wires to

PENN PREMIER SHOWS
LLOYD D. SERFASS
 SANFORD, N. C.

W. E. KAUS SHOWS

WANT WANT WANT WANT
 FOR GRAND OPENING THE FIRST WEEK IN APRIL, NEW BERN, N. C. WE HAVE TEN BONA FIDE GOOD FAIRS AND THE BEST TERRITORY IN THE EAST FOR OUR SUMMER TOUR
 Rides—Will book a Whip, Tilt-a-Whirl, Caterpillar or other Flat Ride. Concessions—Ball Games, Fish Pond, Bowling Alley, Penny Pitch or other Hanky Panks—privilege \$25.00. Can book Long or Short Range Galleries. Also Mitt Camp. Shows—Fun House, Glass House, Side Show, Ceek Show or other Illusion or Pit Show. Jimmy Pembroke wants to hear from Girls for his show—Ginger, write. Write or wire all communications:
MARIE KAUS, Owner & Operator—RUSSELL OWENS, Mgr.
 BOX 269, NEW BERN, N. C.

VETERANS OF FOREIGN WARS SPRING FESTIVAL

HARTSVILLE, S. C., SATURDAY, MARCH 4TH, THROUGH SATURDAY, MARCH 11TH

Bingo, Cook House, Diggers, Corn and Apples sold. Will book clean Concessions of all kinds. Want Side Show People Girls for Girl Show, Colored Performers. Help on our seven Rides.

All replies
MARION GREATER SHOWS
 Hartsville, S. C.

FOR SALE

- 2—25 K. V. A. 900 R. P. M. 110-220—60 Cycle Single Phase, mounted on a 20-foot, 8 wheels very good rubber, trailer with 400 gallon extra storage gas tank installed.
- 10 K. V. A. 1200 R. P. M. 110-220 volts single phase 60 cycle Kohler Generator Unit. Mounted on 2 wheels. Generator completely covered. Good for custard. Has a trailer hitch.
- 1—7½ kw. 1800 R. P. M. 110-220 volts Leroy Motor. Mounted with trailer hitch.
- 1—D. C. 25 kw. Generator mounted on 4 wheels, hard rubber.
- Prices ranging from \$300.00.

HELP WANTED

Experienced Ride Help wanted. Long season, with good treatment.
PETE PASQUA
HERMAN (SPECS) SMITH
JIMMIE DRESH
AL ZURAWSKI
BLACKIE RODAK
 Get in touch with me.
 —CONTACT—
JOHN A. BASS
 1662 Hutchinson River Parkway, Bronx, New York
 or
RALPH N. ENDY
 Concourse Plaza Hotel, Bronx, New York. Ph. Jerome 7-4700

MARKS SHOWS

MILE LONG PLEASURE TRAIL CAN PLACE

SHOWS—Motor Drome, Wild Life or any first class grind show.
 MONKEY SHOW—Have complete beautiful outfit and some animals. Want reliable Showman to handle same.
 RIDES—Good opening for one or two major rides not conflicting.
 CONCESSIONS—Legitimate Merchandise Concessions. No wheels or coupons. All eats and drinks sold.
 SHOW OPENS EARLY IN APRIL IN THE VICINITY OF RICHMOND, VA.
 Address P. O. BOX 771, Richmond, Va.

UNITED EXPOSITION SHOWS

LAST CALL! LAST CALL!
 WE HAVE BEST SPRING ROUTE OF ANY SHOW IN THE UNITED STATES. BOOKED SOLID "FIRST IN" SPOTS UP TO THE BIG JULY 4 CELEBRATION AT OLNEY, ILL.
WANTED AT ONCE
 SHOWS: Due to disappointment, want first-class Side Show Manager who has something to put in new 100 ft. top with 120 ft. banner line. Also want Side Show Help. What can you do? Want Girl Show (Sally Burnett, wire), Fat Show, Mechanical Show, Monkey Show or Speedway, Motordrome, other worth-while Shows with own transportation. CONCESSIONS: Frozen Custard, Six Cats, Buckets, Basket Ball, Photos, Jewelry or any Hanky Panks. Few Second Men for Rides who drive. Also Man for Popcorn. All above wire or come on. Opening Greenville, Tex., March 9-11, incl. Right downtown.
FOR SALE
 14 Ft. Office Trailer, can be converted into living trailer. Price: \$150.00.
C. A. VERNON, Mgr.
 BOX 244 OR WESTERN UNION GREENVILLE, TEXAS

ROYAL CROWN SHOWS

WANT WANT
SIDE SHOW OPERATOR

Have 155 Foot Front, completely framed, with 32 Foot Trailer to transport same. Operator must furnish People, all inside and P. A. sets. Good proposition to capable manager who will have something to put in show. A fine route and a long season. No drunks tolerated. (Milo Anthony, answer.)
E. L. YOUNG, GEN. MGR.
 Daytona Beach, Fla., this week; followed with Eustis and Sanford, Fla., all fairs, then north.

GRANT'S RIDES AND AMUSEMENTS

OPENING MAY 1—CAN USE

Shows of any kind, committee percentage only taken out. Rides—Merry-Go-Round, Spitfire or Comet; percentage same as above. Concessions—Can use any Grind Store not conflicting. Privilege, \$75.00. Write
GEORGE A. GRANT
 ROUTE #3 (VENANGO CO.), PLEASANTVILLE, PA.

C. C. (SPECKS) GROSCURTH PRESENTS BLUE GRASS SHOWS

FEATURING THOROUGHbred ENTERTAINMENT
Opening Owensboro, Ky., Thursday, April 20
 Can place Legitimate Stock and Hanky Pank Concessions of all kinds. Custard, Jewelry, American Palmistry open on exclusive basis. Can place any non-conflicting Shows with own transportation and equipment. Liberal proposition.
 Can place Foremen on all major rides; must be semi-drivers.
All address C. C. GROSCURTH, Gen. Mgr.
 Box 621 Phone: 3-5321 Owensboro, Ky.

WALLACE & MURRAY SHOWS

FEATURING BRUNO ZACCHINI CANNON ACT
 WITH CHOICE STILL DATES CELEBRATIONS AND FAIRS STARTING EARLY. OPENING THURSDAY MARCH 16, AUGUSTA, GA., FLORENCE & MILL ST. LOT. TRAIN RIDE OR ANY RIDE NOT CONFLICTING. WILL BOOK FUN HOUSE, PENNY ARCADE, SNAKE SHOW OR ANY OTHER GRIND SHOW. WILL SELL EXCLUSIVE ON A BINGO, CUSTARD AND DIGGERS. ALSO WANT PHOTOS, BALL GAMES, FISH POND, A PITCH-TILL-YOU-WIN, SHOOTING GALLERY (SHORT RANGE). (Harry Cohen, Phil Cook, answer.) Epp Glosser, Butch Plais, Al Hubbard and other Concessionaires. T answer. GOOD CARNIVAL HELP ALWAYS WELCOME ON OUR RIDES. Wire or write T SHOWS, RIDES & HELP CONCESSIONS
 Contact Contact
AL WALLACE, GEN. MGR. BEN BRAUNSTEIN, BUSINESS MGR.
WALLACE & MURRAY SHOWS
 BOX 896, AUGUSTA, GA.

MAURIE KAUS —WANTED— RUSS OWNES

OWNER FOR MGR.
 NEW BERN, N. C. **KAUS SHOWS**

HAVE 10 FAIRS—ALREADY BOOKED
 SHOWS—Side Show, Wild Life, Motor Drome, Penny Arcade, Fun House, Monkey Show, any Platform Show, Girl Show. RIDES—One Flat Ride, Pony Ride, Kiddie Auto. We own 10 Rides. CONCESSIONS—Ball Games, Fish Pond, Dart Game, Photo Gallery, Mitt Camps, all Hanky Panks open, Pan Game, Over 7, Color Game, Buckets, Swinger, Six Cats, Wheels, Skillo, Razzle, Roll Down, Clothes Pins, Bowling Alley. All Concession replies to WILLIE LEWIS. Show opens first week in April.
WILLIE LEWIS
 Business Mgr.
 4900 CHAMBERLAYNE AVE.
E. C. COOPER
 General Agent
 RICHMOND, VA.

WANT—DOBSON'S UNITED SHOWS—WANT

WE ARE NOW BOOKING SHOWS AND CONCESSIONS

Shows to join June 2nd at Rochester, Minn.
 Any Grind Show with exception of Fun House or Mechanical Show. Good opening for a nice Ten-in-One, also Penny Arcade. Monkey Show. No Girl Shows. Concessions—Jewelry, Snow Cone, Watch-La, Hoop La or any Slum Store we do not have. RIDE HELP—Tilt Foreman, Merry-Go-Round Foreman, Wheel, Spitfire, and Second Men on all Rides. Must be sober. NO MITT CAMPS, please.
 BOX 409 WILLERNIE, MINNESOTA

SUNSET AMUSEMENT COMPANY

Want first-class Side Show with own outfit. Can place Wild Life, Mechanical and Arcade. Will place a Dark Ride and Kid Rides.
 Opening Thursday April 20, at Excelsior Springs, Mo.
Address P. O. BOX 463, Danville, Illinois

RALPH DECKER presents

JOSEPH J. KIRKWOOD SHOWS

AMERICA'S BEST ADVERTISED MIDWAY

ROCK HILL, S. C., WEEK MARCH 13; HIGH POINT N. C., WEEK MARCH 20

Rides—Can place Tilt, Cat, Hi-Ball, Little Dipper. Will give you people and best Sat. matinees you have ever had. Shows—Want to hear from Side Show, with or without equipment. Earl Myers, wire. Place Snake Show, Life Show, Monkey Show, Glass House, Motordrome or any novel Show, with or without equipment.

Concessions—Place Photos, Age, Scale, Novelties, Palmistry, Duck Pond, Hoop-la, Alley, Short Range, Pitch-Till-Win, any and all Hanky Panks at live and let live prices. Twenty-five dollars week. The war is over. Help—Useful Carnival People, Semi-Drivers, Ride Help, Concession Help.

All address

RALPH DECKER, Manager
ANDERSON, S. C., THIS WEEK, THEN PER ROUTE

PEPPERS all States SHOWS

AMERICA'S FINEST

40 TRUCKS 20,000 FEET OF NEON—LIGHT TOWERS—LIGHT PLANTS 40 TRUCKS

8 RIDES 5 SHOWS 40 CONCESSIONS

OPENING MARCH 18, ORANGE, TEXAS

Will book Fish Pond, Pitch-Till-U-Win, Cigarette Gallery, Dart Game, Ball Games, Basketball. Will sell X on Diggers, Long Range Gallery, Short Range Gallery, Mitt Camps. Few choice Wheels open. Cotton Candy, Candy Apples. All Percentage open with line Concessions. Buckets and Six Cats open. All Merchandise Concessions open. Will book Cookhouse that caters to show people. SHOWS—Will book Girl Shows. Good opening for Motordrome, Glass House, Snake Show, Side Show, Minstrel Show with own equipment. Want Ride Foremen for all Rides. John Reed and Harry Smiley want Agents for Grind Stores, Skillo Agents, Outside Men. All mail and wires to

JOHN REED or F. W. PEPPERS
ORANGE, TEX.

Committees in Northern Indiana, Ohio and Michigan, we have a few open dates.

HARRISON GREATER SHOWS

WANT FOR JOHNSTON, S. C., 5TH ANNUAL PEACH BLOSSOM FESTIVAL

Parades—Bands—Floats. 40,000 People Attended Last Year.

Can place Popcorn, Candy Apples, Floss, Custard, Diggers, Fish Pond, Ball Games, Shooting Gallery, Photos, Novelties, Age and Scale, Game Percentage open. A few choice Concessions open due to disappointment. Want right party with acts to take over Side Show. Can place one more Girl Show. Big Six, Johnny Llewyn, Bill Porter, get in touch at once. Have good proposition for you. All mail and wires to

FRANK HARRISON, Mgr.—JACK LANCE, Bus. Mgr.

Newberry, S. C., all this week; then as per route.

AMERICAN EAGLE SHOWS

LAST CALL OPENING MARCH 18, GREENWOOD, MISS. LAST CALL

TWO SATURDAYS

Will book Chairplane, Kiddie Auto Ride, Roll-o-Whirl. Want Foreman for No. 5 Wheel, Second Man for Merry-Go-Round, must drive semis. Will book Shows not conflicting. Can place Pea Pool, One Beat-the-Dealer, High Striker Jewelry, Frozen Custard. John Weaver wants Agents; Harry Williams wants Agents.

DANNY ARNETT, Owner; FELIX BROWN, Manager

ADDRESS: YAZOO CITY, MISSISSIPPI

WOLFE AMUSEMENT

LAST CALL 8 RIDES—5 SHOWS LAST CALL

OPENING MARCH 22, GREER, S. C.—2 SATURDAYS

Following Concessions open: Custard, Scales, Penny Arcade, French Fries, Mitt Camp and any legitimate Concessions.

Can place Second Men on all Rides. Will book Side Show, Monkey and Wild Life or any Walk-Through Shows on small percentage. We head straight for the smoke stacks.

All mail and wires to

BEN WOLFE
Landrum, S. C., DALLAS DUNCAN, Bus. Mgr.

— NOTICE —

JIMMY HURD and JULIUS KUEHNEL

NO LONGER HAVE THE SIDE SHOW WITH US

ROYAL CROWN SHOWS

E. L. YOUNG, MGR.

WANTED WANTED

RAFTERY SHOWS

OPENING SOUTHPORT, N. C., MARCH 13, WITH MARINE BASE PAYDAY FOLLOWING.

Can place Operator for a complete Girl Show. Also Geek Show and good opportunity for Minstrel Show. Want Cookhouse that caters to show people, good opportunity. **WANTED**—Mug Joint, Long Range or any Concession not conflicting. Also Agents for office-owned Count Store and Blower. Can place a few more Ride Men. All connected report at once.

All replies: RAFTERY SHOWS, P. O. Box 1047, Phone 22702, Wilmington, N. C.

American Carnivals Association, Inc.

—By Max Cohen—

ROCHESTER, N. Y., March 4.—The Association has received word of a recent decision in California with reference to the liability of carnivals for injury to participants, in this case an Athletic Show.

Also on file, and available to the membership, is detailed information with regard to income tax returns which must be filed by March 15; information with reference to government purchases and sales and information furnished by the Committee for Economic Development.

Royal Crown Starts Well in Plant City

PLANT CITY, Fla., March 4.—A stiff, cold breeze failed to prevent a good opening night here February 27 for Royal Crown Shows at the six-day Florida Strawberry Festival.

Fair Manager C. R. Patten, placed the turnout at between 3,000 and 4,000. Rides and the Penny Arcade snared the biggest play on the midway.

South Australia's Guild Elects Southon President

ADELAIDE, March 4.—Showmen's Guild of South Australia (SGSA) elected these officers at its recent meeting: Patron, H. J. Roney; president, W. E. Southon; vice-presidents, W. T. Forrester, W. McCulloch and M. Worley; secretary-treasurer, E. A. Ward; minute secretary, G. W. McCulloch.

Committee members named were W. Stiller, W. Brooks, F. Ali, G. Beswick, W. H. Holliday, A. Hurley and G. Sorbell. W. Brooks and W. Holliday were elected trustees.

SLA St. Patrick's Party Skedded for March 18

CHICAGO, March 4.—As a result of the successful Buffalo Bill party, the Showmen's League of America has skedded a St. Patrick's Day party March 18 in the clubrooms.

A corned beef and cabbage supper will be served. Bernie Mendelson and Ned Torti are co-chairmen of the event. Committee includes in addition to the entire house committee, Charles Zemater, Whitey Leharter, Andre Dumont, Chick Schloss, Maurice (Lefty) Ohren, Ed Sopenar, Tom Sharkey and Dave Malcolm.

Sam Howard Wins Pro Diving Title

NASSAU, March 4.—Sam Howard, water show operator, won the world's professional high diving title here recently, nosing out Barney Cipriani, Detroit, by two points. Ross Collins, Toronto, was third, and Leo Couture, Montreal, fourth.

Honorary judges at the meet were Irving Berlin, Mrs. Billy (Eleanor Holm) Rose and movie actress Margaret Sullivan.

I. K. WALLACE ATTRACTIONS

OPENING MIDDLE OF APRIL IN NORTH CAROLINA

Want 10-in-1, Snake, Working World, Fun House, Monkey and Girl Show. Good proposition to showmen with own equipment and transportation.

CONCESSIONS: Can place French Fries, Custard, Pop Corn and Candy Apples, Floss, Fish Pond, Ball Games, Long and Short Range, Penny Pitches, Palmistry or any Grind Store not conflicting. Long season.

Want Ride Foremen and Second Men for Wheel, Plane and Kiddie Auto. Long season. Committees in North Carolina, Virginia, Maryland, Pennsylvania write for open dates.

Write I. K. WALLACE, 1316 Spruce Street, Philadelphia, Pa.

MERRIAM'S MIDWAY SHOWS

WANT FOR SEASON FROM MAY 1 TO OCTOBER 1

CONCESSIONS—Metro Derby, Cook House, Watch-La, Coke Bottle, Whiskey Bottle, Cork Shooting Gallery and all other merchandise booths. SHOWS—Monkey, Mechanical, Big Snake or any Show of merit. RIDES—Rolla Whirl and Roll-o-Plane. Celebrations start May 29. Fairs start July 2. All answers to

ALVA MERRIAM, Ogden, Iowa

WANTED TO BUY AT ONCE FOR CASH #5 ELI WHEEL

Must be in first class condition. Address

C. C. GROSCURTH
Box 821, Owensboro, Ky.
Phone: 3-5321

WILL SACRIFICE

C-Cruise ride, used one season, like new, ready to go. Loads on one semi. Powered with 15 h.p. electric motor. Let it go for half price, \$6,500.00. Will deliver up to 1,000 miles. Also Turf Race Horse Game, used one season, ready to go, \$1,500.00; mounted in special built trailer, \$2,500.00.

Art B. Thomas Shows
Lennox, S. D.

HAROLD EUTAH WANTS AGENTS

For Ball Games, Stock and Hit-Miss, Fish Pond, String Game, Dart Balloons, Coke Bottles, Penny Pitch; also experienced Operator for Popcorn Trailer.

FOR SALE—10x10 Pan Game, complete with new Blue Fly, 12x12. Set Tripod Scales, complete with flashy stand, painted white, ready to work. Ball Chuck Table, 8x3, with 5-ply laydown, painted and highly varnished. Also Fly for same. These Concessions are complete, ready to operate.

HAROLD EUTAH
BOX 665 JOPLIN, MO.
P.S.: Clyde Wolf, contact me.

AGENTS WANTED

Heads and Agents for Clothes Pins and Razzle. I have all flats on J. J. Denton Shows. Mike Moore, wire. Wire

HOWARD PIEREY
care Western Union, Dothan, Ala.

Quality Trailers New & Used

JORDAN'S 5-STAR LOCATIONS

1—505 N.E. 23, Oklahoma City, Okla.
2—901 N. Ash, Pauls Valley, Okla.
3—1506 W. 3rd, Elk City, Okla.
4—1701 N. Grand, Enid, Okla.
5—E. Hiway, Snyder, Texas

Easy Terms Liberal Trades
The Showman's Friend

MIDWAY OF MIRTH SHOWS WANT

Tilt Foreman, Semi Driver, Sober, wanting a season's job. Second Men who drive.

CONCESSIONS: Guess Your Age, Stock Stores not conflicting. American Mitt Camp, no gypsies. Opening last week in March.

ADDRESS: Winter Quarters, Trenton, Illinois

BLUE GRASS SHOWS NOW BOOKING

SHOWS — RIDES — CONCESSIONS

P. O. BOX 621, OWENSBORO, KY.

Van Tilburg's Mpls. Date Looks Hefty

Extended to Nine Days

MINNEAPOLIS, March 4.—Noel Van Tilburg has one of the most entertaining shows in the 32-year string of Zuhrah Temple Shrine circuses, which this year for the first time runs nine days instead of the usual six. Show, playing the 3,600-seat auditorium, preemed with kid matinee Thursday (2) and runs thru Saturday (11), minus Sunday shows. Bud Johnson, Zuhrah Temple circus general chairman, said demand by schools for special dates forced extension of the run to nine days. Thursday matinee and evening openers drew an estimated 4,000 and 4,500 attendance, respectively, but week-ends were well set, with next midweek just about sold out as advance ticket sales continue to move heavily, Johnson reported. To top it off, program and banner business was at least 20 per cent ahead of 1949. Show production cost is about 10 per cent higher, due principally to Van Tilburg having to bring in many acts direct from Eastern dates.

New Acts for Date

Van Tilburg has brought in numerous new acts for this show, some here for the first time at any kind of a date and others playing their first Zuhrah date. The Thursday matinee was clocked at 2 hours, 40 minutes, but will have to be shaved by half an hour at least to meet demands of the trolley company to get kids out of the loop area before the dinner hour tram rush. Shows start at 1:30 and 8 p.m. daily. Altho openers were off from the 1949 opening attendance of 6,000 matinee and 5,600 evening, Chairman Johnson explained that last year's circus date started on a Monday night instead of a midweek Thursday as this year. The Zuhrah circus is reputedly the oldest in the land. From the beginning it has been packaged independently instead of leased out. Temple members do just about everything except sweep the place after shows.

Special School Deal

Zuhrah again had its special set-up with the Minneapolis public schools, and this year has extended its co-operation to outlying schools in suburban areas. Kids get a special 40-cent ducat price by picking up tickets at schools, otherwise scale is 50 cents for kids at the door, \$1 for general admission and \$2 for reserved seats, the same as a year ago. Van Tilburg's show this year is heavy on the wire and sensational-type act. His old stand-by Liberty horse act is still a top favorite, and this year for the first time in a couple of seasons he has a bareback riding act in the line-up again. The displays, in order of presentation, follow:

No. 1—Band concert by Zuhrah Temple Shrine Band, directed by Noble Al Rudd; 2—Circus tournament, featuring callope and special circus cars for the first time; 3—Peterson and O'Brian duos, skaters; 4—King, riding lion, presented by Dorothy Patterson; 5—Wallethey Sisters, anchor novelty; Misses Dearo, Behee and Wallenda, cloud swings; 6—Bozo Harrell and Company, comedy, and Dick Lewis, rocking tables, along with clowns; 7—Terrell Jacobs' wild animals; 8—Sensational Marions (2), breakaway pole; 9—Kay and George, trampoline; three comics, teeter board, and Duina and Eddie, trampoline; 10—Tom Pack's baby elephants, presented by Mac MacDonald; 11—Clowns, featuring Kay and George; 12—Clown production; Flying Zaccchins, trapeze.

Clown Alley

Iszy Cervone directed the 24-piece band. Occupants of clown alley are Kinko, George Barnaby, Whitey Harris, Lew Hershey, Kenneth Waite, Frank (Bozo) Cary, Earl Shipley, George Lasalle, A. Augustad, Bozo Harrell, Joe Coyle and Billie Burke. Frank Friedman, of St. Paul, was to have brought over 40 members of the Circus Fans of America

Polack Org Rents Generators To Beat Chi Power Shortage

CHICAGO, March 4.—Polack Bros.' Western Unit officials all but patted their rented Diesel generators Friday (3) as the show officially opened its annual engagement in Medinah Temple here to a three-quarter matinee and a near-capacity night house. Manager Louis P. Stern said the show couldn't have opened without the generators because of the electrical power restrictions during the coal shortage, and he credited them with saving a possible \$100,000 gross for the full 17-day run.

Advance Up 50%

As it was, the date looked like "the brightest thing" in its eight-year history to Mickey Blue, promotion manager. He said advance sales had been up about 15 per cent. The "lifesaver" generators, spotted behind the 4,100-seat temple, were supplying 90 per cent of the juice used to light the show, with the rest coming from public sources. An announcement at each performance detailed not only the power-saving plan, but also that the sponsoring Shrine had skimped on coal for some time prior to the opening in order to heat the building during the circus. While some heat was available, the house was cold until the customers jammed in. Officials said the 10-degree outside temperature wasn't hurting the show because of advance sales and because Chicagoans were accustomed to winter.

Look for 135,000 Pull

The engagement actually teed off Thursday (2) with a sneak preview for 4,000 employees of the radio and television industries, execs of which had bought the entire house for the night. Polack staffers were looking for a total attendance of more than 135,000 by the time the last of the 35 performances is given March 19. Schedule calls for three shows on each of the three Sundays, one show each Monday and two on other days.

The program book was another pride of officials. While its size, 176 pages, is the same as last year, there's more money in it, according to the staff.

Tickets are scaled from \$1.20 to \$3.30. Personnel of the staff and performance remains unchanged.

Strong Press

Al Sweeney is handling Polack's press here as usual, and scored strongly in all papers. Opening day art and stores featured the generators. Justus Edwards is directing radio and television publicity and is pressing TV opportunities, using newsreel shots and personal appearances by performers. Edwards

Packs Inks Wheeling

WHEELING, W. Va., March 4.—Tom Packs's Circus has been signed by Osiris Temple Shrine to play a three-day date here July 31-August 2. Show played to capacity audiences in a two-day stand here last year. All concessions will be handled by the Shrine committee.

Eddie Jackson's Sister Dies

AKRON, March 4.—Mrs. Elizabeth Jackson Latta, 78, mother of L. M. Latta, director of musical revues for Junior League organizations thruout the country, and a sister of Eddie Jackson, veteran circus press agent, now with the Ringling-Barnum No. 1 advance car, died here recently. Burial was in Goshen, Ind.

for a week-end performance. After the opening night show performers feted Yette Wallenda on the occasion of her birthday. Assisting Van Tilburg, who is the producer and circus director, are Edna Dee Curtis, equestrian director; Leo Hamilton, assistant equestrian director, and A. E. (Jack) Klein, announcer. Costumes are by Lanquay Costume Company, Chicago.

leaves March 14 for Indianapolis to work the March 27-April 5 date there. Mrs. I. J. Polack visited early in the week and then left for California. She expects to rejoin the Eastern unit at Roanoke, Va. Sam T. Polack, manager of the Eastern unit, also was in Chicago early in the week, en route to Wisconsin to close contracts there.

From Chicago, Mickey Blue goes to Oakland, Calif. Sam Ward, after winding up a promotion at Erie, Pa., for the Eastern unit, was in Chicago Monday (27) and will plane Monday (6) to Austin, Tex., to handle promotion of the Eastern unit's date there. Other activities by promotion men included a trip by Walter Ullman to Sacramento, Calif., to work there with Jimmy Rison, of the Western unit, after which he flew to Norfolk to handle the engagement there for the Eastern unit.

Visitors to the show here this week included the Wallenda family, on their way from Cleveland to Minneapolis; Don Dorsey, en route to St. Paul; Elly Ardelty, also headed north, and Felix Adler.

Aussie Units Get Above Average Biz

SYDNEY, March 4.—An unusually large number of circuses are touring Australia this year. Among the better-known ones on the road are Wirth's, Barton's, Perry Bros., Ashton Bros., Bullen Bros., Gills and Johnny Foster's. All report that the box-office take at most of their stands has been well above the average for previous years.

Hit by hard luck was Frank Suter (Marcassi, the Lion Tamer), whose lion act was a feature of Barton's Circus. While on a tour of New Zealand, Suter lost two of his principal lions thru illness, and expenses, while training replacements, piled up to such an extent that he was forced to sell his equipment in order to get back to Australia, where he is rehearsing a new group of lions and getting set to rejoin the circus.

Ringling Seeks A. C. Date, First Since '36

ATLANTIC CITY, March 4.—Ringling Bros. and Barnum & Bailey Circus has asked the city commission for a license to appear here Sunday, May 28. If granted, the Big Show will make its first appearance here since 1936. The license fee is \$1,000 per day.

The circus plans to show on the lot at Brigantine Boulevard and Maryland Avenue.

Cora Davis Sara-Circo Head

SARASOTA, March 4.—Mrs. Cora Davis was elected president of the Sara-Circo Club at the recent annual election. Also elected were Mrs. Maudie Bailey, first vice-president; Mrs. Mildred Sika, second vice-president; Mrs. Peggy Thomas, secretary; Mrs. Gladys Staley, corresponding secretary, and Mrs. Margaret Jahn, treasurer.

RB Inks Plainville, Conn.

NEW BRITAIN, Conn., March 4.—For the third successive year the Ringling-Barnum show will pitch its big top in Joe Tinty's Stadium at Plainville, for two performances on June 15.

Strassburger Units Set Indoor Finales, Plan Summer Tour

AMSTERDAM, March 4.—Circus Strassburger, which has had three big units playing the largest indoor circus houses in Amsterdam, Holland, and in Brussels and Antwerp, Belgium, this winter, will wind up its indoor seasons at all three spots March 14 in order to get set for a summer tour under canvas. Circus bills have played each house for a month, with most of the acts playing all three spots during the season.

Strassburger unit currently playing the Circus Carre arena here features the Danish circus owner, Max Schumann, with the Schumann high school and Liberty horses; Jean Michon, Holland's youngest lion tamer, and M. Charles, with Strassburger's (5) baby elephants.

Other acts on the bill are the Karolys, Hungarian bareback riders; Petroff Trio, aerial bar; Corellis, Rislely; Miss Cooky, upside-down novelty; Manola Bergh, football dogs; Joe Breitbart, strong man; Borra, roller skater; the Reynaldos, aerial; Bario & Bario, clown entry; the Cubanos, break-away trapeze, and Maximilian's sea lions.

Strassburger unit at the Hippodrome in Antwerp features Gilbert Houcke, the French tiger trainer; Hans Strassburger, two horse numbers, and Koringa, fem fakir.

Also on the Antwerp program are the Three Brux, musical acrobats; M. Williams, mixed group of camels, llamas, zebus and zebras; Paolo, juggler; Adamskys, trained bears; Four Barbaras, acrobats; Ellen Jaediks, high school horse; Estrella, trapeze; Riaz Trio, aerial novelty; Chabris Trio, clowns, and Strassburger's elephants.

Closing bill at the Cirque Royal, in Brussels, has the horse acts of Karel and Regina Strassburger, several good circus acts and a water spec for the second half.

Garden Ticket Sale Kicked Off by R-B

NEW YORK, March 4.—Display ads announcing the opening of the Ringling-Barnum circus at Madison Square Garden April 5 made their appearance in local papers Sunday (26), followed by smaller ads in dailies during the past week stressing the opening of ticket sales Monday (6) at the Garden's 49th Street windows. Prices range from \$1.50 to \$6, tax included.

No advance publicity has yet appeared in papers. The press crew will probably set up quarters here around March 16.

H-M's Attendance In Milwaukee Off Slightly From '49

MILWAUKEE, March 4.—The Hamid-Morton Circus drew 77,200 customers during its seven-day stand in the Milwaukee Auditorium here February 29-26, just 1,200 short of its 1949 capacity mark, Roy J. Bauer, general chairman of the Tripoli Shrine Circus, announced.

With the auditorium capacity of 5,600 for each show, Bauer said all matinees Monday (20) thru Sunday (26) were sold out in advance, for a total of 39,200. First two night shows, Monday and Tuesday (20-21) were the only ones that did not sell out. Opening night attendance was 4,800, with 5,200 on hand the second night. Total seven-night attendance was 38,000.

The Hamid-Morton org opens a six-day stand in Kansas City, Mo., Tuesday (7) and closes Sunday (12).

**WANT
ADVANCE MAN**
Guaranteed 30-week season, \$175 weekly. Must have car.
LARRY SUNBROCK
Rodeo Ranch, Orlando, Fla.
Phone 7527

WANTED
FOR SHOWING MARCH 20-21-22
Dog, Pony and Animal Show. Shows to perform at
BOYS' CLUB ANNUAL CIRCUS
Get in touch with Jimmie C. Jones, Exec. Director, Valdosta Boys' Club, Valdosta, Ga.

EXPERIENCED PHONE MEN
FOR 4TH ANNUAL SHRINE CIRCUS
STARTS MARCH 15TH. SHOW DATE WEEK MAY 22
Program—Banners—Tickets—Block Sale
41 HILL CARL H. SONITZ NEWARK, N. J.

20 Weeks GROTTO 20 Weeks
PHONEMEN
Want experienced Program and Ticket Salesmen. Pay 25% on sale of advertisements and 20% on tickets. We furnish collectors. Must be sober and reliable. Write or wire.
TOM HASSON
Park Hotel Knoxville, Tenn.

PHONE MEN
BANNERS & PROGRAM
MOOSE CIRCUS, Coliseum, Michigan State Fair Grounds, May 1-7.
JACK KNIGHT, BUCK REAGER—Wire.
Address: JIM TODD
910 Hoffman Bldg., Detroit 1, Mich.
Phone: Woodward 5-0695 No Collects

WEST BROS.' CIRCUS WANTS
Producing Promotional Directors and Phonemen with ability to work big cities. Route as follows: Snyder, March 6; Colorado City, March 7; Odessa, March 8; Big Springs, March 9; Midland, March 10, all Texas; Hobbs, New Mexico, March 11, 12, 13, 14.

DALES BROS.' CIRCUS WANTS
Concession Player for Dinks. Brad. please answer. Contact
DAVE FINEMAN, Legal Adjuster
by phone after 6 p.m.: 323-W
Lake City, Fla.

*** MILLS BROS.' CIRCUS WANTS ***
24-Hour Man, with car; Announcer-Emcee (singer given preference), Boss Property Man, Head Usher, Side Show Boss Canvasman, Riggers, Seamen, Workers all departments. Season opens April 15.
* * * * *
24-Hour Man, Announcer reply to JACK MILLS, 1726 Coventry Rd., Cleveland Hts., O. All others come on now, Winter Quarters, Circleville, O.

WANTED FOR SEAL BROS.' CIRCUS
Brigade Manager at once, Lithographers and Billposters, Band Leader, Clowns, also Wild West People or Family for Concert. Working Men, come on. Can also place Boss Canvasman. All address **BUD E. ANDERSON, Seal Bros.' Circus, Fontana, Calif.**

WILD WEST PERFORMERS WANTED FOR CONCERT
Man and Wife with Stock who can Trick Ride and Rope, Impalement Act, Ropers, etc. State just what you can do, experience, etc. Enclose photograph. All expenses paid after joining. Show opens April 8th. Address
KING BROTHERS' CIRCUS
Fairground, Macon, Georgia

GIVE TO THE RUNYON CANCER FUND

UNDER THE MARQUEE
Benny Fowler, general agent of Dailey Bros.' Circus, was a recent visitor in Chicago, where he completed railroad business. . . . Between the Cincinnati and Chicago date of the Polack Western show, Rose Gould took her son, Andre Pahn Jr., six, to Hastings-on-the-Hudson, N. Y., to enroll him in school. . . . Herby and Homer Hobson Jr.'s spot was a gathering place for Polack folks during the Chicago engagement.

An amateur showman is one who believes everything he reads in a contract.
Henry Ringling North, Big Show veepee, was grand marshal of the Sara de Sota Pageant parade in Sarasota, Fla., February 25. Several

Winter Quarters
Ringling-Barnum
SARASOTA, Fla., March 4.—Pageant week here brought big crowds to see the Big Show Sunday. The pageant parade on a Saturday night had an impressive circus section. A group of girl riders, several floats, the elephants, menage buggies, with Ringling show girls, and circus wagons took part. Linda Lawson, 3, took part in the baby parade with a baby burro and called it "Mule Train." Doc Henderson rehearsed this act and it went over big.

Dorothy and China Durbin arrived from their home in Bloomington, Ill., to begin practice. Norma Wright and Jean Lalanne joined the aerial girls in daily workouts. Winter date acts, clowns and girls arrived. The big top is up and all is in readiness for John Murray Anderson to start full rehearsals in a few days.

Mr. and Mrs. Campbell, guests of Fred and Ella Bradna, visited. Ramblings: Early morning riding class under direction of Doc Henderson grows daily. . . . Sore muscles are being worked out after an inactive winter by a number of the girls. . . . The prop shop is one of the busiest on the lot. . . . Railroad coaches took on a shiny new look with the new silver paint job. . . . Shiek Gwinnell is kept busy at the gate with so many tourists. . . . Larry Wilcox makes daily trips to quarters with the bus for the rehearsal kids.—**MARY JANE MILLER.**

Capell Bros.
McALESTER, Okla., March 4.—Winter quarters was opened to the public February 26. Two Dodge busses have been delivered. One will be used as a sleeper and the other will be a combination sleeper and advance billing truck. Two new trucks, one for the seals and the other for the baby hippo, are being constructed here.

Mrs. Woods is serving 58 persons per meal in the cookhouse. Recent arrivals here included Charlie Rouark and Will Meyers, of the Side Show crew; Blue Lundy and four helpers who will work the big top, and J. Benjamin and crew of Nick Bangor, and Mr. and Mrs. Shuford.

Ringling units were among the floats. . . . Attorney Julius B. Schatz, West Hartford, Conn., counsel for claimants in the Ringling Hartford fire, is slated to talk over final payments with John Ringling North, Big Show prexy, in Sarasota. Some \$600,000 in claims out of a total of \$4,000,000 remain to be paid.

Rhinestone-studded wardrobe can't do a thing for a swinging ladder gal with a shapely set of gams.

George Cook has signed his miniature comedy auto act with King Bros.' Circus. He reports the show is set to open early in April. The Cooks caught Polack Bros.' Eastern Unit at Erie, Pa. Cook has turned his Funny Ford act over to his son, Merle, who is readying it for the summer.

News of bathless days in New York merely brought a snicker from a show blacksmith with, "What's new about that?"

Tunis (Eddie) Stinson, veteran manager of the Detroit Shrine Circus, was feted at a party, given by Shriners, on his 25th anniversary as Shrine Circus manager. . . . Ray Garrison again will be with Stevens Bros.' Circus working in the Side Show and doubling in the big show. Mr. and Mrs. J. M. Chersher will be in the cookhouse. . . . In the March 1 Daily Courier-Tribune, Ravenna-Kent, O., appeared an illustrated story of Don C. Fosgate, circus fan, of Kent. Fosgate formerly resided in Cincinnati and attended many parties staged by the John Robinson-Loyal Repensky Tent.

Television is wonderful. It's the last place where we can see Hollywood horse opory stars who later trouped with circuses.

CFA President and Mrs. James B. Tomlinson, of Portland, Me., are spending several weeks in Sarasota, Fla., visiting the Big One's winter quarters. En route south they visited the Cole Bros.' quarters at Ojus, near Miami. . . . Merle Evans, Ringling-Barnum band leader, recently spent a day in Chicago en route to Sarasota, Fla., after making personal appearances at Midwest schools.

Circus managers have many real friends, mostly the kind who will love anybody who provides free groceries during the winter.

Rubyatte, tumbler and balancer, formerly with Cole Bros.' and Mills Bros.' circuses, appeared on the recent one-day vaude presentation at the Weller Theater, Zanesville, O. (See Under the Marquee on page 85)

Dressing Room Gossip
Appears on Page 68

CIRCUS PHOTOS
Many fine views of Shows, old and new. An interesting collection covering many shows such as Hagenbeck, Ringling, Cole, Barnum, Norris & Rowe, Christy, Robinson, Great Wallace, Sipe, Dolman & Blake, Cole Bros. 1913. Write for free lists. No obligation. Money back if not pleased. Post card will do. **ROBERT SAMS, 2745 Bush Blvd., Ensley, Birmingham, Ala.**

CHARLES SANDER
(DADDY LONGLEGS)
Comedy Balancing on Stilts
With Girl Assistant
THEATRES • FAIRS • CIRCUSES
STREET ADVERTISING
Available Season 1950
International Theatrical Corp. 1501 Broadway New York, N. Y. Charles Sander P. O. B. 2515 Detroit 31, Mich.



ATTENTION, ACTS!
Am now contracting Acts for my 1950
Fairs and Circuses
AND TELEVISION
ERNIE YOUNG
203 N. Wabash, Chicago, Ill.

4... good reasons
See page 72

CLOWNS—
Send for Free Circular
Heavy leather soles and all canvas tops, \$18.50. Canvas uppers and leather lowers, \$25.00. All leather, \$30.00. Fine quality, good workmanship. Immediate delivery.
14 W. Lake St.
LESTER, LTD. Chicago 1, Illinois

BILLPOSTERS AND LITHOGRAPHERS WANTED
For March 15 opening. Union. Wire or write at once.
L. A. GUNNELS
Martin Hotel, Dothan, Ala.

WANT PHONE MEN
WANT TO BUY
Trappings for 6 Horse Liberty Act and Ring Curb.
KELLY-MORRIS CIRCUS
P. O. Box 40 Havana, Illinois

**** PROMOTIONAL MANAGERS ****
Must Be Able To Start at Once!
Handle crews of Phone Salesmen on Banners, U.P.C.'s. Start immediately. Long season, strongest auspices. No drunks, loafers or limbsters.
* If you are broke and cannot finance self, please do not waste my time!
Write or wire, giving phone number.
JACK MILLS, MILLS BROS.' CIRCUS
1726 Coventry Rd. Cleveland Hts., O.

3 PHONEMEN
Year around work if you qualify. Best of auspices. With big 2-ring circus . . . indoors in winter . . . outdoors in summer. No drunks, advance artists or limbsters tolerated. Give full information first air mail letter. No phone calls or wires accepted. Promotional Director . . . Circus Committee
c/o MR. CUNNINGHAM
New Mexico State Bank, Albuquerque, N. M.

WANTED 3 PHONEMEN
MUST BE TOP PRODUCERS. 35 weeks of contracted work with world's largest fund-raising circus. Banners and U. P. C.'s. Strongest auspices. Wire prepaid (giving your phone number). **JIM SMITH, c/o Western Union, New Castle, Pennsylvania.**

WANT TO RENT AIR CALLOPE
For eight to ten weeks. If priced right, might buy.
P. O. Box #421, Rome, Georgia

FOR SALE—TENT
Seats, Trucks, Light Plant and Miscellaneous Property. Enough for a circus. Address:
Circus, Box D-300
c/o The Billboard Cincinnati 22, O.

Rodeo, More Auto Racing At Des Moines

Motorcycle Races Also Added

DES MOINES, March 4.—Iowa State Fair, which this season will operate without harness horse races for the first time in many years, will put increased emphasis upon auto races, and introduce a day of motorcycle races and four rodeo performances to its grandstand program.

National Speedways, headed by Al Sweeney and Gaylord White, will have five days of motor speed events at the fair. The Sweeney-White organization will present big car races three afternoons, the opening Friday, Monday and Thursday; a 100-mile stock car race closing Friday, and a program of AMA-sanctioned motorcycle races Tuesday afternoon. Last year the fair offered three days of auto racing.

Cremer To Present Rodeo

Leo Cremer, Shawmut, Mont., will present the rodeo, with the cowpokes slated to appear Friday night, Saturday afternoon and both afternoon and night Sunday. Two thrill shows, Jimmie Lynch's Death Dodgers and Joie Chitwood's Auto Daredevils, will be in for one performance each, Lynch on Saturday night and Chitwood Wednesday afternoon.

The grandstand revue, again booked thru Barnes-Carruthers Theatrical Enterprises, Chicago, will run five nights, ending with the fair's final night. Last year a revue was presented eight nights.

Second Vote on Hayburners

Contracts for the fair were closed here recently after the fair board voted for the second time to discontinue horse racing on the basis that it was a losing proposition and did not appeal to a sufficient number of people. The vote was 6-5. On the first vote on the question in December the vote was 7-5.

A delegation of horsemen appeared before the board to guarantee the fair against any loss. The loss in 1949 from harness races was \$1,184. Horsemen filed petitions signed by 5,000 persons, asking for the continuation of sulky racing. A pledge from 55 that they would send 185 horses to the fair if prize money and other conditions were attractive also was presented. The horsemen maintained that higher stakes would improve the quality of the racing, and pointed out that other features of the fair did not show a profit either.

Lloyd B. Cunningham, fair secretary, said the board was primarily interested in programs that will appeal to more people and was not so concerned with the relatively small loss of money on horses.

Woodland, Calif., Revises Plan for Exhibit Building

WOODLAND, Calif., March 4.—Abandonment of plans to construct an 80 by 200-foot exhibit building in favor of a 148 by 162-foot structure was announced by the Yolo County Fair Board. Approval of the proposed structure rests with the State department of finance, Stuart Waite, fair manager, reported.

Costing \$60,000 the building would have 24,000 square feet for exhibit purposes. Another \$5,000 would provide a wooden portable floor to accommodate dancers, Waite said. If State approval is given soon the structure can be erected before fair time in August. The original plans called for the expenditure of \$100,000. The proposed building would be of prefabricated materials which would reduce the cost and at the same time provide more space.



Meetings of Fair Assns.

Association of Connecticut Fairs, Home Building Institute, 10 Prospect Street, Hartford, April 29.

Bangor, Me., Revival Set

New grandstand to replace burned unit—Hamid and World of Mirth ink pacts

BANGOR, Me., March 4.—Plans have been completed for the revival of the Bangor Fair which remained shuttered last year after the grandstand was destroyed by fire.

The annual again will be held at Bass Park, city-owned property, leased to Joe Cianchette. Roy Sinclair is general manager.

A new steel and concrete grandstand and a covered stage will be erected. A new entrance and fence encircling the main exhibition building, also are planned.

Contracts have been signed with Joe Hughes for a George A. Hamid & Son revue and acts and George Ventry's band. The World of Mirth Shows have been awarded the midway contract. Hamid and World of Mirth both held contracts for the 1948 Bangor Fair.

Cianchette has been awarded a long lease on the property. Tentative plans call for the presentation of races and other special events during the summer.

The Bangor dates are August 7-12. The Presque Isle, Me., Fair has changed its dates, in accordance with a prior agreement, to July 31-August 5. World of Mirth and Hamid attractions will be able to play both dates as a result.

Hamid Buys IAFE Ad Service for Clients

NEW YORK, March 4.—George A. Hamid & Son, booking agency, this week became the first large-scale contributor to the "Fair Time" advertising mat service for county and State fairs, non-profit project of the International Association of Fairs and Expositions (IAFE).

In a pre-sale purchase made before public or trade announcement, the Hamid office provided that mat package units for distribution to all its fair clients. Frank H. Kingman, IAFE executive secretary, Brockton, Mass., has started distribution of the packages.

Each unit contains 10 individual newspaper mats—five one-column size, three of two-column width and two of three-column measurement. Also included are five proof sheets totaling 15 reproductions for layout purposes. Each kit sells for \$5.50, with special prices prevailing on quantity orders.

The service was designed to exploit fairs as an industry as well as advertise individual fairs locally and regionally.

Frank Davidson Named Spokane, Wash., President

SPOKANE, March 4.—Spokane Interstate Fair Association has elected Frank A. Davidson, president, to succeed Lionel Wolff, secretary-elect. Davidson is manager of the Montgomery Ward store here.

Other new officers include J. Houston McCroskey, first vice-president; Herbert Beckley, second vice-president, and Firth Chew, treasurer. The association hopes to revive the old Interstate Fair here this summer.

ESE Chalks Big Advance Space Sales

Concess Ops Gobble 40%

WEST SPRINGFIELD, Mass., March 4.—With 40 per cent of the concession space and 25 per cent of the outdoor machinery exhibit space already contracted for seven months ahead of its 1950 dates, September 17-25, Eastern States Exposition is looking forward to another banner year.

There are a number of other encouraging indications, exposition officials revealed here this week. Altho exhibit space sales in the Industrial Arts Building—which exceeded all previous records in 1949—will not start until April 15 when contracts will be offered, early indications are that more national advertisers will exhibit their products direct this year.

Final count of the entries in the 1950 4-H Baby Beef Show places the number of prime young steers to be exhibited and sold at 180 head, the largest baby beef show in its history.

Reservation Pyramiding

Officials said the sale of concession space did not start until February 15 and the machinery exhibit space February 21. The rush to sign and return contracts so soon is unprecedented, altho all space at the annual is usually sold out well in advance of the opening. Each day brings more signed space reservations, officials said.

Total attendance in 1949 was 359,087 despite rain on five of the seven operating days, and an all-time high sales of exhibit and concessions space were recorded. Total net profit, after depreciation, was \$81,000.

Joie Chitwood Gets Springfield, Mo., Birm'ham Annuals

KANSAS CITY, Mo., March 4.—Joie Chitwood's Auto Daredevils recently added two major fairs to their 1950 route, Aut Swenson, Chitwood's Midwest manager, announced here Friday (3) at the opening of the Midwest Fair Circuit meeting.

The Ozark Empire District Fair, Springfield, Mo., and the Alabama State Fair, Birmingham, are the new additions, with each signing for two thrill show performances. Swenson closed the Ozark Empire Fair contract with G. B. Boyd, secretary-manager, of the Springfield expo, and inked the Birmingham dates with R. M. McIntosh, general manager, Alabama State Fair.

Christensens Inked For Rodeo at Chico

CHICO, Calif., March 4.—Christensen brothers, of Eugene, Ore., will stage the rodeo at the Third District Fair in May, the fair board announced. The board also voted to open the fair a day earlier than the scheduled May 25 in order to show the pageant, *Steps Toward Statehood*.

Fair Manager M. J. Hogan said improvement plans call for the construction of 10 pens for showing commercial cattle and to accommodate 50 feeder calves and feeder yearlings. This marks the first year commercial cattle breeders have shown at this fair.

Owosso Expo Postponed

OWOSSO, Mich., March 4.—Annual Industrial and Agricultural Exposition, skedded March 8-9 in National Guard Armory here, has been postponed due to a lack of coal. Pending settlement of the coal strike, new dates have not been set.

Milwaukee To Hold State-Wide Square Dance Contest

MILWAUKEE, March 4.—A State-wide championship square dancing contest will be a new feature of Wisconsin State Fair here this year, Jack Reynolds, manager, announced.

Each of the approximately 40-odd square dancing clubs are expected to be represented by their best dancing combo, Reynolds said. Cash prizes, as yet undetermined, will be offered.

The local fair this year will celebrate its 100th birthday, but no great emphasis will be placed on the anniversary. Two years ago Wisconsin's 100th anniversary was observed by the staging of a centennial exposition, which embraced that year's State Fair.

Principal improvement to the plant this year will be the establishment of a Kiddieland to the rear of the Journal Building. A reported \$35,000 is to be spent on the installation by Charlie Rose, operator of the midway, with the Kiddieland to be ready for operation when State Park opens its season.

Still dates skedded for the fairgrounds include the Memorial Day appearance of Joie Chitwood's Auto Daredevils, a 100-mile national championship big car auto race June 11 and a 150-mile stock car race July 9. The Roller Derby will be presented in the State Fair Coliseum June 12-July 1, marking the first time a roller skating show has been presented on the grounds during the summer.

Imperial Expo Tops '49 Pace First Five Days

IMPERIAL, Calif., March 4.—Attendance at the 21st annual California Midwinter Fair of Imperial Valley, which closes a nine-day run here Sunday (5), ran approximately 5,000 ahead of the corresponding period (first five days) of 1949, Secretary-Manager D. V. Stewart announced. Figures totaled 38,528 against 33,599 last year.

Business held up despite rain Sunday afternoon (26), which forced cancellation of the night horse show after a few events had been presented. School Day, Monday (27), drew 14,000.

The fair offered \$92,500 in premiums. The horse show, held the first three days, and offering \$10,500 in prizes, was augmented by two high acts, Four Jacks and a Queen, and the Daltons.

Two vaudeville shows played the grandstand the remainder of the fair, both booked by the Hunt-Webb Agency. Initial bill, starting Tuesday (28), included Toni Madison's dogs; Lolita and Ardo, dancers; the Hurricanes, roller skaters; West and Lorenzo, comics; Ann Garri Girls, with Johnny Romero as emcee, and the Wally Webb ork.

Second show, which debuted Friday (3), featured Toni LaRue, marimba; Heller and Riley, comics; George Riley, emcee; Ben McAtee, comic; Al Dault and Company, acro, and Armando and Lita, comic knock-about.

Charlotte Seeks Race Dates

CHARLOTTE, Mich., March 4.—A three-day trotting program will be offered at Eaton County 4-H Fair here if August 30-September 1 dates submitted to the Southern Michigan Racing Circuit are approved by the loop's secretary, Andy Adams, reported Hans Kardel, the Charlotte secretary. Dan Linehan has been appointed superintendent of speed at Charlotte, succeeding Earl Clever. He will be assisted by James Freemire, superintendent of track, and Lawrence Loucks, who will lead sulkeys before the grandstand.

Jacobs Shreveport Prexy; To Spend 370G on Stadium

SHREVEPORT, La., March 4.—Walter B. Jacobs, president of the First National Bank here, was elected president of Louisiana State Fair at the annual board meeting Wednesday (1). Thad Andress was named first vice-president; J. H. Jordan Jr., second vice-president; J. R. Querbes, treasurer, and W. R. Hirsch for the 35th year.

Enlargement of the football stadium on the fairgrounds, costing approximately \$370,000, is skedded to get under way next week.

Blackfoot Re-Elects DeKay

BLACKFOOT, Idaho, March 4.—Frank G. DeKay, Blackfoot, was re-elected president of Eastern Idaho State Fair here, with E. R. Buehler, Pocatello, vice-president. Jack Moir, Idaho Falls, was named to the board of directors to fill the place of Emil Johnson, retired. This year's annual will be held September 12-16.

Star City Annual Chartered

STAR CITY, Ark., March 4.—Lincoln County Fair Association, Inc., her: has been issued a charter by the secretary of state. Authorized capital stock is \$50,000 with incorporators Howard Holthoff, Gould; B. S. Hundley, Star City; N. M. Ryall, Yorktown, and G. B. Ryland, Grady.

Gauthier Succeeds Father

CORNING, Ia., March 4.—Ray J. Gauthier was named secretary of Adams County Fair here, succeeding his father, the late A. L. Gauthier. Lee R. Watt was re-elected president.

4... good reasons
See page 72

Swing & Sway the "Orton Way"
THE Sensational ORTONS
CRISS-CROSS SWAYING POLE THRILLERS
With their own original creation
A FLIRTATION IN THE SKY
Represented by
AL MARTIN AGENCY
Hotel Bradford, Boston

A SURE FIRE HIT!
★ FOR YOUR ★
CELEBRATION, PARK OR FAIR
BILLY OUTTEN
DIVING SENSATIONS
COMEDY • THRILLS • BEAUTY
PLUS A FLAMING HI DIVE
GEO. M. HARTON AGENCY
PITTSBURGH 29, PA.

WANTED CARNIVAL
For Week of July 25, 26, 27, 28, 29
CASS TOWNSHIP ANNUAL FAIR
Sponsored by American Legion Post 224, Dugger, Indiana. The Fair was a great success last year and well attended. Will be a better Fair and with much larger attendance this year. Contact **HARRY BORDERS, Dugger, Indiana**

UNDER THE MARQUEE

(Continued from page 83)

He was visited by Don DeWees, Zanesville circus fan. A week prior to Rubyatte's appearance, the Cycleonians, unicyclists, formerly with Cole Bros., were on the bill. . . . An attractive booklet titled, "Training and Handling Domesticated Pets and Wild Animals," together with stories on the life of Terrell Jacobs, is off the press. Booklet was written and compiled by Emmett Sims, well-known circus press agent.

Always baffling to the beginner is the old-timer around quarters who is considered a valuable man and a seasoned showman—but does nothing.

John L. Duesch and Charles Stewart, old-time circus band leaders, met for the first time in 35 years at Stuttgart, Ark., recently. In 1915 Duesch was with the LaTena show and Stewart was with Shipp & Fel-tus Circus. Both were with the Frank Spellman indoor circus that winter. . . . Roy Barrett, clown, reports that the James M. Cole unit is playing school dates out of Penn Yan, N. Y. He says that no dates have been lost to snow or cold weather. Unit closes April 1.

It was old home week for Jim Stutz in Trenton, N. J., recently, when he renewed acquaintances with Ben Levine, Hal Christy, Mac MacNeil, Harold Kemp, John Curry and Astor Flowers. Curry is a promoter and booker. Flowers was on the old LaTena show. Stutz reported he'll direct ticket sales and publicity for an indoor circus in Trenton late in April. . . . Herbert and Chatita Weber returned recently from a two-week vacation in Mexico. While there they visited several circuses, and at Mexico City, were guests of Aurelio Atayde, of Atayde Bros.' Circus.

Old-timer holding a manager's I. O. U. for \$100 since 1898 figures at 10 per cent he has \$620 coming to him, but unfortunately the manager is no longer around.

L. E. Roba Collins, after closing his Magic Circus mystery attraction in Missouri schools after Christmas, has been at his home in Patterson, Mo. He is planning to be with a circus again this season. Collins recently played a date at a Blytheville, Ark., movie house with the Harnetts, veteran circus concert team. . . . Leon Long visited Romeo Johnson and John Robison on Rogers Bros.' Circus at West Palm Beach, Fla.; Prell's Broadway Shows at Delray Beach, Fla., and Royal Crown Shows at Fort Lauderdale, Fla. . . . Pat Miller, formerly catcher with the Valentinos, is ill at his home, 9228 Wade Park Avenue, Cleveland. He had a severe heart attack February 7.

Hick town is one that has no street illumination except when 20 lantern carrying farmers come to a depot before daybreak to see a circus train arrive, and then learn it sneaked into town on four trucks.

About 200 members of the Connecticut School for Boys, Meriden, were treated to a circus function sponsored by the CFA Bluch Landolf Tent No. 24, of Hartford, Conn., February 26. Show was arranged by Publicity Director Bill Brinley, whose miniature circus occupied practically all of the auditorium stage. Other circus mementos were displayed by members Gil Conlinn, Jim Hoyer and Bill Montague. Brinley spoke briefly on CFA, followed by Hoyle and Conlinn, who spoke on a phase of the circus. Circus movies shot by Bill Day, Hoyer and Bill Judd were shown, after which Roy L. McLaughlin, superintendent of the school, spoke on the circus and the boys were given an opportunity to view the stage exhibit at close range.

The Snell brothers, clowns, who open their season in Omaha, April 10-15, visited in Chicago last week.

L. G. Sipperley Elected Caledonia, N. Y., Prexy

ROCHESTER, N. Y., March 4.—L. G. Sipperley has been elected president of the reorganized Caledonia Fair. Other officers are Chester Parnall, vice-president; Ronald Wilson, treasurer, and Thomas Moran, secretary.

The 1949 event grossed \$20,345. Expenditures were \$18,654.

Convert Edmonton Pavilion?

EDMONTON, Alta., March 4.—Edmonton Exhibition Association is contemplating conversion of its livestock pavilion to accommodate theater-type activities such as music concerts and drama. Cost would be about \$75,000, according to James Paul, manager. Building would have air conditioning and portable stage and seating would be boosted from 2,300 to 3,000. It would still be used for livestock shows.

Vegreville, Alta., Elects

VEGREVILLE, Alta., March 4.—Lem S. Cole was elected president of the Vegreville Exhibition Association, succeeding John Leach who did not seek re-election. George Warren was elected vice-president and Thomas Casson secretary-manager. A reasonable surplus was recorded despite heavy expenditures last year on grounds and buildings.

Pleasanton Switches Dates

PLEASANTON, Calif., March 4.—Dates for 1950 Alameda County Fair here have been changed to August 9-19, fair officials announced. Originally scheduled June 28-July 8, the switch was made to avoid conflict with the Pacific Coast Harness Racing Association at Bay Meadows.

Lachute Elects Arnold Prexy

LACHUTE, Que., March 4.—Gilbert E. Arnold, of Grenville, Que., has been elected president of the Lachute Fair, succeeding J. H. Black. New executive staff of the fair includes Clement Tremblay, vice-president; Alex Bothwell, secretary of the Argenteuil Agricultural Society; A. J. Munich and W. H. Robert.

S. C. May Be Incorporated

SWIFT CURRENT, Sask., March 4.—Incorporation of the annual Frontier Days celebration here as Swift Current and District (Frontier Days) Exhibition Association, Ltd., was seen as the result of suggestions by a fact-finding committee which has been making a survey.

Howell Injured in Crash

SAGINAW, Mich., March 4.—Chester M. Howell, for many years a leader in the Michigan Association of Fairs and a former State senator, was severely injured recently in an automobile accident here. Howell suffered fractures of both legs and a broken nose.

Other dates include Birmingham for the Junior Chamber of Commerce, April 19-20, and Chicago for Barnes Bros.-Cole Bros. circuses April 21. . . . When the Davenport Shrine Circus played Cleveland, Tom and Winnie Gregory, CFA'ers, entertained at a party in their home. Guests included Harry Thomas, Corrine and Bert Dearo, Eileen and Harold Voise, Hilda and Kurt Orane, Jeannie and Willie Krause, Jessie and Dick Lewis, Rose Sullivan, George Sweet, Loti Brunn, Kay Burslem, Mayme Ward, Fay Romig, Emmett Kelley and Ernie Burch. . . . Jack Thomas, veteran billposter, stopped briefly in Chicago Wednesday (1) en route to California where he hopes to join the advance on the Clyde Beatty Circus. Thomas was with Dale's Circus last year.

JUDY CANOVA
BOOKING NOW
1950 FAIR DATES
Phone, Write or Wire
WM. H. KING 2025 No. Argyle Ave.
Hollywood 28, Calif.

ATTENTION!
FAIR SECRETARIES
Contact
The
ERNIE YOUNG AGENCY
For Your 1950 Grand Stand Show
if you are looking for NEW IDEAS.
203 N. Wabash Avenue, Chicago 1, Ill
Phone: Central 6-0661

Jimmie Lynch DEATH DODGERS
WORLD'S GREATEST AUTO THRILL SHOW!
GENERAL OFFICES
203 North Wabash Avenue
Chicago 1, Ill.
Phone: Randolph 6-3639
ALL NEW THIS YEAR

CARNIVAL WANTED
for the
MACON COUNTY FAIR
July 23-28.
Contact
DARWIN JACKSON
Macon, Missouri

WANTED—CIRCUS
And/or Rides, Games and Attractions for small town fair, two-day stand. Surrounding communities have population totaling 140,000. Contact
BUD TAMLER
Winfield Community Center, Winfield Park, Linden, P.O., New Jersey, immediately.

Acts Wanted for Fairs
High Acts, Clowns, Trampolines, etc.; any Acts for outdoors. Booking now! Send photos and prices IMMEDIATELY!
SAM'L S. SALZMAN
ENTERTAINMENT SERVICE
624 Securities Bldg. Omaha, Nebraska

CLOSING OUT!
High Intensity Spotlights
Famous Mole-Richardson, Klieg and Hollywood makes. 2 Kw., \$87.50; w/stands, \$104.50; 5 Kw. w/stands, \$189.50; complete with bulbs, barn-doors, diffuser and cable. Send for list.
S. O. S. CINEMA SUPPLY CORP.
Dept. L, 602 West 52nd Street, New York 19

Permanent Amusement Spot For Proposed Million \$ Beach Is Dream of Tampa Mayor

Roll-Away Floor in Casino for Dancing, Skating Planned

TAMPA, March 4.—Show folks here are keeping an eye on the progress of a proposed \$1,000,000 municipal beach. Mayor Curtis Hixon announced that if the present plan goes thru, the beach will have a permanent amusement section, concessions and a roll-away floor in the two-story casino to permit dancing, roller skating and ice skating. City officials are looking at the amusement center as one of the principal sources of revenue for the project. To be financed entirely by revenue certificates, Mayor Hixon said it is contemplated that beach amusement and concession revenues will carry the pay load for cancellation of the certificates.

Site of the beach is on the strategically situated Courtney Campbell Causeway, direct link between Tampa, the North and Gulf municipalities.

The tri-purpose roll-away floor will be located on the main floor of the \$250,000 casino which fronts the rolling waves of Tampa Bay. Bordering the dance floor-skating rink will be five store booths to be leased to private concerns by the city. The second floor boasts a 1,200-seat dining room, outdoor patio with heating for brisk days and a cocktail bar. Building will be air-conditioned.

Flanking the casino will be bath-houses and a 500-foot fishing pier stretching into the bay. On the highway side of the casino will be a swimming pool designed for the freshwater trade.

A 1,000-car parking lot is included in the architect's plans. When completed, the beach will be the only large-scale public beach and amusement center easily accessible to Tampa residents. It also will be one of the first resort spots of its type for the tourists from the north traveling on Florida's West Coast.

New Super Highway To Boost Gate at Carroll's Funspot

AGAWAM, Mass., March 4.—The main highway in front of Riverside Park, and for half mile or more in each direction, will be more than doubled in width, according to an announcement of plans by the Massachusetts Department of Public Works.

About \$100,000 is involved in the construction which will provide easier access to Riverside and eliminate traffic bottlenecks on special days and nights at Eddie Carroll's funspot.

The present stretch of highway is only 20 feet in width. New roadbed will be 46 feet wide. Bids have been called for and work on the project will begin soon. Carroll has been pressing for this project for some time and the news of its approval was welcomed by the Riverside Park prexy. He reports that the State also has plans for a tie-in of the new highway with a proposed new boulevard running north-south from upper Massachusetts to the Connecticut line. Considerable traffic using the east Connecticut River highway will find the proposed new thruway more acceptable and result in extra visitors to Riverside, Carroll said.

Resume Boat Service To Detroit Tashmoo

DETROIT, March 4.—Resumption of boat service to Tashmoo Park on Harsen's Island was confirmed Thursday (2) by Nicholas M. Constans, president of the Ashley & Dustin Steamer Line, who has an option on the park. Closing of a deal for purchase of the park from the Zimmer Trailer interests is expected soon.

The Put-in-Bay, formerly in Lake Erie service, will be used for daily runs to the park from Detroit, Constans said. Deal was signed Wednesday with the city for lease of dock frontage and offices at the foot of Bates Street, until the property is taken for a future civic center project.

Casey Postpones Kiddieland Plans

WINNIPEG, March 4.—E. J. Casey, owner of E. J. Casey Shows, w planned to open a \$150,000 Kiddieland in St. Clements, Man., near here, May 24, has postponed plans until 1951, he reports.

Casey says the land, 15 acres, has been purchased and the operating permit okayed by St. Clements. He also plans to build ski and toboggan slides. The funspot will be called Rendezvous Park instead of Joyland Park as originally planned.

Rules War Is Over, Greenville Bans Sun. Amusements

GREENVILLE, S. C., March 4.—The war is officially over in Greenville County, S. C. and Sunday auto racing and other public amusements are no longer legal.

County Attorney J. D. Todd Jr., issued this ruling despite no congressional declaration of the official ending of the war. He said in view of the virtual closing of the air force base here, the State law is no longer applicable which permits amusements to operate on Sundays in counties where the United States government has established a military installation for the duration of World War II.

Million \$ Pier Ruins Slated for Clean-Up; Ride Ops Interested

ATLANTIC CITY, March 4.—The entire front of fire-ravaged Million Dollar Pier will be razed and the deck cleared back from the Boardwalk a distance of 300 feet, city officials in charge of the boardwalk disclosed.

The pier owners, it was stated, have received bids from two parties interested in placing rides and other amusements in the cleared area.

It was the original intention of Crosson, Inc., pier owners, to leave standing the towers and structure that marked the Boardwalk entrance to the pier, but new orders call for the clearing project. The 14-inch fire-wall in front of the pier theater, which prevented the fire last September from spreading oceanward and consuming the entire amusement center, also will be demolished.

Playland Sets March 26 Bow

Rockaway spot marks 22d year under Geist ownership —improvements Slated

NEW YORK, March 4.—Rockaways' Playland opens its 1950 season Sunday, March 26, marking its 22d year under the ownership-management of A. Joseph Geist.

The funspot will operate each week-end following the one-day session until full-time operation begins. Special promotional stunts are planned for the April 1 week-end by Walter Kaner Associates, park publicists.

Eight new rides representing an investment of \$50,000 are being installed. Six of these are kiddie units slated for Joytown, a special children's section. The major rides being added are a Bubble Bounce and a Rock-o-Plane. The latter will be erected in the center of the midway. Lloyd Young, superintendent, and William J. Hicks, manager, will supervise erection of the rides.

Landscaping Planned

Other improvements will include the landscaping of Joytown and the addition of a 40-foot floral rock garden. Also planned is a five-foot "wishing well" into which patrons may toss coins for the benefit of the Heart Fund and charities.

The public address system is being enlarged and modernized by the Hughes Sound System. The number of speaker units is being increased to 360 and new equipment to play wire recordings and long playing records is being added.

A new fluorescent lighting system that will increase illumination by 10 per cent is planned. The Beach 98th Street entrance will be enlarged.

Oldest Employees Feted

On Wednesday (1) a party was held at the park to celebrate the 22d anniversary of Geist's owner-management. Geist acquired the property from L. A. Thompson, the scenic railway builder, in 1928. Playland's oldest employees, Herman Knobel, 73, goat ride supervisor, and Bill Warfield, 71, Merry-Go-Round superintendent, were honored. Both have been at the park since 1928.

Mr. and Mrs. Geist are visiting amusement parks on the West Coast.

W. A. Gelhaus Dies; N. J. Shore Spot Op

KEANSBURGH, N. J., March 4.—William A. Gelhaus, 79, who developed this seashore spot into one of the most popular beach resorts in the New York area, and was president of the Keansburg Steamboat Company, died at his home here March 1.

In 1906, Gelhaus and four associates acquired 70 acres of land along Raritan Bay and eventually developed it into a full-fledged amusement resort with rides, eateries, arcades, night clubs and other recreational facilities along its boardwalk.

Three years later the Gelhaus group organized the Keansburg Steamship line, and Gelhaus was named president. Shuttle service of the Keansburg line's fleet of excursion steamers between lower New York City and Keansburg always has been heavily patronized by New Yorkers and a big asset to the resort.

Gelhaus also was president of the New Point Comfort Beach Company, a director of the Keansburg National Bank and a director of the Keansburg Savings and Loan Association.

Survivors include his widow, Mrs. Arabella Smith Gelhaus; a son, Henry F. Gelhaus; a daughter, Mrs. Lillian Holobenko, and a brother, Frederick O. Gelhaus.

Indian Point Schedules Big Outings for May 20 Opening

PEEKSKILL, N. Y., March 4.—Special parties assuring attendance in excess of 10,000 have been booked for the opening week-end at Indian Point Park here, according to Manager E. D. Kelmans. The new park, now being framed for the first time as a complete amusement center, opens Saturday, May 20. Activity on several week-ends preceding the official opening may be scheduled, depending on the weather, Kelmans said.

Outings already booked include two school groups, a church picnic and a business men's association. All will be transported to the park by the Hudson River Day Line which owns the grounds and maintains docking facilities there. The Day Line will include the funspot in its daily schedules.

Bus Parties Solicited

Kelmans said he is dickering with three bus companies operating out of New York City which have a potential of 150 bus loads of picnickers each week-end thruout the season. In previous years bus traffic to the park was discouraged because of the competition it offered to the Day Line.

The funspot is an ideal terminal point for bus transported picnic groups, Kelmans said. It is located on the Hudson River within 40 miles of New York and contains unlimited parking facilities. The transportation companies will be lured with free parking, Kelmans said.

New Building Planned

The demand for concession space, both food and games, is so great that plans are being drawn for the erection of additional stands with 200 feet of frontage. Tentatively carded crowd lures include fireworks and a weekly barn dance.

Jules Logelin, spot's superintendent for the past 25 years, is handicapped in carrying out refurbishing plans because of the weather. However, the physical equipment is in excellent shape and the work to be done will be accomplished well in advance of opening, Kelmans said.

Planned advertising-publicity, besides encompassing area media, includes a strong pitch via New York outlets, Kelmans said.

300G Cincy Zoo Contracts

CINCINNATI, March 4.—Contracts for construction of a new carnivora building at the zoo here were awarded Thursday (2) by the park board on bids totalling \$313,140. Broken down, the bids were \$261,450 for general construction; \$20,700, heating and ventilating; \$18,990, plumbing, and \$12,000, electrical work. Meanwhile, an attempt was being made in Washington to have the Post Office Department issue a special stamp commemorating the 75th anniversary of the zoo. Rep. Charles H. Elston, Cincinnati, introduced a bill in the House Thursday (3) calling for such a stamp.

Ill Atlanta Zoo Bull Killed

ATLANTA, March 4.—Coca, popular elephant at Grant Park Zoo, was given a powerful shot of poison, 25 grams of potassium cyanide, Thursday (2) to end her suffering from a leg ailment which immobilized her and for which zoo veterinarians were unable to find a cure. Coca was 22 years old.

WANTED • CONCESSIONAIRES

FOR THE FASTEST GROWING ALL-YEAR-ROUND AMUSEMENT AREA IN THE U. S. A.

RIDES • EXHIBITS • LEGAL GAMES

Permanent Percentage—No Guarantee—All Year-Round Deal—Summer Season—Week-End Off Season

Permanent adjoining communities with 500,000 population—10,000,000 seasonal visitors, including Los Angeles

Newly completed million-dollar all-year State-county beach—adjoining this amusement zone which has been in existence for over 50 years

We are located only 18 miles from the city of Los Angeles and suburbs, with a population of over 3,000,000. This is not an experimental deal. This beach area has been in existence for over 50 years. However, with the discontinuance and condemnation of the nationally known Venice Beach (Los Angeles), city beach amusement pier, it was necessary to move the entire amusement field south to our area which is a just a few miles away. The State of California and the County of Los Angeles have spent hundreds of thousands of dollars improving our beach area which has only been recently completed. In addition to all of the above, our amusement zone adjoins the Redondo Beach city fishing piers where daily thousands of fisherman trek to cast their lines and where daily fishing boats load and unload these eager anglers all year round. This is an opportunity of a lifetime to become associated with a financially responsible live-wire organization. We want honest—sober—reliable parties familiar with the amusement field. Write immediately for personal interview appointment only.

MOHR BROTHERS

SOUTH BAY AMUSEMENTS COMPANY
111 S. EL PASEO FRONT
REDONDO BEACH, ON THE BLUE PACIFIC, CALIF.

IF IT'S PROFITS YOU WANT

BUY SKEE-BALL

REG. U. S. PAT. OFF.

Skee-Ball Has Exclusive Features

Don't be confused by past experiences with imitations or old equipment. These new, scientifically designed Alleys cannot be compared with any previous alleys in player appeal, method of play or actual earnings.

The name Skee-Ball (copyright U. S. Pat. Off.) is nationally advertised and accepted by the public as the best 5¢ coin operated bowling game of skill. IT IS A LEGAL GAME, EVERYWHERE.

Everybody likes to play. Women and children are ardent fans, and they're good too. Whole families are your customers, young and old. The best people are your best customers.

Skee-Ball is the only skill game that can be successfully and profitably operated with prizes under a merchandising plan.

The simplicity of its mechanical operation and parts, and its freedom from breakdown and repairs are a revelation to operators and mechanics.

Skee-Ball is a "natural" in Parks, Resorts and Arcades. Groups of 10 or more Alleys are grossing from \$1,000 to \$2,000 per Alley, season after season.

One resort Arcade operator replaced 12 old alleys with 12 new Alleys in 1949. His receipts doubled over any previous year. (The public likes to play on new and modern equipment just as you like to drive a new and modern car.)

A city Arcade operator started with 6 Alleys, soon bought 2 more and is now planning removal of partitions to accommodate 12 more Alleys. (He must like Skee-Ball.)

A Park operator buys 9 Alleys in 1948, increases to 16 in 1949. Another buys 16 Alleys in 1948, increases to 24 in 1949. (They made money with Skee-Ball.)

YOU TOO CAN ENJOY THE EARNINGS MADE WITH SKEE-BALL. WRITE US, WE'LL DO THE REST.

PHILADELPHIA TOBOGGAN CO.

130 E. DUVAL STREET PHILADELPHIA 44, PA.
AMUSEMENT DEVICE MANUFACTURERS
COASTERS — LAFFING FIGURES — FUN HOUSE STUNTS

MINIATURE STEAM TRAIN

Train crosses next to Coaster in three big parks. 70 Trains now in operation.

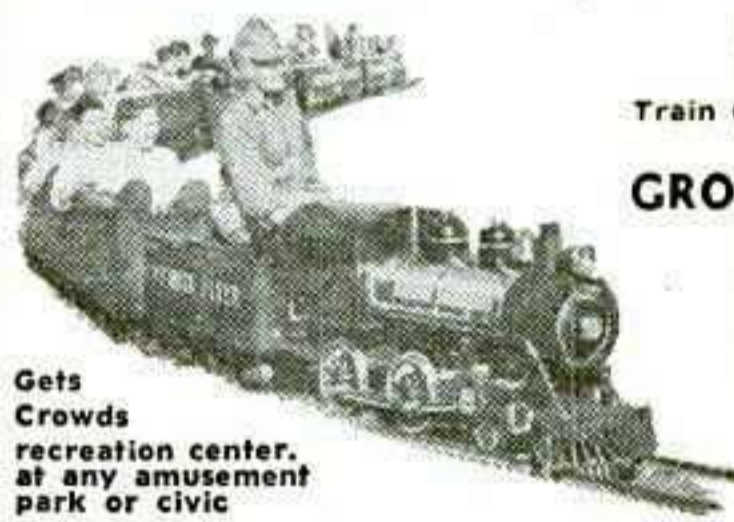
GROSS \$2,500 TO \$15,000 A SEASON

Burns coal for normal steam operation. Make real money in any town over 10,000 population.

Approved A.S.M.E. boiler. Steam Trains are unexcelled for appeal and repeat rides. Hauls from 15 to 80 kids and adults every trip.

OTTAWAY AMUSEMENT CO.

Mrs. Miniature Steam Trains
224 W. DOUGLAS WICHITA 2, KANSAS



Gets Crowds recreation center. at any amusement park or civic

NEW BAY SHORE PARK

ON BEAUTIFUL CHESAPEAKE BAY
ONLY 14 MILES FROM BALTIMORE VIA DUAL HIGHWAY
UNDER NEW OWNERSHIP AND MANAGEMENT
BEAUTIFUL BEACH — MODERN BATHHOUSE — NEW DECORATIONS

WANTED

FISH POND, PITCH-TILL-U-WIN, DART-A-LITE, NOVELTIES, GREYHOUND RACER, SHOOTING GALLERY, FERRIS WHEEL, BINGO (CASH PRIZES), FUNHOUSE (36'x64'x9')

WIRE OR WRITE

WM. F. SHINNICK, Park Director, 1529 Munsey Bldg., Baltimore 2, Maryland

INDIAN POINT

ON THE HUDSON RIVER NEAR PEEKSKILL

Over 200 acres of beach, lake, picnic grounds, giant swimming pool, boating, dance hall, stands, 4 baseball diamonds.

OPENING MAY 20TH
In conjunction with HUDSON RIVER DAY LINE

WANT RIDES • ARCADE • GAMES
ATTRactions • CONCESSIONS

For Particulars
INDIAN POINT PARK

152 WEST 42ND STREET CH. 4-5659 NEW YORK CITY

FOR SALE

Boat Ride & Cuddleup with Property (approx. 80x110)

at SOUTH BEACH, S. I., AMERICA'S FASTEST GROWING AMUSEMENT AREA

Both rides in A-1 condition and doing good business. Must sell for poor health and other business interests. \$25,000 cash needed. Will consider less for responsible person. Write

M. P. AMUSEMENT CO.

140 ROOSEVELT BOARDWALK SOUTH BEACH, S. I.
Phone: COverdale 6-6985 bet. 8-10 p.m.

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.

WANT RIDES, SHOWS

Have ideal location at established amusement resort; percentage basis preferred.

SALISBURY BEACH, MASS.

Season starts May 30.
Also have building 37x65. Write:

SHAHEEN, INC., Salisbury Beach, Mass.

FOR SALE
14 DODGEM CARS

8 have new Rubber Bumpers,
16 MOTORS
All in good running condition.
Miscellaneous other Dodgem equipment.
Cheap for cash.
No reasonable offer refused.
Contact
B. W. SWEENEY
Russells Point, Ohio Phone 42397

Miniature
Golf Courses

DRIVING
RANGES

We have a complete stock
of
GOLF BALLS—CLUBS
TEES—MATS—PUTTERS
Write for prices
EASTERN GOLF CO.
244 W. 42nd St., Dept. 5, N. Y. 18, N. Y.



KING SIZE FUN



Four Models
18 to 48 Passenger
8 Wheel Drive—Portable
2 Man Set-up—Economical
America's Finest •• Safest
Write-Wire-Phone—Spring Delivery

TOM THUMB
STREAMLINERS, Inc.
Phone 6-9142 Sarasota, Florida

WANTS
CASINO and POOL

FOR SEASIDE HEIGHTS, N. J.
Souvenirs, Duck Pond, Grind Store,
Wheels, Archery, Balloon Game, Hot Dog
and Eating Stand, Candy Kitchen, Bingo,
Fascination, Poker Concession, Short
Range Gallery, Peanuts and Popcorn,
Guess Your Weight and Age, Penny
Pitch, Glass Pitch, Fun House, Freak
Shows, Indian Village, Dance Hall, Crime
Shows, Wax Museum and many others.
Peerless Vending Co.
220 W. 42d St. New York 18, N. Y.
or
THE CASINO
Grant Ave. & Boardwalk
Seaside Heights, N. J.

CARPET COVERED
MINIATURE GOLF

THE ONLY PATENTED
CARPET COVERING
Exclusive County Rights
Under U. S. Patent.
R. W. DAVIS
Patentee
4433 Lexington Ave.,
Jacksonville 5, Fla.
Phone: 2-1284
(Gerton, N. C., After March 15)

RIDES FOR SALE

1947 Fly-o-Plane, \$5,000. 1947 Looper, \$5,000.
These rides are in very good condition, have
never been on the road; can be seen here
in our park. 24-Car Caterpillar, without
motor, \$1,500. **HELP WANTED**—Operator
for #16 Wheel, middle-aged, single man
preferred. Year round work for right man.
GRIFFEN AMUSEMENT PARK
Jacksonville Beach, Florida

FOR SALE
BRAND NEW
14-Unit Greyhound Racer

Sells for \$4,130 F. O. B. Send in your offer.
Best offer will take it. Act QUICK.
Replies to
Room 202, Collins Park Hotel, 2000 Park Ave.,
Miami Beach, Florida

Free Ride Took Frank Winkley
Out of Printing Into Showbiz

(Continued from page 63)
with Hinck, he did innumerable auto-
mobile head-on collisions and roll-
overs, as well as motorcycle crashes.

A serious crack-up during a show
in '34 almost took his life. His injuries
— seven fractured ribs, a broken
shoulder and a leg fractured so se-
verely that it required the grafting of
two inches of bone—kept him in the
hospital for nearly a year and off his
feet for 16 months.

After the doctors discharged him,
he returned to the thrill show field as
a booker for Hinck. In 1937, a year
later, he was given a helping hand by
Rube Liebman, a Barnes-Carruthers
sales rep., and he launched his own
thrill show—the Suicide Club—book-
ing 17 fair dates for its first season. He
continued to operate that show until
World War II. In addition, in '39,
when Jimmie Lynch was playing the
New York World's Fair, Frank also
operated a unit under the Lynch title
in the Midwest.

Came the War

At the Chicago outdoor convention
in December, 1941, he picked up many
choice dates for his Suicide Club and
faced the best route he had. Then
came the momentous Pearl Harbor
attack December 7. Nine days later
the first day married men were per-
mitted to enlist, Frank signed up.

He joined the tank division of the
army as a private and when he left
the service almost 4 1/2 years later he
was a captain. It was his responsibil-
ity to train tank companies, each of
which consisted of 240 men. His ex-
perience as a stuntman and a thrill show
manager stood him in good stead. He
knew how to handle men and motor-
ized equipment. Moreover, his intes-
tinal fortitude again was evident to
his men. He was so successful in his
assignment that thruout his service he
was kept in charge of training tank
groups.

Fast Return to Operating

Back in civilian clothes, he hurried
to return to thrill show operation. A
month after his discharge, his show
newly named the All-American Thrill
Drivers, was in action. The next year,
1946, he branched out, adding auto
race promotions. His operations in
auto racing then was confined to still
dates and he met with success.

The following year Jimmie Wil-
burn and Emory Collins, big name
Midwest drivers, asked him to join

Miniature Golf Courses

Designers and builders of the most scientific
courses in the country. Engineered for ultimate
capacity. No bottlenecks, yet interesting. No
drainage problems. Ball Counter for 18th hole.
Reference and photographs gladly furnished.
HOLMES COOK
Room #508, 302 State St. New London, Conn.

RIDES AND CONCESSIONS WANTED

Major and Kiddie Rides that would not conflict with present
rides in park.

Park established 20 years. Centrally located among three
major cities.

No gib or junk Rides or Concessions. Save your stamps.

Write

Shelbo Brothers, Willow Park

Route #3, Easton, Pennsylvania

AUTHENTIC MINIATURE TRAINS
TOP MONEY
MAKER OF
THEM ALL
• DRAWS THE CROWDS • EASY TO OPERATE
• LOW OVERHEAD • LOW OPERATING COSTS
AUTHENTIC MINIATURE TRAINS ARE PROVEN MONEY-MAKERS EVERYWHERE!
FREE—WRITE FOR FREE LITERATURE TODAY!
MINIATURE TRAIN CO.
RENSELAER, INDIANA

FOR RENT

CONCESSION SPACE ON THE PIER AND
BOARDWALK AT SAVANNAH BEACH, GA.

LONG SEASON BEGINNING APRIL
1ST. REASONABLE TERMS. WHAT
DO YOU HAVE? See or contact

LEO LANE
SAVANNAH BEACH, GA.

4
good reasons
See page 72

FOR SALE

With 3-year lease in good park if desired

1 PORTABLE KIDDIE
BOAT RIDE—2 yrs. old
1 PORTABLE CHAIRO-
PLANE KIDDIE RIDE

For information write

MR. RUSS
9610 Elizabeth Ave. Cleveland, Ohio

WANTED

RIDES, SKATING RINK, PHOTO OUTFIT, ETC.
SPEEDWAY PARK

Fronts 101 Highway, two miles
north of Tijuana.

Permanent spot.

HAL ORD

Box 762, Imperial Beach, Calif.

WANTED

Would like to book 5 or 6 stands, such as
Long and Short Galleries, Balloon Darts,
Bottles, Cats, Fish Pond, Pitch-Till-Win,
on percentage or flat.

P. O. BOX 4118 West Tampa, Florida

Lake Ronkonkoma, L. I.

Will buy or book 36-ft. Merry, Kiddie Rides,
Boats, Canoes, Beach Umbrellas. Will rent
Restaurant and Pavillion, space for Portable
Rink, Miniature Golf, Shooting Gallery,
Penny Arcade.

TURNERS PARK

Lake Ronkonkoma, N. Y. Ronkonkoma 8664

FOR SALE
Coney Island Eden Musse

WAX SHOW

Fully Equipped With Comfort Station

WM. G. MEINCH
2938 West 8th St. Brooklyn 24, N. Y.

FOR SALE

Up-to-date Pokeroll, 22 tables, like new. Good
location New York resort. For information
Phone Englewood 3-8458M or write

SOLANO

105 County Road TENAFLY, N. J.

RIDES AND SHOWS

for
KIDDYLAND PARK

Baltimore's Newest Amusement Center
Portable Rink, Dodgem, Motor Drome, Coaster,
Major Rides that do not conflict, Concessions.
What have you? Phone—Write—Wire

C. W. SWAN
P. O. Box 7708 Baltimore 21, Md.
Phone: ESsex 1454

RSROA GETS IN 20% TAX ACT

3-in-1 Party Big For Det. Varsity

DETROIT, March 4.—A 3-in-1 party was presented recently at Walter E. Sutphen's Varsity Gardens Rink here, drawing three different crowds in one evening.

Opener was a rube party, designed as a costume and informal get-together. It was followed by an old-timers' party, devoted to those who had skated at the rink in the '40s and '30s. Over 60 turned out for the latter.

Final event was a birthday party for Nancy Lee Parker, national senior ladies' champion. A surprise event, it drew many showfolk, skaters, operators and teachers. The show was unusual for a rink. A presentation of professional talent, apart from skating, it proved a welcome diversion. Miss Parker also gave a skating exhibition. She was presented with gifts, including dresses by Mrs. Lillian Sutphen, wife of the owner. Event closed with a buffet luncheon at 1 a.m.

Among those attending were Sheila, dancer, with a group of 12 youngsters; Paul Kaczander, assistant director of Wayne University Radio Guild; Curly Axtell, rink operator; Fred A. Martin, secretary, Roller Skating Rink Operators' Association; Dawn Porter and a number of carnival people.

CHICAGO, March 4. — Joseph F. Shevelson, of Chicago Roller Skate Company, said this week that his firm has no connection with Sports Shoes, Inc., the firm whose alleged failure to reveal the foreign origin of shoes sold as parts of roller skating outfits is challenged as deceptive by the Federal Trade Commission. "... some of our skates were used on their shoes by distributors, but not with our knowledge or consent," said Shevelson.

The First Best Skate



QUALITY

RICHARDSON BALLBEARING SKATE CO.
Established 1884
3312-3313 Ravenswood Ave. Chicago, Ill.

The Best Skate Today

WE BUY AND SELL
New and Used Rink Roller Skates
Advise make, size, condition and quantity.
Also best price.

JOHNNY JONES SR.
Agents for Chicago Roller Skates
51 Chatham St. PITTSBURGH, PA.

SUMMER RESORT
Swimming pool, skating rink, nite club, boating lake; 10 acres. Price \$50,000.00.
Terms. Write

WILLOW BEACH PARK
Box 31, Houston, Pa.

Midwest Floors and Rinks
Builders of Portable Rink Floors and Complete Portable Rinks

213 Pulaski St. Calumet City, Illinois

Sock Pitch Made by Group Before House Ways, Means Committee on Tax Removal

Martin, Brooks, Brown, Loeffler Make Plea

WASHINGTON, March 4.—A vigorous and effective presentation for elimination of the 20 per cent admission tax was made to the House Ways and Means Committee by four executives of the RSROA. Representatives of 38 other enterprises were also heard, representing film and other branches of show business affected by the tax.

The RSROA group, fourth on the schedule of witnesses, was represented by Fred A. Martin, executive secretary; B. G. Brooks, Brooks Skating Arena, Raleigh, N. C.; Victor J. Brown, New Dreamland Arena, Newark, N. J., and Severin Loeffler, Riverside Stadium, Washington.

Brooks presented the formal case on behalf of the group, and answered several specific questions by representatives concerning reasons for repealing the tax.

The occasion was made memorable by one of the rare speeches from Brown, who represented the theme succinctly: "Why tax the kids? As an operator, take us out of the red and we will pay the taxes."

Chides Manufacturers

Martin expressed disappointment at finding no other spokesmen for the roller skating industry present, and criticized, especially, the absence of manufacturers. "We feel that this is more important to manufacturers than to rinks, for rinks are their agents and the outlets for whatever they manufacture. The more business we do, the more they will have to make. Therefore it seems logical that they should have been the men of prime interest in fighting this tax."

Martin commended the House committee for its reception of the delegation, particularly Chairman R. L. Doughton and Committeeman John D. Dingell, noting the latter's comment that such a tax imposes a great burden on the masses of people of the lower income brackets.

"The RSROA was there at the right time and place to work for the entire roller skating business," Martin commented.

In opening the presentation, a detailed statement was presented on behalf of Victor J. Brown, who pointed out his own connection and the standing of the RSROA: "On behalf of myself and other roller skating rink operators, I ask the repeal of the admissions tax as it relates to charges collected from patrons of roller skating rinks for the use of the rink facilities, including rental or loan of skates and checking accommodations."

"I operate a roller skating rink in Newark, N. J., which represents a replacement investment, with equipment, of approximately a half-million dollars, to accommodate, without crowding, 2,000 skaters.

"I am a member of the RSROA, an organization of the operators of the principal roller skating rinks in this country. It is the purpose of this organization to promote roller skating by standardizing to a degree the operations of rinks on a high level of facilities, cleanliness and care of patrons to promote competitive events on a local, regional and national scale in a manner creditable to the business and sport, with the approval of local health and public authorities, patrons, to promote competitive events

Brown went on to outline the

growth of the roller skating industry, its significance for young people, and the impact of the 20 per cent tax upon it: "Roller skating business attained its growth and development in a depression era of business, as a low-cost participating sport for teen-age children, altho patrons range in age from 3 to 60. However, 95 per cent of the participants are teen-agers.

"A fair average charge to patrons for the use of rink facilities, including the loan of skates, has been 40 cents for the past several years and prior to the date when the 20 per cent admission tax was imposed. This figure of 40 cents is the reasonable maximum we can charge our patrons and retain a sufficient volume of business to make a profit on our investment. Most of the rinks have found it necessary to absorb the tax in their existing charge. Some of us have had to increase our charge—in my case to 50 cents. The effect has been a complete loss of profits and a falling off of patronage. The present attendance at my rink averages approximately only 500 per day, against a capacity of 2,000. Most of the children who patronize the rinks are from low-income families to whom a 10-cent or 15-cent additional charge is sufficient to cause the loss of their patronage."

Formal Statement

The crux of the entire mission to Washington was contained in the formal brief submitted on behalf of the entire industry, which follows:

"The Roller Skating Rink Operators' Association members appeal to the Ways and Means Committee for relief from excise admission taxes. Such taxes have been a burden to millions of children who participate in this recreational sport and, thru such taxation and economic conditions, this situation is becoming more serious each day—as most of these children come from families of the lower-income bracket. These conditions have forced parents to cut allowances to the boy or girl, creating an alarming situation to the roller

skating industry, forcing many rinks to close due to lack of business.

"We operators and rink owners appeal to you gentlemen for relief from what we believe an unjust taxation, levied on a healthful recreational sport which is enjoyed by the children of the masses. Also, a sport which has helped greatly in rebuilding broken bodies, as proven with the many special classes featured for the benefit of amputees, polio and other victims of unfortunate handicaps.

Cause Justified

"We, the rink operators, fully believe that the cause for which we ask relief from taxation is fully justified, being fully aware of our obligation to the welfare of our nation. We feel that to continue this 20 per cent admission tax thru five years after the close of World War II has proven

(See RSROA on page 103)

FOR SALE

A complete 48x120 ft. Portable Roller Skating Rink. Good maple floor in sections. 2x6 underframe with plenty of blocking. Tent like new, in 5 sections. 6 center poles, 6 quarter poles. 52 side poles with 5/16 coated guy chains at each side pole, 15 ft. portable skate counter, about 175 pr. Chicago rink skates. Music is the best. About 100 records. 500 ft. of picket fence. Plenty of skate parts and misc. equipment. This is a complete outfit and was well taken care of. Will sell all or part. All letters will be answered.

Write
ANDREW WASIK
15714 So. Halsted St. HARVEY, ILL.

BEST BUILT RINKS

We make any size Floor, Tent or complete Portable Rink. New 40-100 ft. complete Rink, \$4895.00 cash. New 40-100 ft. interchangeable Sectional Floor, \$1800.00. We sell cheaper than you can build it. Buy now for early spring. Write, wire or come and see what you get for your money.

GOLD'S PORTABLE RINKS CO.
409 N. 5th St. Longview, Texas
Phone 2443-W

CURVECREST "RINK COTE"

THE PLASTIC RINK SURFACE

Write
PERRY B. GILES, Pres.
Curvecrest, Inc. Muskegon, Mich.
Originator and Sole Distributor

COMPLETE PORTABLE RINKS

SECTIONAL RINK FLOORS
Oldest Manufacturers of Rink Equipment

BILT RITE FLOORS & RINKS
430 S. Vine, Tyler, Texas Phone 4-9585

WINTER GARDEN

Available after March 12 for rental for Private Parties, Square Dancing, Ballroom Dancing, etc. Ice season ends March 12.

WINTER GARDEN
520 DeBalivier Ave. St. Louis 12, Mo.
(Phone: Forest 4747)

MAPLE AND FIBRE WHEELS

No. 86 Racing—No. 86D Dance—No. 86F Figure

All With Improved Steel Bushings

No. 34N Long Neck Racing Cones
No. 79 and No. 79CB Fibre
No. 86GBD and No. 86GBF

Rock Hard Maple — Steel Sleeves
Precision Bearings
"Hold-Fast" Non-Slip Power



Pat. No. 2-333-400

CHICAGO ROLLER SKATE CO.
WINNER OF WORLD'S RECORDS FOR OVER 40 YEARS
4427 W. LAKE STREET CHICAGO 24, ILLINOIS

SKATE CASES

LOOK NO FURTHER!

Here's the perfect premium. Steel clad skate cases, aluminum or in brilliant colored plastic finishes. Already outstanding sellers. finest quality... priced right. Write for folder showing 7 styles. Also picnic cases, laundry mailing cases, suitcases.

Herculean

GENERAL FIBRE PRODUCTS CO., FITCHBURG 7, MASS.

ANOTHER WINNER

TERRIFIC FLASH
(Will be this year's bankroll number)

\$36.00 Gross
\$3.25 Dozen

RED, WHITE AND BLUE PLASTIC BATON
REGULATION SIZE

Send 50 cents for sample

"Original" 3-Pc. Kimco Pen Sets, beautifully boxed with \$7.50 price tag, gold embossed. All sets fully guaranteed.
NEW PRICE \$4.65 DOZ.—\$52.80 GR.

3 Pc. All Gold Pen Sets. Guaranteed with \$7.50 Gold Price Tag ... \$6.00 Ds. \$66.00 Gr.
4 Pc. Pen Set, Including Pencil, Pen, Ballpoint and Pen Knife 7.00 Ds. 81.00 Gr.
Floating Doll Pencil (Still Going Over Very Big) 8.00 Ds.
Itchy Dogs. Single Gross \$24.00. Gr. Lots (5 Gross) 22.50 Gr.

25% Deposit Required With All Orders.

KIM & CIOFFI
912 ARCH ST. MARKET 7-2283 PHILADELPHIA 7, PA.

STILL GOING OVER SALESBOARD OPERATORS

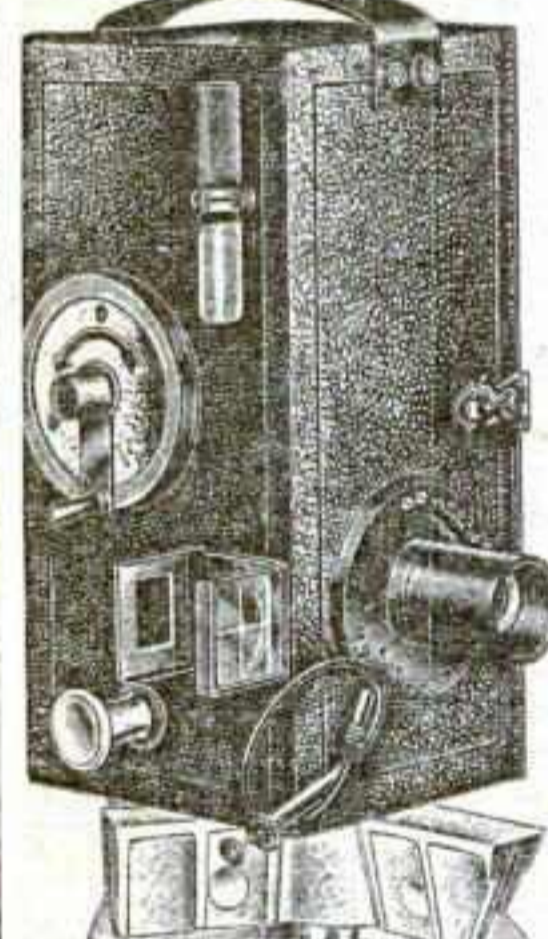
DROP MEN HUSTLERS



\$48.00 PER DOZEN
SAMPLE SET, \$4.50 EACH

24 karat gold-plated Choker Set Necklace, Earring and Bracelet to match. Plush box, silk lined. Gold price tag \$19.95. Large assortment of styles.





Finished Photos in Two Minutes!
Greatest Quick Photo Invention in History!

P D Q CHAMPION PHOTOMASTER

Takes and finishes 30 to 40 everlasting, black & white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio.

700% PROFIT
Pictures cost 2c—sell for 15c to 25c. Folks see photos "come to life" in broad daylight. PHOTOMASTER is the dream come true for pitchmen, "muggers," etc.

WRITE TODAY—Get all the facts about the new, amazing PHOTOMASTER

P D Q CAMERA CO.

1161 N. Cleveland Ave., Dept. BB
Chicago 10, Ill.

Frisco Pete 604 WEST LAKE ST., CHICAGO 6, ILLINOIS
FOR SAME DAY SERVICE.... CALL FRANKLIN 2-2567

IDENTS

from **\$7.20**

Sample Assortments, \$2.00 Per Gross and Up State Your Business

25% DEPOSIT REQUIRED ON ALL C.O.D. ORDERS

New—Sensational SNUGGLE HUG SALTS AND PEPPERS

Everybody loves these little darlings! Nothing else like them. Exclusive Patented. They hug each other. Pick em up separately or together. Attractively decorated china. Assorted colors—3" high. Choice of Bunnies & Bears, or Ducks & Dutch Boy & Girl Shakers. Immediate delivery. \$7.80 per dozen prs. F.O.B. Chicago, in lots of 2 or 6 dozen prs.—Minimum order 2 dozen prs. **SAMPLE ORDER—1 dozen prs.—Asst. Colors—\$9.00** Postpaid. **WRITE FOR SPECIAL QUANTITY PRICES & 1950 Circular.** Jobber Set-Ups Available. Open account to Rated Firms, otherwise 25% Deposit—Balance C.O.D.

BERKELEY MFG. CO., 2720 Archer Ave., Chicago 8, Ill.



Spring

is at hand
and with it
the opening
of the 1950
outdoor
season



and the

Spring Special

It will be the "buyer's guide" issue for purchasers of merchandise—concessionaires, pitchmen, novelty stores, demonstrators, variety stores, souvenir stands. Your advertising will produce BIG results in this BIG issue.

FORMS GO TO PRESS MARCH 29

reserve space NOW!

THE BILLBOARD

Cincinnati 22
2160 Patterson St.
DUmbar 6450

St. Louis 1
390 Arcade Bldg.
CHestnut 10443

New York 19
1564 Broadway
PLaza 7-2800

Hollywood 28
6000 Sunset Blvd.
HOLLYWOOD 9-5831

Chicago 1
188 W. Randolph St.
CEntral 4-8761

Detroit 1
1009 Fox Theater Bldg.
WOOdward 2-1100

AGENTS • SALESMEN • DISTRIBUTORS

Why Fool Around With Piker Propositions?

Why sell imitation neon signs when you can sell our quality?

GENUINE NEON WINDOW SIGNS

at world's lowest prices

These are two line signs up to eight 4 inch letters or ten 3 inch letters on each line.



Signs are 28 inches long, 12 inches high. Each line of tubing a different color if desired.

Up to 20 letters, 10 to a line

Made up with customer's choice of copy and colors. Colors available are red, green, rose, blue, gold and white. Signs are complete with tubing, transformer, switch, cord, plug and metal frame, all built into a single unit ready to plug in and are constructed to stand or hang (no expense for installation and easy to carry around and demonstrate). Signs are constructed of highest quality materials throughout. Tubing is made by union glass blowers of long experience and fully guaranteed. Thousands of signs like these have been sold at \$72.00 and are worth it, but

OUR NEW PRICE \$24.75 F. O. B. Huron, Ohio
TO AGENTS

or \$23.00 each, packed six to a crate.

Our recommended selling price is \$36.75, but in some localities you can get a much higher price. We sell to agents only. You make your own selling price, deliveries and collections.

ONE SALE EACH WORKING HOUR NOT UNUSUAL WITH OUR AGENTS

ORDER FROM THIS AD WHICH TELLS OUR WHOLE STORY

State copy and color neon wanted on each line. Send \$10.00 deposit for each sign ordered. We ship C. O. D. for balance. We guarantee safe delivery anywhere in U. S. A. Signs ordered with your choice of copy and color cannot be returned, but we will send you a sample stock sign (a ready seller) which may be returned in good condition within 10 days for full refund of \$24.75. You can't lose. Order one or more sample signs today, either your choice or ours, and **START REAPING A HARVEST.**

MODERN NEON SIGN CO. HURON, OHIO

Complete Assortment of Jewelry

- COMPACTS • PINS
- 3-PC. FOUNTAIN PEN SETS
- RINGS (1001 Different Numbers)
- ENGRAVING JEWELRY
- IDENTIFICATION BRACELETS
- PEARL NECKLACES



JEWELRY—That's Our Business

We have everything for

- JEWELERS • ENGRAVERS
- DEMONSTRATORS

All Orders Shipped Same Day Received
All Phones: CE 6-7966

BIELER-LEVINE

5 NO. WABASH AVE. CHICAGO, ILL.

POT OF GOLD
NEW BEACON LEOPARD
DESIGN BLANKET
54x72 Packed 30 to Case
Ea. \$2.90

Less Than Case Lots, \$3.00 Each
include 25¢ Postage for Sample Order

Do You Have Our No. 59 Catalog Issued in 1949? If Not, Write—Now Working on 1950 Catalog.

State Nature Your Business in First Letter.

WISCONSIN DELUXE CO. 1902 N. THIRD ST. MILWAUKEE, WIS.

PIXEE Does It Again!
NEW LOW PRICES

You have never seen anything like PIXEE. We promise to amaze you or your money refunded. The hottest novelty sensation since "Peek-a-Boos." Please note new numbers and prices.

#600 Baby Crying	#1000 Shimmy Girl (Dancer)	\$6.50 Doz.
#601 Lady Winking	#1001 Fan Girl (Red, Hot and New!!)	
#602 Shmoo Singing	#600 Our Lord, Eyes open and close. Lips move in prayer.	\$6.50 Doz.
#603 Miss South Seas		
#604 Hula-Hula Girl		

\$5.25 Doz.

1000 The Dancer
Samples 75¢ Ea.—3 for \$2.

25% deposit, balance C.O.D., F.O.B., N. Y.
PIXEE, 78-31 67th Drive, Middle Village, L. I., N. Y.

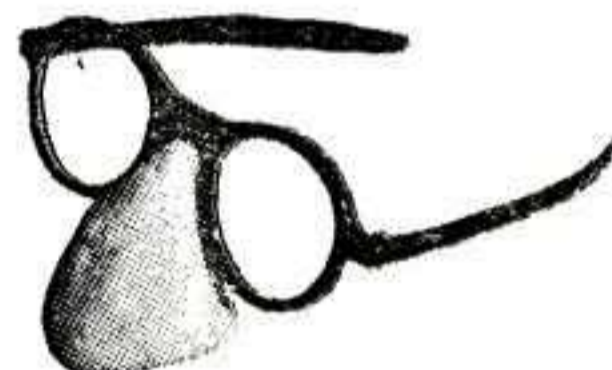
!!ATTENTION!!

NOW COAST TO COAST

SAN FRANCISCO CHICAGO NEW YORK

ORIGINAL HOLLYWOOD NOSE

\$7.20
Per doz. F.O.B.
1/3 Deposit
Prices for
Jobbers
Sample \$1.00 ea.



\$7.20
Per doz. F.O.B.
1/3 Deposit
Prices for
Jobbers
Sample \$1.00 ea.

IMMEDIATE DELIVERY

ROSE SALES CO.

SAN FRANCISCO — 547 36TH AVE.
CHICAGO — 1344 SO. HALSTED AVE.
NEW YORK — 14 EAST 17TH ST.

MEET Super Salesman
AUTOMATIC MAC

The Amazing New Salesman who Sells for you



EVERY MINUTE **EVERY HOUR**

- Commands Attention
- Plugs Your Product Constantly
- Fast Profit Maker

Sells by entertaining. Plastic arrow whirrs automatically every 60 seconds. Sells any item you want to push. Stimulates interest, sales. Pays for its cost in short time. Spinning arrow catches the eye... around and around it goes, where it stops, nobody knows! Gleaming plastic and lustrous dural, sturdy, dependable, long life, fully automatic. Unconditionally guaranteed. Prices on request.

Write for dealerships; territories open

Individual orders welcomed. Send yours today.

HARRISON NOVELTY CO.

1104 Arizona Street (Ph. 2-7505) El Paso, Texas
(Owners & Originators of "Automatic Mac")

SPRING SPECIALS

\$7.00 to \$10.00 Men's Leather
Travel Kits. Ea. \$2.00
\$2.75 Retail Boxed Fountain Pens.
Dz. 1.80
4 1/2 in. Dart Balloons (10 gro. lots).
Gr. .60
Asst. Jewelry Pins, Brooches, etc.
Plenty Value. Gr. 4.80
China Boots, Good Intermediates.
Dz. 1.80
Rose Gold 10 1/2" Horse Clock. Ea. 7.90
Hula Girl Lamps Special. Ea. 14.50
Sept. Morn Mec. Pencils. Dz. 7.20
3 Pc. Pen & Pencil Sets Boxed and
Tags. Dz. 6.00
Singing Birds Mec. Toys. Dz. 4.00
10" Cowboy, Sailor or Drum Major
Dolls. Dz. 1.80
Boot Key Chains in Plastic Cases.
Dz. 1.80
10 1/2" Two Tone Gold Horses
(Special). Ea. 2.25
10 1/2" High Lighted Bronze Horses.
Ea. 1.80
6 1/2" High Lighted Bronze Horses.
Ea. .85
4 1/2" High Lighted Bronze Horses.
Ea. .40
2 1/2" High Lighted Bronze Horses.
Dz. 2.00
Keg Sets (Back Again). Ea. 1.75
Rex Compacts (Seconds). Dz. 3.60
Willsonite Sun Glasses, Leather
Cases. Dz. 3.60
Single or D. E. Razor Blades, 100
Packages 1.50
Tooth Pick Knives. Per Gr. 3.60
Dangling Donald Ducks. Per Gr. 9.00
25% Deposit, Balance C.O.D. New
Price List ready, get yours now.

B. PALMER SALES
1433 Second Ave. Dallas, Texas
Harwood 9339

3 "RED HOT" LAMP BUYS!



X15 CHIMNEY LAMP
Made of solid brass . . .
p o l i s h e d and lacquered
. . . hand-painted rich ruby
fount. 13" gold trimmed
shade, 19" high, fully elec-
trified!



X16 COLONIAL LAMP
Full 17" high with milk
white glass globe and hand
decorated rich ruby fount.
Made of polished and lac-
quered solid brass. An au-
thentic reproduction. Fully
electricified!



X17 VALLEY FORGE
Elaborate large size table
lamp, 25" high, made of
solid brass, highly polished
and lacquered. 14" shade is
gold trimmed in a variety of
colors.

FIRST TIME AT THIS PRICE!

2⁶⁰

IN ONE DOZEN
LOTS. SAMPLE
LAMPS, \$3.00 EA.

25% Deposit Required, Bal. C.O.D.
Write for new 1950 Catalog.

Kravitz &
Rothbard

WHOLESALE DISTRIBUTORS • 720 E. BALTIMORE ST., BALTIMORE 2, MD.

NEW LOW PRICES



PLASTIC SPECTACLES
Hawk Nose-Heavy Frames
"MR. BEAK"
THE Original
HOLLYWOOD HIT ITEM
\$5.00 Per Doz. \$4.80 Per Doz. (6 Doz. Lots)
\$4.50 Per Doz. (Gross Lots)

Immediate Shipment
PARASOL KID
Monkey and Parasol. \$2.40 Per Doz.
MICKEY JR.
With Car Windshield Suction Cup
\$3.00 Per Doz. Wonderful Pitch Items.
ESKY COINS \$5.00 Per 100

25% With Order, Balance C. O. D.
Prices F. O. B. Los Angeles.
PYRAMID SALES
932 West Washington Blvd.
LOS ANGELES 15, CALIF.
Phone: PProspect 7677

SHELL LAMPS

Direct from manufacturer

- BEST RE-ORDER ITEM IN YEARS!
- TERRIFIC SELLERS!
- BIG FLASH!



Handpainted scenes. Complete with cord
and bulb. Individually boxed in cartons.
Available in 4 beautiful styles and sizes at
\$12.00, \$15.00, \$18.00, \$20.00 per dozen.

PLACE YOUR ORDER TODAY!
Terms: F. O. B. Miami, Florida.
1/3 cash with order, balance C. O. D.,
or if full remittance accompanies order
we will prepay shipping charges.

SOUTHERN IMPORTING COMPANY
Manufacturers
2621 North West 16th Street Road
MIAMI 35, FLORIDA

FUR KITTENS

Women love our cute pet kittens! "Ball
of fluff" genuine rabbit fur, life-like
eyes, and big generous silk box!
Individually boxed.

\$21.00
DOZ.

Special prices for jobbers
25% deposit with order, balance C. O. D.

Sample
\$2.00
Postpaid



A-BEE TOY CORP.
DEPT. B 79 PARK PLACE NEW YORK 7, N. Y.

"BINGO



THE BANKER"

- HOLDS \$1,000 OR MORE
- FLOCKED ON DURABLE PLASTIC
- FEELS LIKE PUPPY FUR
- COCKER BROWN OR BLACK

A Proved Fast Seller **ONLY \$18.00**
Per Doz.

A smart, attractive, decora-
tive accessory: Cocker Spaniel
Bank. Old, young can't resist the Cock-
er's "Take Me Home" expression and
genuine furry feel. 12" long, 7" wide,
6" high. Individually boxed. Rated firms
on open account. Others, 25% deposit,
balance C.O.D. \$18.00 per dozen, F.O.B.
Chicago. Order your sample today; only
\$2.50 postpaid. See for yourself how fast
this new "BINGO" Bank runs up those
profitable sales.

GORE AND KAYE
1263 N. Paulina St. Chicago 22, Ill.

Men's & Ladies' Famous WRIST WATCHES

- ★ ELGIN ★ BULOVA
- ★ GRUEN ★ BENRUS
- ★ WALTHAM

Brand new 7-Jewel
1950 model
cases. Recon-
ditioned and
guaranteed
like new. **\$8.75**

15-Jewel \$12.45
17-Jewel \$14.50
Rhinstone Dial, \$1.50
add.

Gold Filled Stretch or
Comb. Band, \$1.50 add.
Feb. Only! Plastic Gift
Box FREE with every
watch.

WHOLESALE ONLY!
FREE New 84-Page 1950 Catalog
jammed with premium items.

25% Deposit With Order — Balance
C.O.D. Open Account to Rated Houses.

MIDWEST WATCH CO.
5 S. Wabash Av Dept. B-11 Chicago 3, Ill.

BANG! DOWN GO PRICES... UP GOES QUALITY!

SENSATIONALLY NEW WESTERN HORSE CLOCK
LOW PRICES . . .

10 1/2" Horse with genuine Western Clock with
original Western trim. All metal, beautiful
hand-buffed bronze finish. Hand rubbed ma-
hogany finished base. #EC50 Clock movement
with UL approval. Model #711 BL

PRICED AT ONLY **\$5.68** Ea.

Send For **FREE 1950 Catalog**

Terms: 25% With Order, Bal. C. O. D., F. O. B. Chicago

M. K. BRODY Serving the trade in Chicago for over 34 years. 1116 SOUTH HALSTED ST. CHICAGO 7, ILL.

RING DEMONSTRATORS, FAIR AND CARNIVAL WORKERS, SEND FOR NEW CATALOGUE



We have 81 Exclusive Styles in Expensive
Looking, flashy 14K Gold Plate and
Silver Plate MEN'S and LADIES' SOLI-
TAIRE — BRIDAL SETS — CAMEOS —
SIGNETS—BIRTHSTONES — COCKTAIL
RINGS—They are just what you need for
Department and Drug Store Dollar Ring
Sales.

Also 101 New, Flashy Jewelry Items for
Fairs, Carnivals and Resorts.

State Your Business.

HARRY MAHREN RING CO.
303 5th Ave., N. Y. 16, N. Y.

Engagement ...\$2.63 Doz.
Wedding 1.63 Doz. Red and White Stone
Combination ...\$3.00 Doz.



WRIST WATCH \$2.75 EA.
BRAND NEW—NOT RECONDITIONED
With Stainless Steel Expansion Band.
Radium dial and hands. Red
sweep second hand. Chrome case. Biggest value on the market! Only \$2.75 each (6 or more)
10% Deposit—Balance C. O. D.

BURTON SALES CO.
Dept. B-26
809 W. Madison St. Chicago 7, Ill.

"15 PUZZLE"

21 TRILLION COMBINATIONS.
NEW WONDER CRAZE—GREATEST IN
YEARS.
PLASTIC IN LEATHERETTE CASE.
Handsome Gold Counter Display Box of
One Dozen.

Price **\$7.20 Dozen**
25% deposit on all orders—balance C. O. D.,
F. O. B. Los Angeles.

GILBERT SEIGEL
848 1/2 No. Wilcox Ave. Hollywood 38, Calif.

ONLY RECOGNIZED JOBBERS WANTED

Get in on the Greatest Novelty Ever Produced
COMIC NAPKINS 20 TO A SET
EVERY ONE DIFFERENT—EVERY ONE FUNNY
"Who doesn't use Napkins?"—A LAUGH A SECOND
Write for Descriptive Circular and Samples

ATLAS CO., 380 Second Avenue, New York 10, N. Y.

GIVE TO THE DAMON RUNYON CANCER FUND

BINGO

Heavy Cards, Specials, Cages,
Blowers, Transparent Markers.
Write for bulletin
AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.

Sylvester, Ernest Tapp, Talbert Tarrant, Bert D. Taylor, William Termain, Jack Thomas, Walter Thames, C. J. Thomas, Carl Thomas, Mrs. Ross Thomas, Roy & Joy Thunder Sky, R. B. Tilghman, Earl Toler, Clyde Tollin, Dave Travis, Jimmie Tumini, Henry D. Tunnell, Donald E. Turki, Billy Twist, Tom & Tiny Tyler, Carl E. Tysko, John Tysko, John Paul Utter, Richard Vaughn, Buddy Vaughn, Jim Velleponteaux, Harry (Trapeze Clown) Velez, Dottie Vevea, Toby Viers, Jonnie Volkenand, Robert Lee	Warren, Richard Waters, Huey Watkins, O. J. Wear, Bob Weisband, Harry West, Buster Wexler, Jerry White, Albert White, (Clown) White, Anna B. White, C. S. White, Flash White, Mary & Richard Wilde, Carl F. Williams, Dora D. Williams, George Williams, Mrs. Maude E. R. Williams, Robert H. Williams, Rudolph Williamson, William Franklin Wilmur, Jack Wilson, Paul Wilson, Mrs. Ted Wilson, V. A. Winkler, Otto Winters, Mrs. Betty Witychin, Alex Wojtasek, Benjamin Woodward, Woodie Wrisik, Donald Wright, Ella Yomada, Mr. & Mrs. Geo. Zachille, Fred Zarlington, H. E.	Daily, William Jr. Davies, John C. Dunlap, George (Shorty) Davis, Mrs. Minnie Dyer, Blackie Edgar, Alvin W. Edwards, Giles A. Freidenheim, Morris Gawle, Mr. & Mrs. W. Goodman, Dave Granger, Allen R. Hall, Edward L. Hall, Louis Hall, Margaret Harvey, Henry & wife Hath, Robert L. Hill, Will H. Hines, Corwin E. Hobbs, W. H. Hopper, Frank Houts, Mr. & Mrs. Hubbard, Venice Humphrey, C. H. Hunter, C. M. Jackson, Richard Junior Jeeter, Van L. Kalenooff, Isaac Kelley, Cort (Roughhouse) Kennedy, Mrs. Vivian Keown, Grace M. Ketchum, Roy Kineald, Mickie Kitchie, Mrs. Nellie Klandrud, Clayton Korman, Carroll Land, Charles-N. Logsdon, Billy Lopez, Linda Loherty, Milford E. Long, Eddie Lott, Marie & Happy McManus, T. J. Majjeski, Polly Jo Mandigo, Harold Mays, Jennett (Peggy) Meck, Harold Meyers, C. B. Moore, Clarence O. Moreno, Tito M. Sr. Mulligan, Clyde Nelson, George W. Nolan, J. L. Patrick, T. W. Payne, John E.	Peppers All State Shows Perez, James J. Jr. Petrie, Nina Popkin, Wills B. Prockin, Ted Randall, Archie L. Reed, Herbert Lee Richards, James T. Richardson, James L. Richmond, Harry Robinson, Mrs. Ralph Rose, E. H. Blacky Rosenburg, Louise Ross, Harry Royall, Robert G. Ruddy, George N. Ryder, R. C. Satterly, Elmer	Satterly, Esther Shepherd, Wayne Luther Slusser, M. E. Spain, Jackie Spitzer, John G. Somers, John A. Stacy, W. A. Steele, Miss Ruby Steinberger Woodrow L. Stevens, Grant Tatum, Mrs. Alice Thomas, K. B. Tomlin, Willie F. Tonnell, Donald E. Willbur, Henry Wildrick, Elmer W. Wilson, H. A. Witsman, William Dudley Zorn, Martin
---	---	---	---	---

**NEW YORK OFFICE
MAIL ON HAND AT
1564 Broadway
New York 19, N. Y.**

**MAIL ON HAND AT
CHICAGO OFFICE
188 W. Randolph St.
Chicago 1, Ill.**

**MAIL ON HAND AT
ST. LOUIS OFFICE
390 Arcade Bldg.,
St. Louis 1, Mo.**

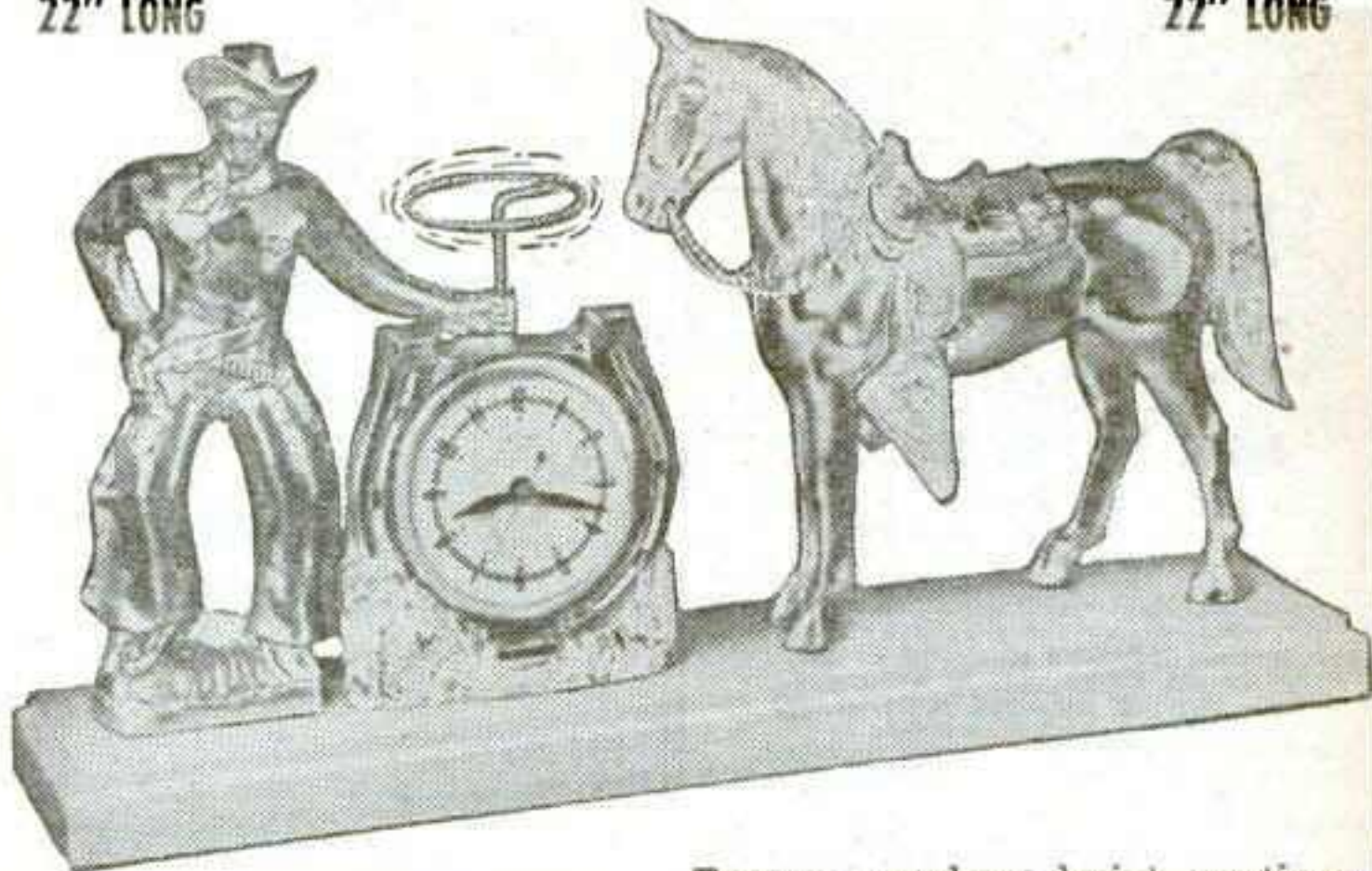
Aldridge, William Anthony, Milo Babcock, Mr. Bailey, C. L. Bales, Pete J. Barr, Estil & Mary Blair, Pepe Boatwright, B. E. Boudreau, Adrian A. Boudreau, Mrs. Gilberte Broughton, Jane Folsom Brown, Royal T. Bush, Roy Butter, Don Caldwell, Walter Canipe, Mrs. Walter Canipe, Walter Chaney, Mr. & Mrs. Chas. Church, Clarence Coffey, Hugh G. Costello, Frank Crealey, George Curtis, Mr. & Mrs. Marvin	Mack, Cuban Mark, James A. Nail, Lila Mae O'Neil, Tip Palmer, Al B. Platt, John L. Ramos, Don Reed, Harold Roberts, Bill VanAlstyne, Bill Viers, Johnnie Yates, Richard	Badall, Salvatore (Don Fabian) Barry, Jack Brazanskas, Felix Burger, Walter Davis, Vick A. Folk, Carl J. Fratello, Joe Gracias, Bob Jones, Joy Jordan, Janet Lynn, Margie	Aarsun, Michael P. ("Originals Only") Abraham, Angelica Crane, Lynn DePhil, Charles DeWitt, Willie Shorty Greene, Irving Greenie, Jessie Harris, Thomas Hill, Thomas Krause, J. H. Lewis, Bruce A. McLean, John E. Meroff, Benny Ross, Frank "Curly" Rozell, Joyce Stroud, Clarence
---	--	--	--

FLASH

WE DID IT AGAIN!!!

12" TALL
22" LONG

12" TALL
22" LONG



THE RANGER and his HORSE

In High Luster 24 Karat Gold Plate
With Silver Highlights

ORDER NOW!

25% Deposit, Balance C. O. D. If not for resale, add Federal Excise Tax. Write for new Easter Catalog.

Ranger revolves lariat continuously in lazy, lasso spin. Dependable United self-starting electric clock, manufactured under Westinghouse license. Gold-plated trimming around clock dial with matching silver Western trim (Cowboy Hat, Boots, Gun, Lariat, etc.).

#515C
\$9.70 Ea. in Doz. Lots
Samples, \$11.00 Each

ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR

CUTTLER & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330

THE BIG 4

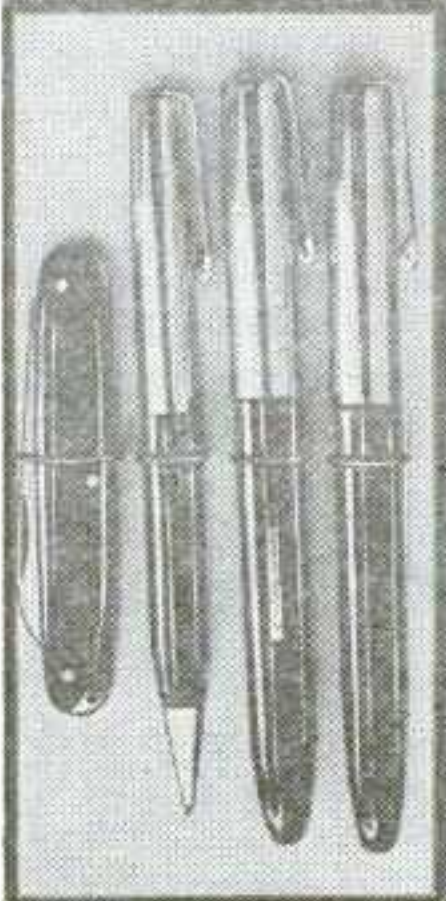
Knife • Fountain Pen • Ball Pen • Pencil Set

NO SPIEL NEEDED
BECAUSE . . .

IT SELLS BIG

25% deposit with order \$6.25 per dozen

DOVAL SALES CO., 2 East 46th St., N. Y. C., N. Y.



PRICES CUT TO THE BONE for SPECIAL PROMOTIONS

Lord and Lady Scot
WRIST WATCHES

\$29.95 Retail Price!

Rhinestone dials, beautiful new design, late model cases, 10k. R.G.P. yellow, reconditioned and guaranteed like new.

IN LOTS OF 6-
\$6.95 Ea.

In single lots, \$1.00 add. Expansion Band, 95¢ add. Nationally Famous Brands, \$3.00 add.

Wholesale Only! 25% with order—balance C. O. D.



Write for 56-Page New 1950 Catalog.

5 S. Wabash Ave. Dept. B-11 Chicago 3, Ill.

JOSEPH BROS.

Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys, Every kind of Glassware, Blankets, Hampers, Hassocks, Plaster Slum, Flying Birds, Whips, Balloons, Hats, Canes, Ball Game Specials, Bingo Merchandise.

Catalog Now Ready—Write for Copy Today

IMPORTANT To obtain the Proper Listings Be Sure and State in Detail Your Business and Type of Goods You Are Interested In.

ACME PREMIUM SUPPLY CORP.
1111 South 12th, St. Louis 4, Mo.



UNITED NATIONS DOLLS—36" tall—AUTHENTIC

Has composition arms, legs and head, painted eyes and mohair coiffure, stuffed body; beautiful, authentic costume of multi-colored rayon, hair style harmonious with costume, full-length flared skirt.

Choose from these styles: Miss America, Miss France, Miss Holland, Miss Italy, Miss Ireland, Miss Scotland, Miss Finland.

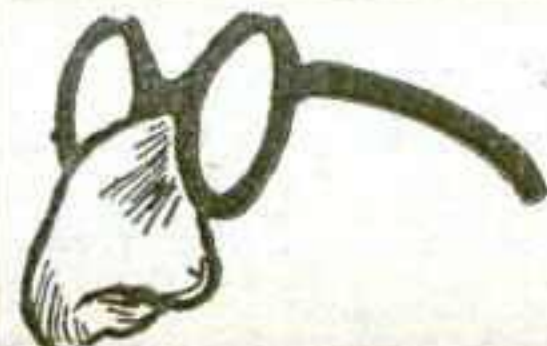
*Miss America comes in assorted colors, including bride. Stands for dolls, \$8.00 doz.

\$4.10 ea., \$48.00 doz., \$62.50 case—(16 Assorted or Individual Dolls)

Prices F. O. B. Indianapolis. Include postage with order. 25% deposit with C. O. D. orders.

KIPP BROTHERS

Wholesale Distributors Since 1880
240-42 SOUTH MERIDIAN ST.
INDIANAPOLIS 25, IND.



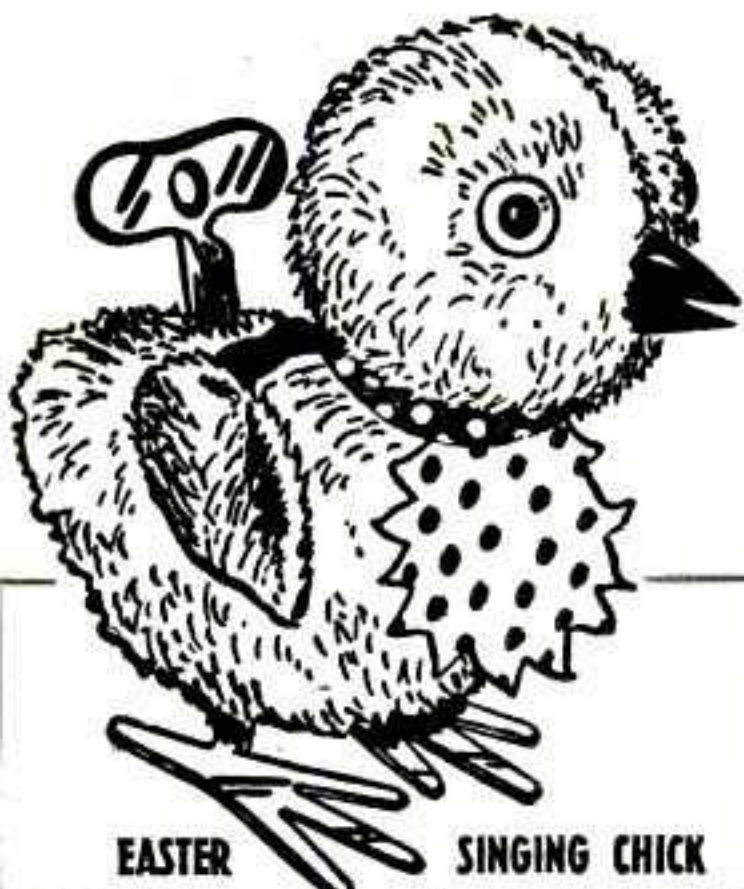
NOSE WITH GLASSES

No. 4019—Soft Nose, Heavy Rimmed Frames With Glass, Life Like—It Sells on Sight—Cash in Now.

GROSS \$72.00 DOZEN \$6.75

Allow for Postage. Overpayment Will Be Returned.

WISCONSIN DELUXE CO. 1902 No. Third St. Milwaukee, Wis.



EASTER SINGING CHICK

Hottest item in the country for Easter. It sings and moves like a real chick. All you do is wind up the chick. Everybody is cleaning up with them. No larrys. Everyone guaranteed. Each chick comes in a box with a key. No workers necessary. This is a terrific item between now and Easter. \$4.00 per dozen. \$45.00 per gross. 25% deposit required with order. Money Order or Cash. Orders shipped same day as received.

HARRIS NOVELTY CO.
1102 Arch Street Philadelphia 7, Pa.
Phone: MA 7-9848

Imported Swiss Stop CHRONOGRAPH

with 2 Push Buttons Tells Time. Stop Watch. Measures SPEED. Measures DISTANCE. "Wonder" Watch. Used to time autos, airplanes, horse races, athletic events.

BRAND NEW! TERRIFIC SELLER!



Gross Lots \$3.30
Watch Only
Lots of 60\$3.40
Lots of 6 3.50
Gold Plated, 75¢ extra
Plastic Band, \$1.10 Doz.
On orders under 6 watches, add \$1.50 ea.
C. O. D. orders from non-rated concerns, 10% with order.

with 4 Sim. Rubies, 8 Sim. Diamonds, \$1.00 extra.

SARO WATCH, K-1674 B'way, N. Y. 19, N. Y.

"Lady Nelson" TABLE LIGHTER



Very handsome in gleaming silver finish. Heavily weighted, thumb lighter action, stands 3 1/2" tall. Fine replica of expensive \$10 table lighter. Individually boxed—fully guaranteed.

90¢ Ea. in Doz. Lots
Sample \$1.35

Write for our catalog. 25% Deposit, Balance C. O. D.
DE LUXE MDSE. CO.
912 Broadway New York 10, N. Y.

LIVING PICTURES

Crying Baby & \$5.75 Dz.
Cal.
Winking Lady. \$66.00 Gr.
Singing Shmoo
Religious Picture
Hula Girl \$7.20 Dz.
Boudoir Girl ..
South Sea \$81.00 Gr.
Beauty ..

Samples 75¢ Ea. 25% Deposit, Balance C.O.D., F.O.B. N. Y.

RO-LA NOV. CO.
Dept. B, 907 Broadway (20th St.), N. Y. 10

GIANT PLUSH BUNNY

36" tall—assorted color combinations.
\$4.10 ea.; \$48.00 doz.
FREE! 150 hole punchboard with every bunny purchased.



KIPP BROTHERS
SEE OUR U. N. DOLL AD ON PAGE 99

GIVE TO THE RUNYON CANCER FUND

Pipes for Pitchmen

By Bill Baker

BILL TEESE . . . who is working New Jersey chain stores with the N. K. Norris slicer combination, reports that he's been corraling plenty of the long green with the item.

Necessity is the mother of excuses for some pitchmen.

JAMES (KID) CARRIGAN . . . blasts from his home in Burbank, Calif., that he's anxiously looking forward to his annual spring trek that will take him thru the Midwest.

EDDIE KAPALCO . . . is working Nat Morris's new slicer combination in five and dimers around Scranton, Pa., to sock returns.

Poor contracts make for slim diets.

"I'M STILL WORKING . . . the auction sales and it has been a bit rough in spots," scribes Bob Posey from Springfield, Ill. "Following are some fairly good sales that can be worked if one does not use up too much time: Springfield on Fridays is good. The Glen Stanten Sales are held north of the fairgrounds on Route 4. They are day sales and better than average. The L. Gaule sales is held each Saturday on Route 66 and this one is held early in the morning. On Monday one can make Pana, Ill., and Auburn, Ill., is good on Tuesdays. On Wednesday nights the sales are held in Jacksonville, Ill. Friday is the sales day in Colchester, Ill."

Being a novice in Pitchdom cannot long be camouflaged.

BOB DAVIS . . . the pipes from Dallas where he has been working ink sticks since December 3 in front of the Fields Drug Store on Elm Street to fair business. "Business was okay until Christmas," Davis writes, "and I've been making the nut since then.. The gang around here

is engraving names on the sets at 25 cents extra, and 80 per cent of the customers are going that route. They also bring in other merchandise for engraving because they seem to like the personalizing idea. A showmen's party was held here February 23 and many members of the tripes and keister fraternity took in the fun. Glad to learn that Eddie Gillespie and Mike Gunn are doing okay and that Red Davis, Big Al Wilson, Jack Murphy, Chet Nairine and Jerry Martin are getting their shares of the lucre. I know Tubby McDonald and June Kare always will make out all right. It seems that Fort Worth had only about 25 pitcheroos, but then it's a good spot on the pitch. Let's have some pipes here from Tom Kennedy."

Distance lends enchantment—to some pitchmen.

JACK RODEN . . . is clicking with the N. K. Morris slicer combination in the H. L. Green store, Elizabeth, N. J., according to reports hitting the pipes desk.

MURRAY BECKER . . . a newcomer to the pitch field, is reported to be getting the geedus working the N. K. Morris Kwiki-Pi combination in the Grant store, Miami.

STANLEY PERKIS . . . and Marty Fay are running a string of gadget demonstrations in New York and Long Island to good business.

Famous Last Words: "Don't worry, will send money soon."

REPORTS EMANATING . . . from Mobile, Ala., indicate that the city's Mardi Gras celebration, which ran from February 13-21, was one of the best ever from a standpoint of the amount of novelties sold. William (Wimpy) Walston, veteran pitchman, who has been operating in the South- (See Pipes on page 102)

OAK-HYTEX NM-10 Multi-Color
HOT HANDOUT!
Workers Available
See your Jobber

The OAK RUBBER CO.
RAVENNA, OHIO

A Man-Size BALL-BEARING Bench Saw at \$10.95

Unbelievable **FIRST TIME AT THIS PRICE**
MEANS QUICK SALES ON EVERY BLOCK
Hobbyists, craftsmen, handy men all have never seen anything like the Eager Beaver Bench Saw at only \$10.95. All metal construction. Smooth rolling ball bearings, grease-sealed for life. Light and portable. Handles 2 x 4's easily. Get your sample demonstrator postpaid. Enclose \$7.50 in check or money order; complete satisfaction guaranteed. Write for free literature.

SIERRA TOOL CO., Inc. DEPT. B-A
1618 N. Vermont Ave., Los Angeles 27, Calif.

RED HOT FAST SELLERS
BIG EASTER DEMAND
Get your share of big profits now. Necklace and Earring Sets only \$13.50 doz. sets; Pin and Earring Sets only \$15.00 doz. sets. All sets are gift boxed. Cash in on this money-making opportunity now. Send full amount. We ship prepaid or 25% deposit, balance C. O. D. Samples \$1.50 each.

GANDURA JEWELRY CO.
1311 Widener Bldg. Philadelphia 7, Pa.

DIRECT FROM MFR. NOVELTY CIGARS
Trick Cigars with harmless, non-explosive action. After burning concealed metal spring bursts cigar! Natural appearance will deceive anyone. 15¢ Retailer. JUMBO CIGARS—10 1/2" long—a big joke!—35¢ Retailer.

A. Freeman
25 W. Broadway, Room 33 NEW YORK 7

BIG PROFITS
Own your own business stamping key checks, name plates, social security plates. Sample with name and address 25¢

Bart Mfg. Co.
303 Degraw St. Brooklyn 2, N. Y.

FIREWORKS
ATTENTION, DEALERS AND JOBBERS
For Lowest Prices write Today for complete Price List.

MID-WEST FIREWORKS
114 W. SECOND ST. SEDALIA, MO.

MEDICINE MEN!
Write today for new wholesale catalog on tonics, oils, salves, soap, tablets, herbs, etc. **LOW PRICES—RAPID SERVICE!** (Products Liability Insurance Carried.) We are Manufacturing Pharmacists. Established 1934.

GENERAL PRODUCTS LABORATORIES, INC.
137 E. Spring St. Columbus 15, Ohio
Dept. X

CHEWING GUM WHOLESALE ONLY

Factory-Fresh—Cello Wrapped. All flavors! Prize Pack Chicks; Ball Gum, all types and sizes.

AMERICAN CHEWING PRODUCTS CORP.
4th and Mt. Pleasant Ave. Newark 4, N. J.

ENGRAVERS WITH IT SINCE 1907
ORIGINATORS OF THE ALL-ALUMINUM IDENT'S • MEN'S IDENT'S • LADIES IDENT'S • DOUBLE HEART IDENT'S (ALL-ALUMINUM) \$14.40 GROSS
MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN.

MILLER CREATIONS
6628 KENWOOD AVE • CHICAGO 37, ILL. • BAypport 1-5338

IMMEDIATE DELIVERY!!

MR. "BEAK"
That Fun Provoking, Laugh Creating, Fast Selling

NOSE and GLASSES!!

SO LIFELIKE AND REAL LOOKING, IT CREATES A SENSATION WHEN WORN. IT'S THE HIT OF THE PARTY, AND MORE IMPORTANT, IT MAKES THOSE CASH REGISTERS RING.

IT SELLS FAST, SO CASH IN NOW!!!

DOZEN \$5.00 GROSS \$54.00 5 GROSS LOTS \$52.50 GR.
SAMPLE 75¢ POSTPAID

TERMS: Cash, Money Order or Cert. Check With Order or 25% Dep., Balance C. O. D. Allow for postage else shipment made express. All prices for Kansas City.

STEINBERG & CO. 105 W. 9th St. Kansas City 6, Mo.

NEWEST SENSATION!! GOOFY EGG

Plastic GOOFY EGG won't stand still unless you know secret. Best novelty to come out in a long time! One dozen to brilliantly colored counter display box. A great counter item!

\$1.80 DOZ. (Min. 2 Doz.)

JOBBERS, DISTRIBUTORS, WRITE FOR PRICES
1/3 deposit, balance C. O. D.

CLEVER NOVELTIES
505 Fifth Ave. MU 2-0326 New York City

GOOFY EGG
SCREWY EGG WON'T STAND STILL UNLESS YOU KNOW HOW!
WACKY EGG HAS A SCREW LOOSE IN HIS HEAD... DRIVES THEM DAFFY

RESULTS COUNT!

Whether you spend your advertising dollar in neighborhood newspapers or in Life magazine, it's the results that count. . . .

THAT'S WHERE WE COME IN . . .

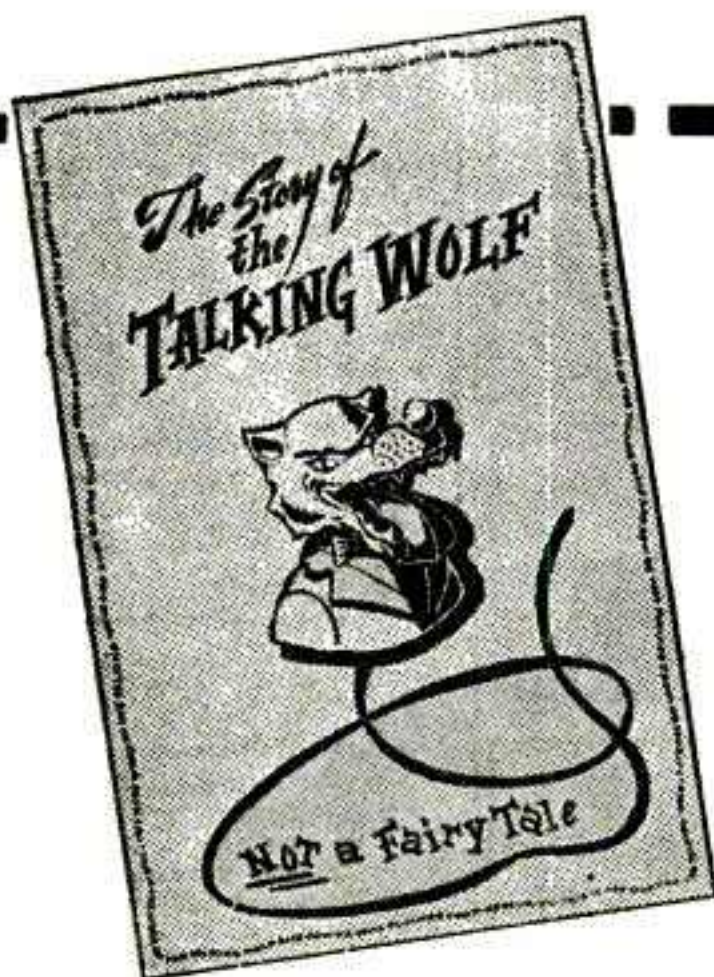
When it comes to quick-action results, The Billboard delivers. The Billboard offers you a steady, year-round cash with order market for novelties, prize and premium merchandise that is tops in its field.

PROOF OF RESULTS . . .

Send for the amazing story of the TALKING WOLF . . . See for yourself how, in the fall of 1949, three test ads run in The Billboard at a cost of \$311.40 pulled over \$2,700 in cash business on only one novelty item!

CONVINCE YOURSELF . . .

THEN START YOUR ADVERTISING CAMPAIGN IN THE BILLBOARD'S ANNUAL SPRING SPECIAL . . . (see page 91) the issue that starts Outdoor Show Business off with a bang!



The Billboard,
2160 Patterson Street,
Cincinnati 22, Ohio

Gentlemen:

Rush my copy of the amazing story of the TALKING WOLF.

Company Name

Individual Title

Address

City State

FOR APRIL FOOL DAY and EVERY DAY



America's Fastest Selling Novelty Assortment! Now contains 53 quick moving 10¢ sellers. 10 different items, such as Trick Matches, Sparkle Matches, Snake Matches, Explosive Matches, Cigarette Loads, Snow Storm Tablets, Stinx, Bitter Cig, Hot Ciggy. 20 Cards in case.

DEALERS: If your regular novelty jobbers cannot supply you write me for address of nearest distributor. JOBBERS! Check your stick on this and all our fast moving Joke Items. GET SET FOR APRIL FOOL DAY NOW!

LYLE DOUGLAS MFR. JOKE NOVELTIES 240 W. Davis Dallas 8, Texas

Advertisement for 'Genuine Swiss 2 Button CHRONOGRAPH' watches. Price \$3.75 each. Includes 'BRAND NEW Sweep Second' watches for \$4.49. World Wide Watch Co., 181 Canal St., New York 13, N. Y.

Advertisement for 'SPECIAL 12 OR 16 SIZE ELGIN-WALTHAM' watches. Brand new, chromium case. Prices range from \$8.00 to \$12.00. IRVING BERK, 145 W. 45th St., New York 19, N. Y.

Advertisement for 'POCKET PISTOL LIGHTERS'. Japanese Chrome Plated, Individually Boxed. M. SONNENSCHNEIN, 2208 Ave. R, Brooklyn 29, N. Y.

Advertisement for 'Flash! New Three-Star Set' pens and pencils. ARGO PEN-PENCIL CO., 220 Broadway, New York 7, N. Y.

Advertisement for 'Store Route Plan PAYS BIG MONEY'. Sell counter goods. World's Products Co., Dept. 8-E, Spencer, Ind.

PIPES (Continued from page 100) ern city for several years selling hats, canes, balloons, confetti and varied noise makers, said that the crowds spent nearly \$250,000. He said that four wholesale houses, one of which he operates, reported that their business doubled that of 1949.

Don't let your stand become as misleading as a gal leaving a beauty parlor.

THE HOSBERGS... Glenn and Marcia, are working Fort Worth to okay returns. Glenn has about seven person working, and their next stop is San Antonio.

SIDNEY BERNSTEIN... is reported to be doing a land-office business purveying gadgets at the Million Dollar Pier, St. Petersburg, Fla.

Outdoor season soon will be under way in full blast.

THE RAGAN TWINS... Mary and Madaline, have been wintering in Arkansas, where they own and operate a tourist camp, souvenir shop and motel between Little Rock and Benton.

quarters. During the past several months the Ragan hospitality has been extended to many notables, including Harry Blackstone, Lon B. Ramsdell, Mr. and Mrs. Doc Lance. Dick Kanthe, former heavyweight wrestler with Crafts 20 Big Shows, is managing the tourist camp division of the Ragan enterprises.

Jerry the Jammer says: "He worked so many spots outside the city limits last summer that he now feels like he's a real suburbanite."

ANYONE KNOWING... the whereabouts of Christine Wilde, widow of David Wilde, widely known New Orleans pitchman, is asked to have her contact her father-in-law, Honest Frank Wilde, who is making his home at 1028 Jackson Avenue, New Orleans.

JIM BROWN... the circus clown, is demonstrating Easter and circus mechanical toys around Trenton, N. J. Brown is mulling the idea of opening a complete toy store in Trenton in addition to operating a mail-order department.

The pitchman seeks bigger and better items—but too many times without enough will power.

STEVE TAKACS... was sighted working the W. K. Morris combination slicer set in New England territory recently to good returns.

MARTY ROBBINS... gadget worker of note, is in Chicago celebrating the arrival of another granddaughter born on Valentine Day. She is contemplating opening a

small gift and gadget shop in the Windy City.

The successful pitchman never forgets that he owes a great deal of consideration to his profession and those engaged in it.

JOHNNY McCANNON... is working the Boston Sport Show with Kwiki-Pi sets to big returns.

LEE YONDELL... and wife are in Dallas readying their stock and equipment for their annual spring and summer tour.

Advertisement for 'NEW LOW PRICE! MERMAID PENCIL'. Includes 'SHWAZ!' cartoon. Prices: Doz... \$6.50, Gr... \$72.00. BENGOR, 119 5TH AVE. NEW YORK 3, N. Y.

Advertisement for 'ATTENTION Jobbers, Distributors & Punch Board Operators'. Includes illustration of a rabbit. PHOENIX TOY & NOVELTY CO., 231 FULTON ST., NEW YORK, N. Y.

EARLY BIRD CATALOG READY Write for your copy—state your business GET THESE EASTER ITEMS EARLY MA223—Rit Egg Dye Cabinet, 36 pkgs. \$2.09 MA877—6" Plush Rabbit, Each 1.10 MA878—12" Plush Rabbit, Each 1.45 MA886—18" Plush Rabbit, Each 2.10 MA7875—Shredded waxed paper, Easter Grass Green or Purple, 5 lb. carton 1.40 MA491—Woven split Bamboo Easter Baskets, small sizes, nested, Doz. .40 MA7871—Woven split Bamboo Easter Baskets, medium sized, nested, Doz. .90 Be sure to send postage and 25% deposit with C. O. D. order

LEVIN BROTHERS Established 1886 TERRE HAUTE, INDIANA

JOBBER — DISTRIBUTORS ORDER EASTER STUFFED TOYS NOW! #38—38" Jumbo Begging Rabbit, hi-grade rayon plush, asstd. colors. \$36.00 dz. SAMPLE ... \$3.75 Ppd. #69—12x11" Running Rabbit, White real lamb-skin. \$13.50 dz. SAMPLE ... \$1.75 Ppd. #82—12" Begging Rabbit. Real rabbit skin. White, pink or maize. \$16.50 dz. SAMPLE ... \$2.00 Ppd. #81—12x7" Running Rabbit. Real rabbit skin. White, pink or maize. \$16.50 dz. SAMPLE... \$2.00 Ppd. #84—SPECIAL OFFER! 12x6" Running Rabbit. White real rabbit skin, mouton trimmed. \$11.40 dz. SAMPLE ... \$1.35 Ppd. SEND \$10.00 and receive ALL FIVE samples POSTPAID! 25% deposit required. Balance C. O. D. if not rated. Send for FREE illustrations and price list of our new Easter line and Jumbo Concession and Carnival numbers. CLOSEOUTS on hand! Special Jobber's Set-Up. SALESMEN: Choice Territories Open.

ACE TOY MANUFACTURING CO. Manufacturers of Fur Stuffed Toys 122 WEST 27TH STREET NEW YORK 1, NEW YORK

WRITE FOR OUR NEW CATALOG—JUST OUT Be sure and mention line of business MIDWEST MERCHANDISE CO. 1010 BROADWAY KANSAS CITY, MO.

MAGIC LIGHT BULB Sensational novelty that sells on sight. Although there are NO VISIBLE WIRES, bulb mysteriously lights while held in your hand. Sample, \$1.50. Wholesale, \$7.80 per doz. Remit Full Amount With Order and We Will Pay Postage. DEALERS! Write for wholesale prices of FAST SELLING tricks and jokes. D. ROBBINS & CO., 131-B W. 42nd St., New York 18, N. Y.

SUPER VALUE, \$3.00 Doz. 14 Kt. G.P. Red Center or All Brilliant White Stones. Deposit With Order. RAY BAR CO. 862 Broad St. Providence, R. I.

\$1 STARTS YOU IN BUSINESS FREE CATALOG OF COMPLETE LINE INTRODUCTORY OFFER—Send only \$1.00 for 2 fine quality ties. Special group top value \$1.00 sellers direct from manufacturer. Now only \$7.20 per doz., your cash profit \$4.80 per doz. Regular \$1.50 and up values. New designs, large assortment, deluxe materials, expert workmanship. Lined at both ends. 100% wool interlining. Money-making opportunity supreme. Act now! PHILIP'S NECKWEAR 20 W. 22nd St., Dept. B-107, New York 10, N. Y.

SALESBOARD SIDELIGHTS

Irwin Secore, Secore & Secore, Chicago, reports customers are still rooting for the \$25 Ringer self-load board. A recent introduction, the number hit a silver sales trail right on the heels of its release, and continues to edge upward in acceptance, Irwin avows. . . . **Sam Feldman,** sales manager at Harlich Corporation, Chicago, tells of the new broadside to be sent out shortly. It will include mention of 30 different merchandise boards along with the latest Harlich money boards, Sam says. The presentation will be sent to all customers on the firm's mailing list.

Casey Company, Inc., Chicago, has a new salesboard premium which is

RSROA GETS IN

(Continued from page 89)

detrimental to our business, forcing many operators to lose their entire investment, thru lack of patronage.

"The patronage of roller skating rinks consists of 90 per cent juveniles and teen-agers. The burden of 20 per cent tax on skating admissions has proven too much for their limited allowances; therefore, depriving them of needed recreation.

"We roller skating rink operators are highly concerned with our business, plus welfare of youth, and are taking every precaution by properly supervising the conduct and maintenance of our rinks to provide a good, clean atmosphere and to see that the child enjoys this healthful recreation. That is why we are highly interested in requesting that this tax burden be eliminated, and recommend for your consideration the removal of the 20 per cent admission tax from roller skating. We do not believe the elimination of admission tax on skating arenas will affect the income of excise tax revenue more than 1½ per cent, based on total amount of all admission taxes collected in 1948, as compiled in your statistics in Public Affairs Bulletin No. 72, July, 1949, showing a total amount of \$464,127,037. However, we are not asking the removal of the excise tax on skating equipment purchased by the rink operators. Therefore, you can see that we are not asking for total excise tax relief as affects the roller skating business.

Lift Tax; War Over

"In closing, may we call to your attention these facts: Roller skating is not an amusement; it is a healthful, recreational, participating sport. Altho this tax was imposed upon us during the early days of the war, and even tho we thought then it was unjust, we fully realized and felt that our patriotism was more important at that time; therefore, did not protest. However, this is now 1950, and the war has been over since 1945. Therefore, we, the Roller Skating Rink

expected to find a wide niche in the field. Called Bi-Bye-Baby, it is a true-to-life size and appearance baby, with wrinkled and red skin realistically flesh-like. The 21-inch doll also cries like a new-born baby. Officials are featuring it as a top salesboard operator package.

Gardner & Company, Chicago, reports the addition of new production equipment to further increase its output. New boards, tailored to the present market and presenting novel player-appeal ideas, are making new production peaks possible. Among the new sales stars are Good News, quarter punch; Double Up, dime play, and Double Shot Winners in 5, 10 and 25-cent play. **Charles B. Leedy,** resigned sales manager, and his wife, were the reasons for the testimonial cocktail party given by Gardner-ites on the eve of their leaving for California. Leedy will take up the post as West Coast sales manager when he winds up a two-month vacation. He will cover Idaho, Montana and Utah.

Tic Toc Manufacturing Company, Omaha, is pushing a special offering of a 15-board line, ranging in punch price from a nickel to \$1. It is stressing on the dot delivery of all orders.

From Muncie Novelty Company, Inc., Muncie, Ind., comes word of more good ticket sales levels. **H. M. Shoemaker** cites demand for his firm's pullboard, can, jar and carded deals, along with good movement of stapled tickets, bingos and its line of boards.

Roy Galentine, Galentine Novelty

Operators' of America, petition your Committee for full relief."

Victor J. Brown also presented the view that skating has suffered a discrimination in comparison with other sports, to the disadvantage of the lower income groups:

"We feel that the admission tax represents the difference between a prosperous, healthy economy in the roller skating rink and related manufacturing businesses, and jeopardizing the existence of those enterprises, and works an unfair discrimination against rink operators as compared to other participating sports, such as bowling, skiing, golf, tennis, etc. Altho bowling and skiing are generally recognized as the largest participating sports, surveys indicate that roller skating during a period of good patronage is generally comparable as to the number of participants. This discrimination is aggravated by the fact that the sports mentioned above are largely patronized by people of ample means without paying an admission tax. Roller skaters, less able to pay such a tax, alone are assessed.

"We further feel that a well-conducted roller skating rink, with adequate facilities, which can care for its patrons and make a reasonable profit at a 50-cent charge, provides a valuable adjunct in any community. It keeps children off the streets; provides healthy, supervised recreation, with assurance to the parents of knowing where their children are, what they are doing, with little likelihood of getting into trouble."

Brown suggested the view that the subjection of rink business to the admission tax may be a dubious interpretation of the law.

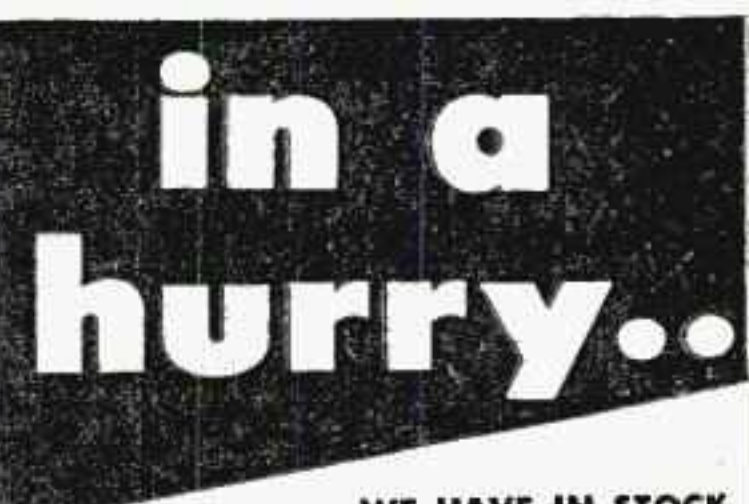
"In conclusion," he said, "I want to point out to this committee that the application of the admissions tax to a roller skating rink, and not to a bowling alley, ski-slope, golf course or tennis court, from my understanding of the law, is an extremely technical one of words in the law, in that the mechanics of operation do not require collection of the charge in a way which can be interpreted as a charge for admission as distinguished from a right to make use of the facilities provided. We do not provide entertainment; we merely make facilities available for recreation in a healthy sport."

Company, South Bend, Ind., is enthusing over the nice rate of activity in the ticket business. He still points to the firm's Lucky Lulu jar deal as leading example of the type ticket item in demand. . . . **D. L. Gruhn,** Thomas A. Walsh Manufacturing Company, Omaha, reports the company's "composite boards," which are made up of the best features of preceding "hit" numbers, are going along fine sales-wise.

Bill McNamara last week appointed an Eastern sales manager for the McNamara Company, Chicago, and announced that the firm's newly developed concession plan of board operation for operators was meeting with success. This is true even where boards are being sold by many jobbers, he states. A special detailed release, describing the new system, is being sent to all customers and is also being sent as a mailing piece to interested parties, according to Bill. Bolstering McNamara's new board policy are the varied types of new insert pellet boards now being introduced, suitable for "any and every type of location," so chorus the McNamaras, **Bill, Walter, Jack and Philip.** Currently, the company is expanding its sales force and appointing new representatives almost on a weekly basis.

Bill, just back from a five-week Northeastern tour, is setting out on an extended Southeastern jaunt. In addition to the sales contacts made during the trips, Bill declares they are also valuable because of the many new board ideas given by operators and jobbers whom he has met.

Nate Rake, of the Rake Coin Machine Exchange, Philadelphia, reports the outlet is now stocking the complete Superior Horse Board Line, including Big Feature, Racing Special, Moose Money and New Rodeo. The boards range in play tabs from 5 to 25 cents.



WE HAVE IN STOCK FOR IMMEDIATE DELIVERY

SUPERIOR'S FAMOUS HORSE BOARDS

Including

RACING SPECIAL..... 5c
BIG FEATURE 10c
MOOSE MONEY 25c
(5 Numbers on Ticket)

NEW RODEO 25c
(5 Numbers on Ticket)

WE SELL AT FACTORY PRICES TO OPERATORS AND JOBBERS ONLY STATE YOUR BUSINESS

RAKE COIN MACHINE EXCHANGE
 609 SPRING GARDEN STREET
 PHILADELPHIA 23, PA.

ATTRACTIVE and UNUSUAL

PUSH CARDS

Designed and Manufactured by

RAY MERTZ & CO.
 525 S. Dearborn St. • Chicago 5

Salesboards—Bargains		
600 5¢ Jumbo Lulu	Prof. \$13.50	\$.69
1000 25¢ Charley	Prof. 50.00	.69
1000 5¢ Nickel Charley	Prof. 17.50	.69
1440 5¢ Barrel	Prof. 18.00	.98
1440 10¢ Barrel	Prof. 36.00	.98
1800 5¢ Lulu-X Tk.	Prof. 18.00	1.10
1000 25¢ J.P. Charley	Prof. \$52.00	\$.75
1200 25¢ J.P. Texas Charley	Seal 102.28	.98
1000 to 1200 5¢ J.P. Bds.	Prof. 28.00	1.39
1000 & Up 5¢ Girlie J.P. Bds.	Prof. 29.00	1.49
1084 25¢ Block Buster	Prof. 81.00	1.79
2400 5¢ J.P. Barrel	Prof. 41.00	1.79
2400 10¢ J.P. Barrel	Prof. 82.00	1.79

DELUXE SALES CO., Blue Earth, Minn.

WE ARE MANUFACTURERS

All Kinds—PULL TICKET GAMES

TIP BOOKS

Buy Direct From Manufacturer at Very Very Reasonable Prices.

Columbia Sales Co.
 302 MAIN ST., WHEELING, W. VA.
 Phone: Wheeling 340

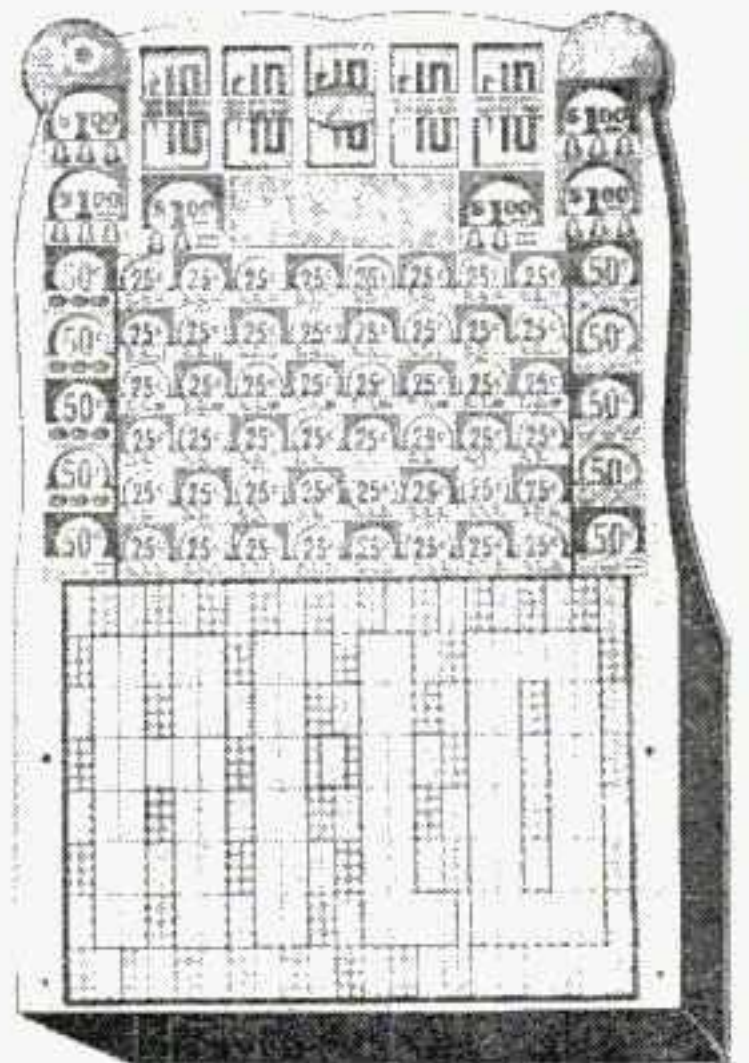
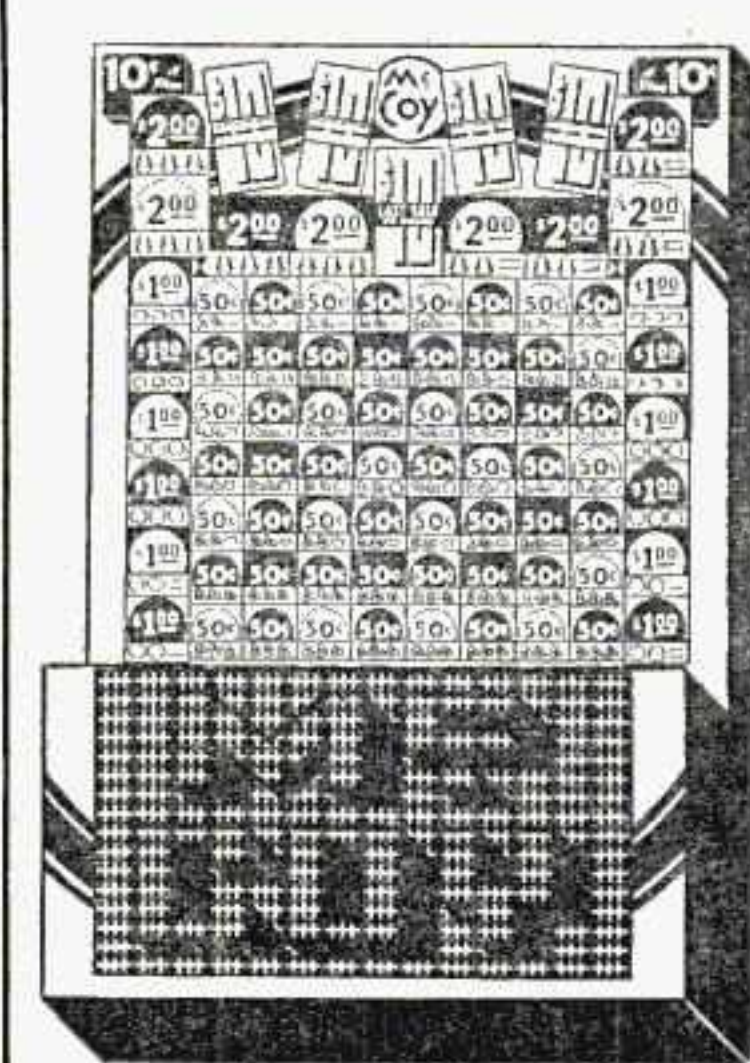
Money Boards

LOWEST PRICES

HENRY H. LANSMAN
 6750 York Road Philadelphia 26, Pa.

OPERATORS DREAM

COIN FILLED BOARDS



10¢ PLAY McCOY
 1792 HOLES

Takes in \$179.20
 Payout \$106.00
PROFIT (Definite) \$ 73.20

10¢ PLAY HI-LO McCOY
 1344 JUMBO HOLES

Takes in \$134.40
 Payout \$ 73.00
PROFIT (Definite) \$ 61.40

Write or Wire for Prices

HI-LO SALES

LITCHFIELD, ILL., Phone 127

THE MOST DARING SENSATIONAL DEVELOPMENT IN TICKET PLAY IN LAST 20 YEARS!
SECTIONAL PLAY NOW
 in
TICKETS



GUARANTEED INCREASED PROFIT WITH INCREASED VOLUME

USED WITH 1320's
 MAXIMUM PROFIT \$29

USED WITH 1000's
 DEFINITE PROFIT \$10

The First Fool Proof — Argument Proof — Trouble Free
 TICKET MANUFACTURED
SECTIONAL PLAY PROVED BY LOCATION TESTS

HI-LO SALES

WRITE-WIRE

LITCHFIELD, ILL.

PHONE 127

USED COIN-OPERATED MACHINES

Music • Vending • Amusement • Bells • Counter
 Only advertisements of Used Machines accepted for publication in this column.
RATE—12c a Word Minimum \$2
 Remittance in full must accompany all ads for publication in this column.
 No charge accounts.
Forms Close Thursday for the Following Week's Issue

A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines; all makes, models; lowest prices; what have you to sell? Mac Postel, 6416 N. Newgard Ave. Chicago, Ill. ap29

CIGARETTE MACHINES — SPRING SPECIALS; write for prices; complete parts department and mirror stock; Quarter Conversion and Kingsize Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

DIGGERS — ERIE HAND OPERATED DIGGERS; Exhibit Iron Claws; Merchantsmen, Electro Hoists, Buckleys; we buy Diggers, Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

FOR SALE — 10 WURLITZER SKEEBALL ALleys, all in good working order, \$60 each, crated; 1/2 deposit with order. Frye Coin Machine Co. 2036 West Forest Ave., Detroit 8, Mich. mh11

FOR SALE — 105 CIGAR MACHINES, 7 COLUMN, on or off location; will sell all or part, \$15 each or best offer. Joseph Salerno, 94 Village Ave., Fl. 4, 3937 W. Elmton, N. Y.

FOR SALE — 250 USED NUT-VENDING Machines all on Bronx, Manhattan locations, at \$10 per machine; you can buy from 50 machines to 250. Call LUdlow 9-0925 for appointment.

FOR SALE — 50 LIKE NEW COLUMBUS BALL Gum and Merchandise Machines at \$6 each; cash with order. Birmingham Vending Co., 2117 N. 3d Ave., Birmingham, Ala.

FOR SALE — THREE CIGARETTE VENDORS; one Keeney, one Smokeshop and one Eastern Electric; all three same as new and in perfect condition and appearance; all electric; first four hundred fifty dollars gets all three; you can't go wrong in buys like this; 1/3 cash, bal. c.o.d. S. R. Montclair, 220 N. Marable St., Bastrop, La.

FOUNTAIN SYRUP — GENUINE MAVIS COLA, ready to use, close-out entire lot, 40¢ a gallon; terms, net f.o.b. Camden, N. J. N. Parnell, 518 Rex Place, Camden, N. J.

GOLDBALL W/F, \$12; LUCKY STAR W/F, \$12; Peanut Machines, \$3.95. Penny Sales, Box 1784, Louisville, Ky.

HART CHROME BALL GUM MACHINES — \$8.75 each, 3 for \$25. Superb condition; others; get our mailing list free. Graeff, 1232 Broadway, Toledo, O. mh11

IF YOU WANT EXHIBIT IDEAL CARD VENDERS cheap write Joe E. Allen, P.O. Box 865, Greensboro, N. C.

LEXINGTON ONE BALL PAYOUTS, \$200 each; Bally Entry One Ball Payouts, \$50 each. Terms: One third deposit, balance C. O. D. J. T. Shafer, 10 East A St., Yakima, Wash.

PHOTOMATIC — STOCKED TO PAY FOR ITSELF, \$150; 100 other machines; send for list. E. W. Schnepel, 2212 Halls Mill Rd., Mobile, Ala.

READY FOR LOCATION AND UNUSUALLY clean; no rebuilds; Mills '49 Black Gold 5-10-25 H.L. with over and under, \$115 each; Mills '49 Bonus, 5-10-25, \$130 each; Mills '48 Golden Falls, H.L., 5-10-25, \$75 each, Midwest Novelty Co., Box 7, Fort Dodge, Ia.

SPECIAL — 20 1¢-5¢ MASTER NUT VENDORS, \$7.55 each; 50 1¢ Rowe Stick Gum, \$8; 25 1¢ Adams Gum Machines, \$12.50; 25 5¢ Cebeo Hot Nut Machines, \$15. Wanted: Counter Games, Cigarette Machines. Cameo Vending, 432 W. 42, New York.

STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.

USED COUNTER MACHINES AND VENDORS — Lists free. Drilled Ball Gum, 1,200 for \$6; 170 size with 1/8 inch hole. Lincoln Vending, Box 448, Irwin, Penna.

WANTED — 1¢ BULK VENDORS; MUST BE mechanically O.K. and cheap; cash. Write D. Zimmerman, 334 N. Chelsea, Kansas City, Mo.

WANTED — 5 BALL FLIPPERS IN GUARANTEED condition only; Consoles, cash on the line, low side of cash box; ferrite buy; 15 Popporn Set, 10¢. Vendors; will trade for 5 Balls; want Mechanic state conditions first letter. Write, wire phone; no stiff, Montana Theater Equip., Box 1000, Phone 33, Sunburst, Mont.

WILLIAM GHENT GRANDMOTHER PREDICTION, \$300; 3 Wheels of Love with stand, \$85. Leopold, 105 Bradley, Bridgeport, Conn.

10 CHALLENGER HOT NUT VENDORS, ALmost new; for sale or trade for 1¢ Acorn Vendors. Walker, 2415 Apple Ave., Lorain, O.

10/1 STAMP FOLDERS FOR SHIPMAN, Sherman, etc.; 50,000, \$15 f.o.b. New Jersey; check with order. Postage Stamp Sales Co., 43 Clinton St., Newark, N. J., Dept. I.

16MM. "SOUNDIES" USED PRINTS FOR PAN-gram projection. Only complete stock in existence. Prices as low as \$13.95 per dozen prints. Write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa, mh11

BUY BY MAIL
FACTORY WHOLESAL
PRICES
 No Job Lots or Close Outs
BEE JAY SALESBOARDS
UNIVERSAL JAR-O-DO
 No Order Too Large
 No Order Too Small
JAR DEALS — PAD DEALS
R W B — LUCKY SEVEN
MATCH PAKS
 Orders shipped same day as received. We carry a complete stock for immediate delivery. WRITE, PHONE or COME IN.
WRITE FOR CIRCULAR
CAROL SALES CO.
 312 E. Market St. Elmira, N. Y.

—THE \$10 WINNER GETS IT—



Takes In—
 2440 Tickets at 5c \$122.00

Pays Out—
 1 at \$10.00 \$10.00
 4 at 5.00 20.00
 60 at .50 30.00
 24 at 1.00 24.00

Total \$84.00
PROFIT \$38.00

10c Label also furnished
 Double Payout, Double Profit

Price Per Bag \$2.95
 Lots of 12 or More 2.50
 Lots of 36 or More 2.00

GROSS BUYERS, WRITE

GALENTINE NOVELTY CO. South Bend 24, Ind.

Glass Jar Not Included
 PRICE OF JARS
 40¢ Each or \$4.00 Doz.

SALESBOARD FACTORY FOR SALE

Will sell as a whole or piece by piece. Tremendous opportunity for a bargain as this factory is liquidating and must vacate present location. Equipment may be seen in operation. Terms: Cash, F. O. B. factory. Will deal only with principals. Tremendous stock of punchboards also available at a fraction of manufacturing cost.

If interested, write BOX D-338, c/o BILLBOARD, CINCINNATI 22, OHIO

SALESBOARDS—JAR TICKETS
NEW LOW PRICES

Holes	Play	Description	Def.	Profit	Price
400	5¢	LUCKY BUCKS THICK	Def.	\$ 7.00	\$.60
300	25¢	QUARTER KOLORS, THICK	Def.	15.00	.90
1000	5¢	CHARLEY THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY, THICK	Avg.	52.00	1.15
1200	25¢	TEXAS CHARLEY, THICK	Avg.	102.98	1.60
1000	5¢	SWING IT, THICK GIRL BOARD	Avg.	24.65	2.25
1040	5¢	TAKE A CHANCE THICK GIRL BOARD	Avg.	29.40	2.25
1040	5¢	TIGHT SQUEEZE, THICK GIRL BOARD	Avg.	30.25	2.25
500	25¢	FULL O' TENS, THICK, 6 Nos. to Ticket	Avg.	49.33	2.50
500	25¢	TEN TENS, THICK, 6 Nos. to Ticket	Avg.	61.42	2.50

JAR TICKETS
 RED, WHITE
 AND BLUE
 LUCKY SEVEN
 BINGO TICKETS
 on Sticks—Sizes
 1000-1200
 1260

WRITE FOR OUR LATEST ILLUSTRATED PRICE LIST
 Stating your requirements. Large stock. Plain Tip Definite, Jackpot Boards, Coin Boards, Super Giant Holes. 25% deposit with all orders—balance C. O. D.
MICHIGAN CITY NOVELTY CO. BOX 66, MICHIGAN CITY, INDIANA

SALESBOARDS

FREE! Write for "NEW WHOLESAL 'NET' PRICE BULLETIN"
 NEW LOW PRICES — GIGANTIC ASSORTMENT — FASTEST SELLERS
 10th year giving immediate delivery on finest boards

LEGALSHARE SALES

P. O. Box 86-A 222 2nd St. HUNTINGTON BEACH, CALIF. Ph.: Lexington 6-3218

DISTRIBUTORS — JOBBERS

100 NEW 1950 SALESBOARDS 100
 Lowest Prices in History!

Write for Catalog or Phone HARRISON 7-2971

PEERLESS PRODUCTS, INC.

633 Plymouth Court
 Chicago 5, Ill.

Manufacturers of High Grade Salesboards

STRIKES CRIPPLE INDUSTRY

Loop Promosh Pays Off:

Milwaukee Shuffle Game League Hits Jackpot as 5,600 Players Participate in February Meeting

By Benn Ollman

Game operators in the Milwaukee area are agog these days at the success and finesse with which the Mitchell Novelty Company, headed by Joe Beck, has successfully promoted the first month's cycle of the Amusement Alley Association Shuffle Alley Tournament. Run on a city-wide basis, the contest attracted 5,600 entries in 150 locations, with the enthusiastic participants yelling for more of the same when the tournament ended.

Entry was free and prize money totaling \$1,000 was awarded 46 winners. First prize for highest three-game total brought \$250, and there were cash awards for single high

game and high three-game series. Players were allowed to enter as many games as they cared to play as long as all games were played at official Amusement Alley Association locations and the score sheets were verified by the location owner's signature. The finals were conducted before large crowds under the super- (See Milwaukee Shuffle, page 130)

United Holds Distrib Meet In Chi; Air Sales Policies

CHICAGO, March 4.—Distributors of United Manufacturing Company products converged on Chicago for a sales and policy meeting held Tuesday (28) at the Sheraton Hotel. Distributors were asked to be here a day early, with the United officials hosting a dinner party at the Imperial House and a party at the Chez Paree the same evening.

Representing United were Lyn Durant, president; Herb Oettinger, comptroller; Billy DeSelm, sales manager; Ray Riehl, Ray DeRoche, John Casola, Henry Dabek, Paul Federman, United road man, and H. F. Fennison, West Coast representative.

Distributors in attendance included Sam Taran, Miami; Lou Wolcher, San Francisco; Charlie Grossman, Evansville, Ind.; Harry Rosenthal, Pittsburgh; Al Antoinette, Rockford, Ill.; Norwood Veatch, Charley Kagle and Tony Koupel, St. Louis; Wolf Solomon, Columbus, O.; Sol Weiss, Cleveland; W. A. Richardson, Columbia, S. C.; Al Knowles, Salt Lake City; J. G. Koers, Rapid City, S. D.; Frank Page, Roanoke, Va.; Bill Marmor, Cincinnati; T. B. Holliday, Charlotte, N. C.; and Harry Rosenberg, Baltimore.

Also on hand were Dave Simon, New York; Al Rodstein, Philadelphia; Tony Manzari and Tony Couca, Phoenix, Ariz.; S. Dickson Johnson, City, Tenn.; R. B. Williams, Dallas; F. A. Blalock, New Orleans; Herman Paster, St. Paul; Alan Nilva, Omaha; Ed Newell, Memphis; Frank Schwartz, Nashville; Wolf Roberts, Denver; Carl Hoelzel, Kansas City, Mo.; Irv Sandler, Des Moines; Joe

D. C. Arcades To Profit From Bldg. Program

WASHINGTON, March 4.—The impending transformation of Washington's skid row, lower Ninth Street, into a local Broadway appears certain to have a stimulating effect on the half dozen coin arcades in the vicinity. The Gayety, a former burlesque theater, has undergone a complete face lifting and is presenting (See D. C. Arcades on page 130)

Mfrs. Forced To Cut Work Week; Shipment Curtailed To Reps; Grosses Dwindling

See Slow Recovery as Effects Spread to Other Fields

CHICAGO, March 4.—The coin machine industry this week felt the full blast of the nationwide coal strike situation with everyone from the operator to the distributor and manufacturer affected. Plants turning out amusement, vending and music equipment were partly crippled by the cut in power, and shipments of equipment were curtailed in all areas. Operators were in perhaps the most difficult position. Not only were locations closing earlier, cutting down their power and serving ever-decreasing number of patrons, but widespread layoffs in industrial

areas cut grosses drastically. Most important factor in the picture as the week drew to a close, however, even should the coal strike end, was recovery to near normalcy. Shortages were developing all down the line.

Practically every manufacturing plant in the coin machine field has been affected. Here in Chicago, plants effective this week, were forced to cut their power use 27 per cent. To many firms this meant a three-day work week, to others a reduced daily working schedule wherein assembly lines were shut down as early as 2 p.m.

Examples of the steps taken by the manufacturers showed Stoner working a three-day week; the J. P. Seeburg Corporation working until its power limit had been reached, thus reducing its full work week considerably, and D. Gottlieb & Company shutting down its plant at 2 p.m. daily but working thru the week. These plans, with some variations, were being put into effect in practically every plant in the city.

Distributors in many parts of the country reported stock on hand down to the barest essentials and deliveries nil. Wurlitzer reps, awaiting their first quantity shipments on the new 1250, were especially hard hit, most of them having written orders during the showings last month, and having promised deliveries early this month.

Like all merchants in every industrial area, operators of coin machines were facing a bleak immediate future. Each day as the strike continued the effect on industries took on a wider scope. Steel workers by the thousands were forced off their jobs as furnaces were banked due to coal shortages. And as the daily pay stopped, locations darkened.

Estimates from various sections of (See Strikes Smack on page 119)

Name Gruebert Head of A.B.T. Eastern Office

CHICAGO, March 4.—Designed to step up service to coinmen in the East, A.B.T. Manufacturing Corporation Friday (3) opened a branch office at 17 East 42d Street, New York, R. L. Budde, assistant to the president, announced.

The office will be under the direction of George H. Gruebert who has been associated with the amusement game, vending, and music machine field for the past 20 years, mostly in New York State.

Budde emphasized the New York office will handle inquiries originating in the East on all A.B.T. products and services. He added that all firm products will be on display there.

Trade Groups To Take Part In CMI Show

Mexican Rep To Attend

CHICAGO, March 4.—Representatives of five trade associations have notified the Coin Machine Institute (CMI) that their members were planning to attend the 1950 CMI convention and show at the Hotel Stevens, June 26-28. At the same time John Pickering, CMI director of public relations, announced that almost two-thirds of the exhibit space had been set aside for firms indicating (See Trade Groups on page 130)

Dan Brennan Joins General Sales Corp.

Firm Celebrates 25th Year

BALTIMORE, March 4.—Daniel P. Brennan, well known as an operator, distributor and manufacturers' representative, has joined the sales staff of General Vending Sales Corporation here. Irv Blumenfeld, president, announced the appointment.

Brennan entered the coin machine business with Wolf Sales Company, Denver, later was affiliated with the Chicago Simplex Distributing Company and managed offices for that firm, including one in Baltimore.

Leaving Simplex, Brennan went into the operating business in Maryland until 1946 when he became regional sales manager for the Aireon Manufacturing Corporation. He represented Aireon until that firm ceased production.

(See Brennan Joins on page 130)

Ash, Philadelphia; Lea Weinberger and Sam Dieter, Louisville; Gil Kitt, Chicago, and Martin Brawley, Hawaii.

United, which started the trend to shuffle games with its Shuffle Alley unit last fall, and has kept the ball rolling with its current piece, Super Shuffle Alley, reported this week it had been forced to drop its Saturday shifts because of the ordered 27-per cent slash in use of power. Too, a sharp cut in the use of electricity thruout the office and plant area has been effected this week, officials announced.

5 New Firms Join ACMMA Show Parade

96 Booths Sold, 20 Remain

CHICAGO, March 4.—With 96 booths contracted for 20 are still available for the American Coin Machine Manufacturers' Association (ACMMA) 1950 all-industry exposition, Edward Bowman, ACMMA director of exhibits, announced yesterday (3). The show will be held at the Hotel Sherman here May 22-24.

Five additional firms signed this week: Brooke Corporation, Chicago (coin changer); Bert Mills Corporation, Lombard, Ill. (hot coffee vender); Globe Distributing Company, Chicago (coin counters and sorters); Breuer Electric Manufacturing Company, Chicago (Tornado portable electric blower and vacuum cleaner), and Telequiz Corporation, Chicago (amusement games-telequiz machine).

Grant Shay, show publicity chairman, pointed out that exhibitor response to the convention emphasizes the need for a national coin machine convention which takes in all phases of the industry. Thus far the ACMMA exhibit list includes music and vending machines, coin changers, five-ball, one-ball and shuffle games, shuffleboard, consoles and bells.

Bulk Ops Air Improvement Views

Non-Corrosive Parts Are Prime Want; See No Real Need for Slug Protection

Also Want More Easily Cleaned Units, Streamlined Design

By Dick Schreiber

CHICAGO, March 4.—General use of non-corrosive materials for those parts which come in contact with confections in bulk vending machines would be the greatest single improvement bulk vender manufacturers could make in their product. That at least is the opinion of most of bulk operators participating in a survey conducted by The Billboard Publishing Company.

The survey, in which 455 operating companies took part, also pointed up a difference of opinion on the problem of slugs and slug protection in cent bulk machines.

This is the last of two articles outlining suggested improvements vending machine operators believe equipment and supply manufacturers could make. The first article, which appeared last week, dealt with suggestions for cigarette suppliers and machine manufacturers.

Operators did not enlarge on their suggestion that bulk machine makers make more general use of non-corrosive parts, but on the question

Searles Sets Production on Kalva Vender

Follows 17-Month Test

CHICAGO, March 4.—Following 17 months of location testing and design refinements, Searles Manufacturing Company announced this week that production models of the 1950 Kalva 3-Way Selective Bottle-Carton Dispenser were coming off the line, with the first 20 machines already completed. Walter Ashton, general manager, reported initial output was five units a day, with a hike to 20 as soon as steel supplies warrented. Maximum capacity with present facilities is 50 units a day.

The new Kalva vender, described by Ashton as "three venders in one," offers three separate coin and conveyor units, with the former now relocated on the exterior of the cabinet so as to facilitate servicing, eliminate any tendency to "slicking" or frosting. Along with the refrigerating unit, the conveyors and coin mechanisms are set up as package units and may be removed and replaced without disturbing other component parts.

The conveyor units have been redesigned and simplified; now are adjustable to carry any standard size bottle from one-third, one-half pint to the 12-ounce "steinie" type soft drink design. For cartons, a special conveyor may be used in conjunction with the standard units, making the machine a carton-bottle or all carton vender. Too, the three sepa-

(See Searles Sets on page 110)

of slug protection they presented varying points of view.

Since enactment of the Federal Anti-Slug Act (1944), making the use of slugs in venders a misdemeanor (See Bulk Ops Air on page 109)

Cooled Sandwich Venders Tested on Jersey Route

NEWARK, N. J., March 4.—The Jersey Milk Vending Company here is making strides toward the long sought goal of a complete in-plant feeding service thru coin-operated merchandisers. With lack of purchasable equipment the major bar to expansion in this field, the company has sidestepped the obstacle by building its own—efficient conversions of old cigarette machines that now serve a variety of refrigerated sandwiches.

Still experimental, the sandwich phase of the operation is carrying out a test program that is not due to end before December. By that time it is hoped that solutions to the problems unique to refrigerated food vending will have been worked out.

Rowe Subsid

Jersey Milk, headed by John Sharenow, is a Rowe subsidiary and works out of the same headquarters as North Jersey Cigarette Sales, Inc. The milk route is the largest controlled by Rowe and has figured as a proving ground

for the parent company's expansion into food-product vending.

The Jersey Milk sandwich machines were converted in the company's machine shop, one of the best equipped in the area. It was indicated, tho, that following completion of the extensive test, the Rowe plant in Whippany, N. J., would place the unit in production.

In its present form the vender retains little more than the bare shell of the original cigarette vender. The vending mechanism has been rebuilt to stock sandwiches in five columns. The refrigerating assembly is housed in the base of the machine, with cooling coils threaded behind the merchandise columns. Insulating material lining the vender keeps the interior temperature at 40 to 50 degrees.

Six Already Placed

Six machines have been placed to date. The most recent, installed this week, is serving students at Upsala (See Cooled Sandwich on page 110)

Western Vending Ops Discuss Commissions, Taxes at Meeting

LOS ANGELES March 4.—Location commissions occupied the discussion spotlight during the monthly meeting of the Western Vending Machine Operators' Association (WVMOA) here Tuesday (28). Payment of a 25 per cent commission by some operators was the "bone of contention," one group claiming that to go over the accepted WVMOA 20 per cent standard was a violation. Proponents of the 25 per cent rate stated competition "from some operators using any means to obtain a location" had to be met.

President M. I. Slater, presiding at the meeting, reported the commission question was settled when the majority of operators agreed on more basic means whereby locations could be retained. The solution was an old saw, but one realistic and workable. Members agreed that an operator who keeps his equipment in top shape, maintains personal contacts, replaces older machines and will not have to "worry about competition."

Tax Talk

Remainder of the meeting was taken up with tax developments. Slater cited his attempt to obtain a ruling from the board of equalization on the vender tax. At present, he said, each board representative appeared to have a different view of the tax laws as pertaining to automatic merchandis-

ing. A committee from the board would eliminate many misunderstandings, he pointed out.

It was agreed to see if the board would accept figures of vending supply companies as a basis for the tax on a percentage. Some operators, it was declared, have been allowed to use this method while others have been denied the privilege. The clarification of this ruling is Slater's aim.

A new city ordinance in Fullerton, calling for a \$6 annual tax per machine, also was discussed. The ordinance makes the location owner liable for the license. The Redondo Beach tax of \$2 per machine annually was also brought up at the meeting.

One operator reported that when a license sticker fell off one of his machines in a neighboring town, he had to pay another fee in spite of the fact there was a record at the city hall showing he had paid his license. The attitude of the local license inspector, according to the operator, was that there was no way of knowing for which machine the license had been originally purchased.

Members attending the meeting included Vice-President J. C. Pruner, Secretary Robert Leidendecker, Parke Hammer, Robert McNaughton, R. E. Leland, Pete Kenny, Preston Coombs and Jack Ott. The next meeting will be held March 28.

Nickel Stretchers

LANCASTER, Pa., March 4.—Trying to go the slug users one better, would-be nickel savers have turned up with some ingenious devices to beat Lancaster's newly installed parking meters. But, as nearly always, they turned out to be victims of their own devices.

Louis G. Milan, resident traffic engineer, reported about a dozen parking meters were put out of commission by such devices as jamming toothpicks in the coin slot, coating a penny with chewing gum and inserting the penny, and cementing a bobby pin to a penny.

Revco Stops Cup Ice Cream Vender Output

Developing 1951 Model

DEERFIELD, Mich., March 4.—Production has stopped on Monomat and Duomat cup-type ice cream venders by Revco, Inc., and the firm will temporarily discontinue its vending line to concentrate on commercial deep-freeze boxes.

G. F. Forsthoefel, president of Revco, said the firm, the oldest manufacturer of ice cream venders, is definitely not abandoning automatic merchandising and is now at work developing a new ice cream vender with an eye on the 1951 market.

No details will be released on the contemplated machine, Forsthoefel said, until later this year. Asked what he felt the machine should feature, Forsthoefel commented Revco feels ice cream machines need to be selective, universal, simple and less expensive. Since neither the single nor double-flavor machines met the test, the firm decided to suspend production until it could engineer a machine to do the job.

Cancel Distributors

The firm's distributors, appointed 18 months ago when Revco switched its selling methods from direct-factory representation, have been notified of the decision to suspend production.

There is practically no inventory of new machines either at the plant or on distributors' floors, Forsthoefel said. Parts for those machines now on location will continue to be available.

With Revco's move, no firm is currently producing and marketing a cup-type ice cream vender, since the remaining manufacturers in the field concentrated on bar and/or sandwich units. Forsthoefel said that Revco's research in ice cream convinced them that their next machine should be

(See Revco Stops on page 110)

Chi Clears Pkg. Food Venders; Bulk Due Next

CHICAGO, March 4.—Following a series of conferences between Chicago health department officials and representatives of the National Automatic Merchandising Association (NAMA) this week, several definite conclusions regarding regulation of food vending machines were adopted.

The board, at its February 27 meeting, adopted the recommendations made by the chief of the food inspection section. These were that vending machines dispensing wrapped or packaged foods not requiring refrigeration presented no sanitation problems and should be approved without reference to any set of standards.

Tentative regulations governing bulk food and drink venders are still being discussed. According to Fred L. Brandstrader, NAMA's legislative counsel, these regulations will most likely reach a form acceptable to both sides prior to the next meeting of the board of health Monday (6).

Three machines were approved, by type, at the February 27 meeting. They were the Stoner candy vender, the Rowe milk machine and the Alco-Deree refrigerated sandwich vender.

Brief and Important Late Digest of Coin Machine News

Sreedeen Buys L. A. Route

Phil Sreedeen has bought the Louise Drury vending machine route of 170 locations in Los Angeles. In business 17 years, the Drury route was one of the oldest in the city. Sreedeen, who has been in the vending business five years, is replacing all Drury equipment with 500 new Acorn vending machines. The deal, including replacement of machines, will run approximately \$15,000, Sreedeen said.

Kentucky House Okays New Tax

By a vote of 82 to 2, the Kentucky House February 24 passed a bill taxing coin-operated machines. The bill, now going to the Senate, would repeal and re-enact the present tax which has been declared unconstitutional by a circuit court. The present tax is still being collected, as a formal court order has not been entered.

David New Hines Company Prexy

Edward W. David was elected president of the Charles E. Hines Company last week. David has been associated with Hines since 1920 and had been a vice-president since 1943.

Watch My Dust

ROCHESTER, N. Y., March 4.—Automatic shiners are being installed by the Eastman Kodak Company for free use by employees. With dust brought into the plant an ever-present hazard to precision work, workers will be asked to give their shoes a thoro brushing before reporting for duty.

Twenty of the machines were sold to Eastman by the Unedea Shine Machine Company, of New York.

B. Mills Corp. Ships 200-Cup Java Venders

LOMBARD, Ill., March 4.—The Bert Mills Corporation made initial shipments of its new 200-cup Coffee Bar vender this week, following completion of the first 10 machines, Vice-President Herbert Chadwick announced.

It is planned to produce 20 of the Junior Java models this week, a corresponding increase in output will follow next week and sustained production thereafter. To date 98 per cent of orders for the new unit specify inclusion of the coin changer, which increases the delivered price from \$394 to \$434, Chadwick said.

The 200-cup model, conceived from operator suggestions during the National Automatic Merchandising Association (NAMA) convention last November, is essentially the same mechanism as the larger 600-cup capacity model. The face front of the small model is maroon, while sides are a golden color.

Chadwick also announced the enlargement of the Mills plant to 10,000 square feet, a 4,000 square foot increase. Added space was made available recently in the present plant.

Steele New Pepsi Prez; Mack Named Board Chairman

LONG ISLAND CITY, N. Y., March 4.—Pepsi-Cola Company, reporting a change in top level management, this week announced that Walter S. Mack Jr., president, was elected chairman of the board. First Vice-President Alfred N. Steele was elected president and will assume charge of domestic operations.

There was no mention by the firm's board of directors, in making the announcement, of a new first vice-president to succeed Steele. The board also elected Sheldon R. Coons to a vacancy on the board of directors. Coons, a New York business consultant, has had Pepsi-Cola as a client for several years.

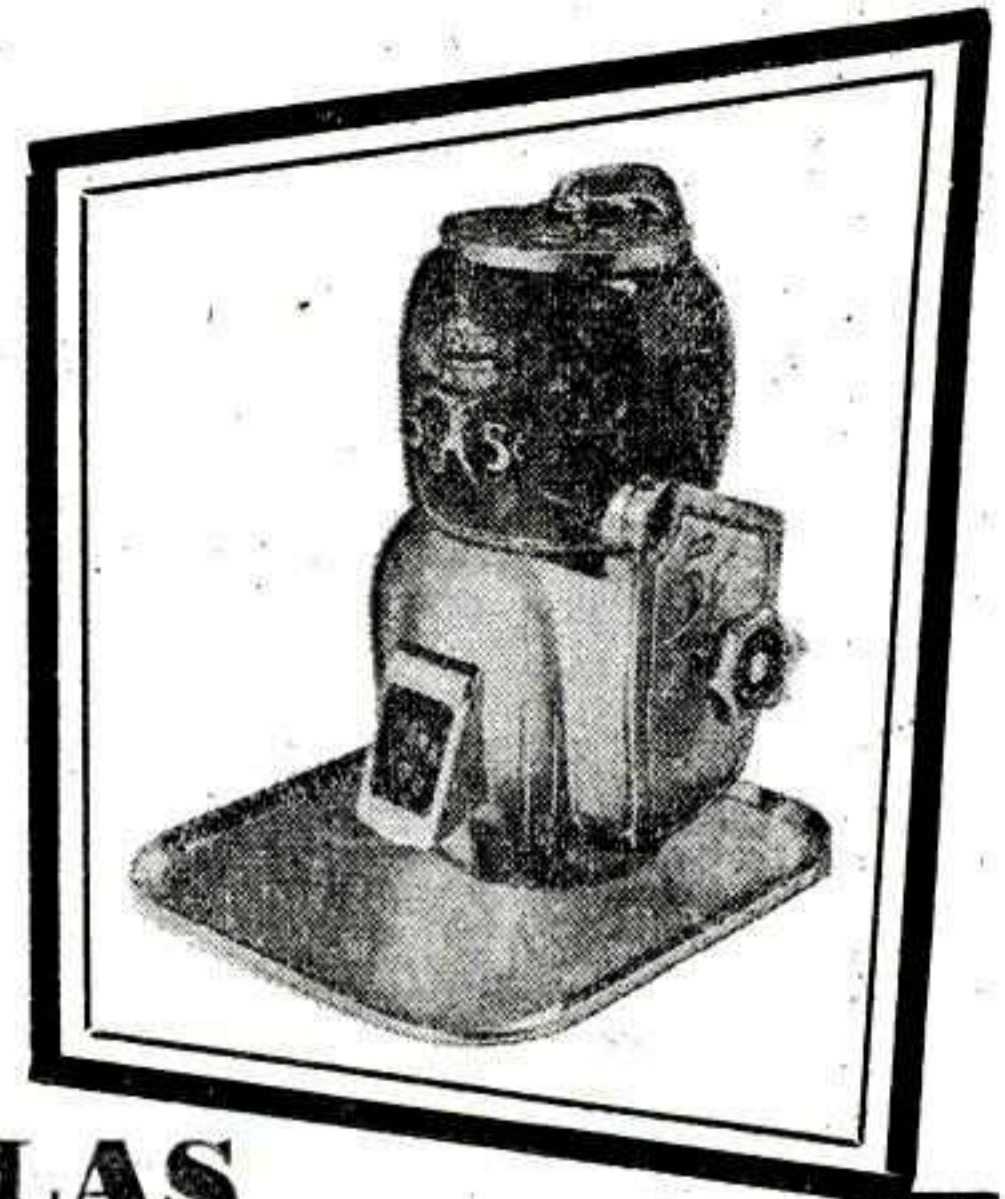
Mack has been president since 1937, while Steele was brought into the firm last year from the Coca-Cola Company, where he held a vice-presidency.

School KO's Venders

SASKATOON, Sask., March 4.—The collegiate board here decided against installations of vending machines. The board refused an offer to install soft drink machines and decided that no chocolate bar, candy or other vending machines would be allowed in the schools. The board felt machines might interfere with class schedules.

A Picture
of Perfection

America's
Finest
Five Cent
VENDOR



— the ATLAS Bantam TRAY VENDOR

Here is the 5c nut vendor that operators have long awaited. A faultlessly machined unit that vends all types of nuts with ease of operation—equal amounts, no injury to the merchandise, consistently fresh. All of these points mean satisfied customers—return sales. Beautiful chrome finish makes it an eye catcher in ANY location.

Order ATLAS Brand
Almonds
in 5¢ vacuum cans
for best results.



Salesmen and Distributors—There Are Territories
Open—Write NOW.

MANUFACTURED BY



MANUFACTURING AND SALES CORP.

12220 TRISKETT RD., DEPT. 311 CLEVELAND 11, OHIO

WRITE FOR CATALOG

On Bulk Vendors, Merchandise,
Games, etc.

BUBBLE BALL GUM

140 or 170 size. Crown Jack Brand
with colored centers, 25 lb. ctn. \$ 8.45
100 lbs or more 21.90

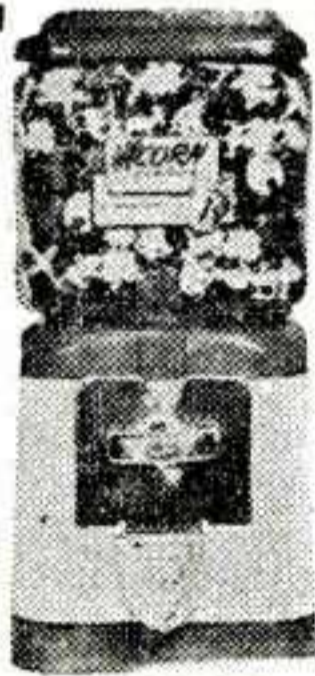
CHARMS

Plastic Charms, small, 1,000 \$2.25
Copper & Nickel, small, 1,000 4.25
Plastic Charms, large, 1,000 2.95
Copper & Nickel, large, 1,000 5.50
Silver Wedding Rings, 1,000 5.95
Schmoo Buttons, 1,000 6.50
Toy Watches, 2 gross 2.50
Stone Set Rings, 1 gross 1.95
"Hep Cat" Buttons, 1,000 5.95
Plastic Colored Rings, 1,000 2.50
Walt Disney Charms, copper, 1 lb. ... 2.50

We are factory distributors for all leading makes of VENDING MACHINES.

1/3 DEP. ON ALL ORDERS

PARKWAY MACHINE CORPORATION
623 West North Ave., Baltimore 17, Md.



Complete, Separate
Service Heads on

ACORN

1c or 5c All Purpose
Bulk Merchandiser

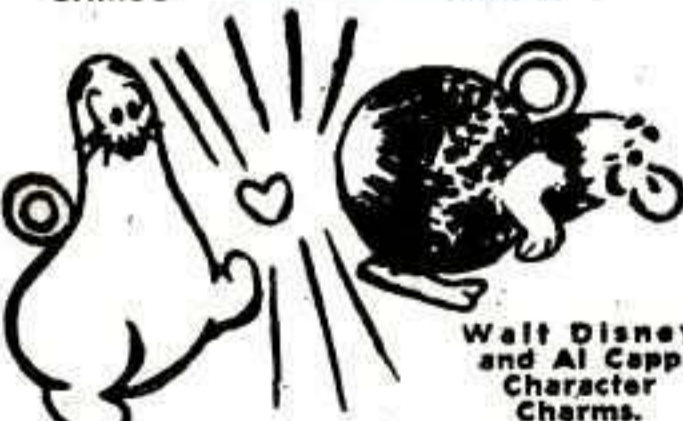
Fast to service and
exchange on loca-
tion. Extra heads—
removed simply by
unlocking—give you
many more Acorn
Vendors at mini-
mum investment.
Write today!

MOUNTAIN STATE
DISTRIBUTORS
Cameron, W. Va.
Phone: Cameron 16

\$13.95 Ea.

FOR THE HOTTEST LINE IN CHARACTER CHARMS

SHMOO KIGMY



Walt Disney
and Al Capp
Character
Charms.

NOW AVAILABLE
CH. CHARACTER CHARMS, Inc.
1607 East 16th St. Los Angeles 21, Calif.

GIVE TO THE
RUNYON CANCER FUND



'50 will be NIFTY with
ACORN 1c or 5c All
Purpose Bulk
Merchandisers
Order Yours Today!



Look at These
OUTSTANDING

Service Head Features

- Enables you to do a faster, more thorough cleaning job on your merchandise compartment.
- Permits you to service more than twice as many Acorns as any other machine
- Allows you to arrange charms so they won't become disarranged on location, because the Acorn service head is designed to set upright.

Write for complete details today!

MFG. CO., INC.

11411 Knightsbridge Ave.
Culver City, California

Distributors!

A Few Choice
Territories Are
Still Open.

Write, Wire,
Phone
M. J. Abelson
Gen. Sales Mgr.
1349 Fifth Ave.
Pittsburgh, Pa.
Ph.: AT 6478

Pacific Coast Dist.
Operators Vending
Machine Supply Co.
1023 S. Grand
Los Angeles 15, Calif.

Extra! GET OUR **NEW CHARMS NOW**


BECKER VENDING SERVICE
Brillion, Wis.
HAS BEEN TAKEN OVER BY US...
Write TODAY FOR SAMPLES-PRICES

PRICES LOW ENOUGH THAT YOU CAN AFFORD THESE SALES PROMOTERS
They're really beauties... with that sales appeal that means an amazing increase in sales and more profits. They meet the youngsters' constant demand for something new. Our plastic series of 52 charms will meet all their demands... and yours for sales stimulators. Boxing gloves are plastic, copper or 22 K. gold with championship names on them... knives are plastic modeled after a Scout knife. Beautiful pastel colors.

Charms, Inc.
MANUFACTURERS AND DISTRIBUTORS

BRILLION WISCONSIN

WE'VE GOT... TOPPER
Victor's Terrific Vender
 Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$43.00 case in lots of 1 to 5 cases. Further disc. on orders of more than 5 cases. Contact us for full details.



Birmingham Vending Co.
 2117 Third Ave., N.
 BIRMINGHAM 3, ALABAMA

Patents Sought On Bulk Vender

CHICAGO, March 4.—Anton Obodzinski, Devices, Novelty Sales Company, this week announced he has developed a bulk vending machine, embodying several new principles. Two patents, covering the new features, have been applied for, Obodzinski said.

Unit will vend charms and gum without any adjustments it was stated. Plans for production of the unit are now being set up by Devices.

J. Jaffe Forms New Candy Firm; Intros 5-c Bar in Vend Pack

NEW YORK, March 4. — Chunky Chocolate Corporation, formed last week and headed by Jeff Jaffe, has introduced a nickel candy bar in both 24 and 48 vend counts. The firm succeeds Candytown, Inc., which was purchased by Jaffe.

Jaffe was formerly advertising manager of the Sweets Company of America, Inc., which post he resigned a year ago. He was associated with the Loft Candy Corporation prior to that.

Chunky Chocolate, 200 Delancey Street, has started production on its first nickel bar, Chunky, with deliveries now under way to distributors. Firm plans national sale of the new bar.

Form Ace High Amusement

CHARLESTON, W. Va., March 4. —Ace High Amusement Company, Point Pleasant, has been issued a charter by the secretary of state to deal in coin amusement and vending machines. Firm is capitalized at \$5,000 by Frank Ellison, Everett Huffman and Frank Quillin.

Variety-Plus Is Op Theme With Stoner Food-Notion Vender

AURORA, Ill., March 4.—Citing the steady increase in items sold thru its general purpose food and notion vender since its introduction two years ago, Stoner Manufacturing Company this week pointed to one of the newer adaption used by Necessities, Inc., Miami. Bip Glassgold, general sales manager, reported the successful sale of suntan oils, cosmetics and other drug sundries sold thru the Model 80 vender has opened new markets and is returning increased volume for the firm.

Used on a nationwide scale, the Model 80's multiple price coin mechanism, permitting nickel operation from 5 to 20-cents and 25 cents to \$1, makes possible diversified price and merchandise usage, Glassgold said. In addition to food concessionaires, candy and cigarette operators are using the machine in conjunction with their regular equipment in both industrial and public type spots.

The "vending range" of the unit starting out with cakes, pies (small size), cruellers, crackers, sandwiches, pouch and chewing tobacco, is being constantly broadened, Glassgold stated. Shortly, several new items will be introduced to vender customer thru the machine, he added.

Amer. Coin Changer Sets New Distribs

BOSTON, March 4.—With the appointment this week of sales and service organizations in Los Angeles, New Orleans and Dallas, American Coin Changer Corporation here announced that its arrangements for national representation had been completed.

The R. P. Anderson Company, thru its New Orleans and Dallas offices, will sell and service American coin changers in all of the Southwestern States. Jules Medow, 1495 East Fourth Street, Los Angeles, will represent American on the Pacific Coast.

Earlier, American had set up sales and service firms in Boston, New York, Chicago and Chattanooga.

Peter Paul Names New Ad Agency; Plans Chi Plant

NAUGATUCK, Conn., March 4.—Peter Paul, Inc., has announced the appointment of Maxon, Inc., to handle all advertising. George Shanlian, Peter Paul president, stated a proposed increase in the firm's advertising budgets made necessary the consolidation of the account with one agency.

The candy firm plans to set up a plant in Chicago, supplementing its facilities here, in Oakland, Dallas and Philadelphia.

Canadian Drink Sales Up After Tax Repeals

TORONTO, March 4.—The Canadian soft drink industry chalked up a 65 per cent increase in sales during the six months following the repeal March, 1949, of wartime taxes of approximately 2 cents a bottle, according to Joseph Whitmore, secretary of the Canadian Bottlers of Carbonated Beverages (CBCB).

The tax, a 25 per cent excise tax and a 1-cent per bottle tax, had been in effect since 1941 and 1942 respectively.

O'Malley Joins Ad Agency

CHICAGO, March 4.—Charles J. O'Malley, sales manager of Paul F. Beich Company, joined the Olian Advertising Company here as a vice-president. He will be in charge of marketing packaged products selling thru food, drug and tobacco outlets. O'Malley was associated with Beich for over 15 years.

EMPTIES MACHINES FASTER!



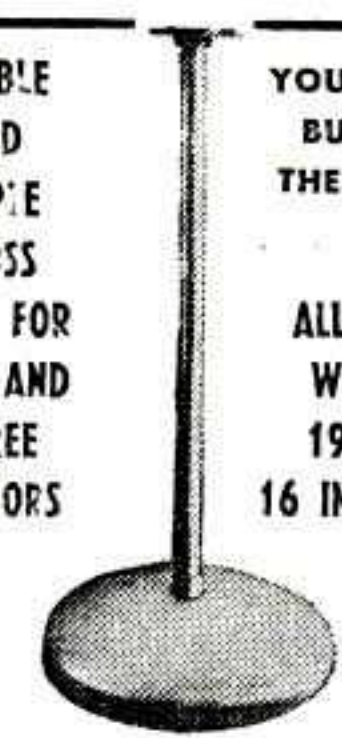
Rain-Blo BALL BUBBLE GUM

Copyright 1950

Leaf's famous trademark RAIN-BLO is known to operators all over the world as a guarantee of quality, uniformity and consumer acceptance. Other Leaf products include a complete line of fast-selling vending candies.

LEAF GUM CO.
 Div. of Leaf Brands, Inc.
 Chicago, U. S. A.

New Improved VENDING MACHINE STAND



DOUBLE AND TRIPLE CROSS BARS FOR TWO AND THREE VENDORS

YOUR BEST BUY AT THE PRICE

ALL STEEL WEIGHT 19 LBS. 16 INCH BASE

Manufactured by **PAUL H. CURRAN**
 165 W. Roselle Ave., Roselle Park, N. J.
 Prices on Request.

CHARMS

Over sixteen different series of new charms

LOW PRICES

Send 25c for cost of mailing samples, to be refunded with first order.

THE PENNY KING COMPANY
 415 Neptune Street Pittsburgh 20, Pa.

NON TILT



RUBBER SUCTION-GRIP CUPS For Vending Machines

1 1/2" diam., 8/32" machine screw.
 100 \$3.00 | 1000 \$23.00
 25% dep. on C.O.D. orders; prompt delivery.

GORDON MFG. CO.
 Dept. VM-2, 110 E. 23d St.
 New York City 10

RAKE SELLS FINE EQUIPMENT AT FAIR PRICES

NEW COUNTER MACHINES

S. K. Hunter	45.00	Daval Ace, 1c or 5c	21.50
S. K. Target King	45.00	Daval Cub, 1c or 5c	21.50
A. B. T. Model F	47.50	Groetchen Imp, 1c or 5c	21.50
A. B. T. Skill Gun	49.50	Daval Marvel, 1c or 5c	39.50
Kicker & Catcher	34.50	Daval Amer. Eagle, 1c or 5c	39.50
Non-Coin Marvel	39.50	Non-Coin Amer. Eagle, 1c or 5c	39.50
Groetchen Yankee, 1c or 5c	36.50	Groetchen Wings, 1c or 5c	36.50
Groetchen Klix, 1c or 5c	36.50	Groetchen Pok-o-Reel, 1c or 5c	34.50
Electric Shocker	22.50	Gott. Grip Scale	24.50
A. B. T. Strikalite	47.50	Daval Buddy	24.50

Specify 1c or 5c When Ordering

NEW VENDING MACHINES

N. W. Model 49, 1c & 5c	13.75	Marvels, 1c Cig.	52.50
N. W. DeLuxe Comb., 1c & 5c	27.00	Amer. Eagles, 1c	19.50
S. K. Charm King	13.95	ABT Challengers, 1c	19.50
S. K. 1c or 5c Bulk	13.95	Pop-Ups, 1c	14.50
S. K. Hot Nut, 5c	29.95	Whirlwinds, 1c, New Imps, 1c, Used	19.50
Adams Model N, 14 Gum	22.50		10.00
N. W. Stamp Roll Type	69.00		
Marion Scale	79.50		
Wattling Scales	Write		
Shipman Stamp, 3 Col.	39.50		
Acorns, 1c & 5c	13.95		

SPECIAL! ABT Skill Gun, all elec. tric, slightly used, including stand.. \$29.50

NEW SLOTS

Columbia Twin J.P.	\$139.50
Mills Vest Pocket	45.00
Mills Q.T., 5c	115.00
Mills Black Beauty, H.L.; Black Gold, H.L.; Blue Bell, Melon Bell, Bonus Bell, 21 Bell	Write

CIG., CANDY & GUM VENDORS

Col. Model	Cap.	Coin	Price
6 Nat'l 6-30	180	25c S/Q	\$49.50
7 DuGr. VD	298	25c S/Q	69.50
9 DuGr. W	308	25c S/Q	69.50
5 U-Need-A Candy	100	5c	75.00
4 Model N Adams Gum 275	1c		14.50

RAKE COIN MACHINE EXCHANGE

609 Spring Garden Street LOMBARD 3-2676 Philadelphia 23, Pa.
 Pittsburgh Office: 2120 Fifth Ave. Court 1-3842 Pittsburgh, Pa.

ATTENTION, VENDING MACHINE SALESMEN SALES ORGANIZATIONS


It's possible for you to make the most profitable connection of your career if you have had Asco-Shipman or similar experience. A unique new angle makes our new machine an all-time winner and has established it at the top of the earnings list. You can make \$1,000 weekly from the start if you can sell new operators through business opportunities. Territories are now being assigned to experienced producers. There are just a few of them still open.

BOX D-324, c/o The Billboard, Cincinnati 22, Ohio

**ADVANCE
DUPLEX-E**
SITROUX TISSUE AND
OTHER SANITARY NAPKIN
AND TISSUE MACHINES
AVAILABLE
IMMEDIATE
DELIVERY
Order Sample Today!
Write for
Quantity Prices!


**LISTO SANITARY
NAPKINS**
Sample and Prices on
Request
Manufacturer and
Distributor

J. SCHOENBACH
1645 Bedford Ave., Brooklyn 25, N. Y.



**VICTOR'S
TOPPER**
1 to 5 Cases
\$43.00 Per Case
(\$10.75 per mach.)
Prompt Delivery.
1/3 dep. with order,
bal C. O. D.

**DEVICES
NOVETY CO.**
467 N. Milwaukee Ave., Chicago 10, Ill.
MONroe 6-7533



EXPERIENCED SALESMEN, VENDERS
So you're disgusted with deals advertised as new, \$1,000 weekly commissions, etc., etc., only to find another revamped stinkeroo? Line up again with an old-time outfit with protected territory. Tell us what and who you sold for. Have men with us 14 years. Top commissions, good machines, satisfied operators who repeat. Had any of that lately? If you can finance yourself, write **BOX D-337, Billboard, Cincinnati 22, Ohio**

Vend
THE MAGAZINE OF AUTOMATIC MERCHANDISING

"The Magazine of Automatic Merchandising"

"As I am just setting up my business, my first copy of VEND has already given me many helpful points. I'll certainly give VEND a plug and a good word to anyone who may seem interested."

JAY RANDOL,
Kendallville, Ind.

VEND 3-11
2160 Patterson St.
Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

Name

Address

City Zone State

Operator Suggestions

In a recent survey by The Billboard Publishing Company, operators of bulk equipment were asked: What single improvement in bulk venders would benefit you most? The suggestions mentioned most frequently follow:

1. Make more general use of non-corrosive materials for those parts which come in contact with confections.
2. Improve slug rejection equipment. (For detailed comment on this point, see accompanying article.)
3. Design machines so that they can be more easily cleaned.
4. Improve the quality of plastic, non-breakable globes.
5. Design all machines so that globe can be quickly replaced.
6. Generally streamline and improve appearance of machines.

Bulk Ops Air Improvement Views; Better Parts Wanted

(Continued from page 106)

liable to prosecution by the federal government, operators of all types of equipment have noticed a decline in slugs. For the average operator of bulk equipment, slugs pose only a minor problem except in scattered areas where metal punchings from a particular industrial plant may cause trouble.

Once the source of the punchings has been informed of the use to which the metal is put, slugging usually ceases within days, because manufacturers are forbidden under federal law to manufacture metal objects which approach the shape of coins in diameter or thickness.

Slug Protection Eliminated

Many prewar bulk machines have no slug protection at all, nor are they readily adaptable to such protective methods as magnets and scales. But large bulk operators report most of their equipment had the slug protection equipment eliminated when iron cents were circulating in large quantity. Since available slug rejection equipment for small bulk machines rejects iron, the so-called "silver" cents would not pass and operators had to eliminate the protective meas-

C-8 Developing Second Vender

CHICAGO, March 4.—C-8 Laboratories, manufacturers of the Electro cigarette vender, is developing another type of automatic vender unrelated to the tobacco field, according to Lew Jaffa, vice-president of Eastern Electric, the national distributing organization.

Jaffa, who stopped over in Chicago briefly, said he could not elaborate on the development but added that C-8's president, Mario Caruso, intends eventually to diversify his line by building other types of equipment in addition to cigarette venders.

With the recent decrease in Electro list prices, brought on by lowered production costs and a change in sales methods, Jaffa said that sales had increased appreciably and the factory increased production.

American Tobacco Gross, Net Income Moves Upward

NEW YORK, March 4.—American Tobacco Company, reporting its total and net income for 1949, revealed year by year increases in both over 1947 and 1948.

For 1949, total income was \$84,363,401; net income, \$45,675,154. In 1948, total income was \$80,385,537; net income, \$43,912,204 and in 1947 total income amounted to \$64,301,305 with net income at \$33,845,021.

New Worthington Ad Mgr.

HARRISON N. J., March 4. — Worthington Pump & Machinery Corporation reports the promotion of Robert P. March to advertising manager. He succeeds Adin L. Davis, resigned.

ures or miss sales.

Even tho the iron cents are being withdrawn and are virtually out of circulation in many areas, larger operators have not put their slug equipment back to work, figuring that time spent servicing the slug rejecting equipment was costlier than the average number of portions lost thru slugging.

Manufacturers, building bulk equipment to a price, point out that the development of further slug protective measures means added cost and operators will not pay higher prices.

(Other suggestions, which operators believe bulk machine manufacturers could make, accompany this article.)


Heyman Offers Vending Coffee

NEW YORK, March 4.—A new liquid coffee concentrate, said to retain the aroma and flavor of freshly roasted coffee, has been introduced here by the Heyman Process Corporation. Called Quick-Kup, the preparation uses no preservatives and will retain its original freshness for as long as three months without refrigeration, according to Wilbert A. Heyman, president.

Quick-Kup is manufactured at the Heyman plant here. Packed in glass jugs, it will sell to operators at \$8 a gallon. The company is considering delivering the concentrate in cans at a later date.

Heyman, a food chemist, is credited with basic discoveries in the field of soluble coffee and chocolate. Associated with leading food companies as a consultant for many years, he was one of the major producers of powdered coffee for the army during the war.

Heyman claims that the liquid coffee concentrate method he has devised "captures the aroma normally lost when coffee is roasted." Altho highly volatile, the flavor and aroma components are said to be retained thru use of an "exclusive patented process."



\$25 DOWN
Balance \$10 Monthly

PENNY FORTUNE SCALE
NO SPRINGS

WRITE FOR PRICES

LARGE CASH BOX HOLDS \$85.00 IN PENNIES

Invented and Made Only by

WATLING
Manufacturing Company
4650 W. Fulton St. Chicago 44, Ill.
Est. 1889—Telephone: Columbus 1-2772
Cable Address: WATLINGITE, Chicago

NEW! 1 INCH METAL KNIFE . . .

Real blade opens and closes. Cut yourself in on this sure-fire \$7.50 sales booster. At a low, low: **\$7.50 per M**

COMPASS TREASURE BALLS Real imported Compasses en- cased in 1/8" Treasure Balls. \$5.75 GR.	MYSTERIOUS FACES FROM FAR AWAY PLACES. 6 asst faces in gleaming gold finish. May be used as lapel ornaments. \$7.50 M	NEW BASKETBALLS 24 Team Names Approximately 3/8" Colorful Plastic. . . \$4.50 M Copper Plated . . . 8.00 M Gold, Silver Plated 11.00 M
--	---	---

KARL GUGGENHEIM, INC.
33 Union Square
New York 3, N. Y.



Cooled Sandwich Venders Tested on Jersey Route

(Continued from page 106)
College in near-by East Orange. The first was placed on duty at the Ford International plant last October. In all cases they have been placed side

by side with milk, cookie, cake and soft-drink venders to provide rounded service.

Vended at 20 cents each, the sandwiches must sell out daily if costly overages are to be avoided. The food is prepared by an industrial feeding firm and picked up daily by Sharenow's routeman at 6:30 a.m. All machines are filled by 10 in the morning. Each location is visited twice again during the day to check on sales and determine the number and type of sandwiches needed the next day. Orders must be placed with the industrial feeder by 2 p.m.

Since the venders hold 22 sandwiches in each column, the more heavily patronized machines are re-loaded during subsequent visits by servicemen. Extra sandwiches are stored in non-vending compartments of the milk machines for this purpose.

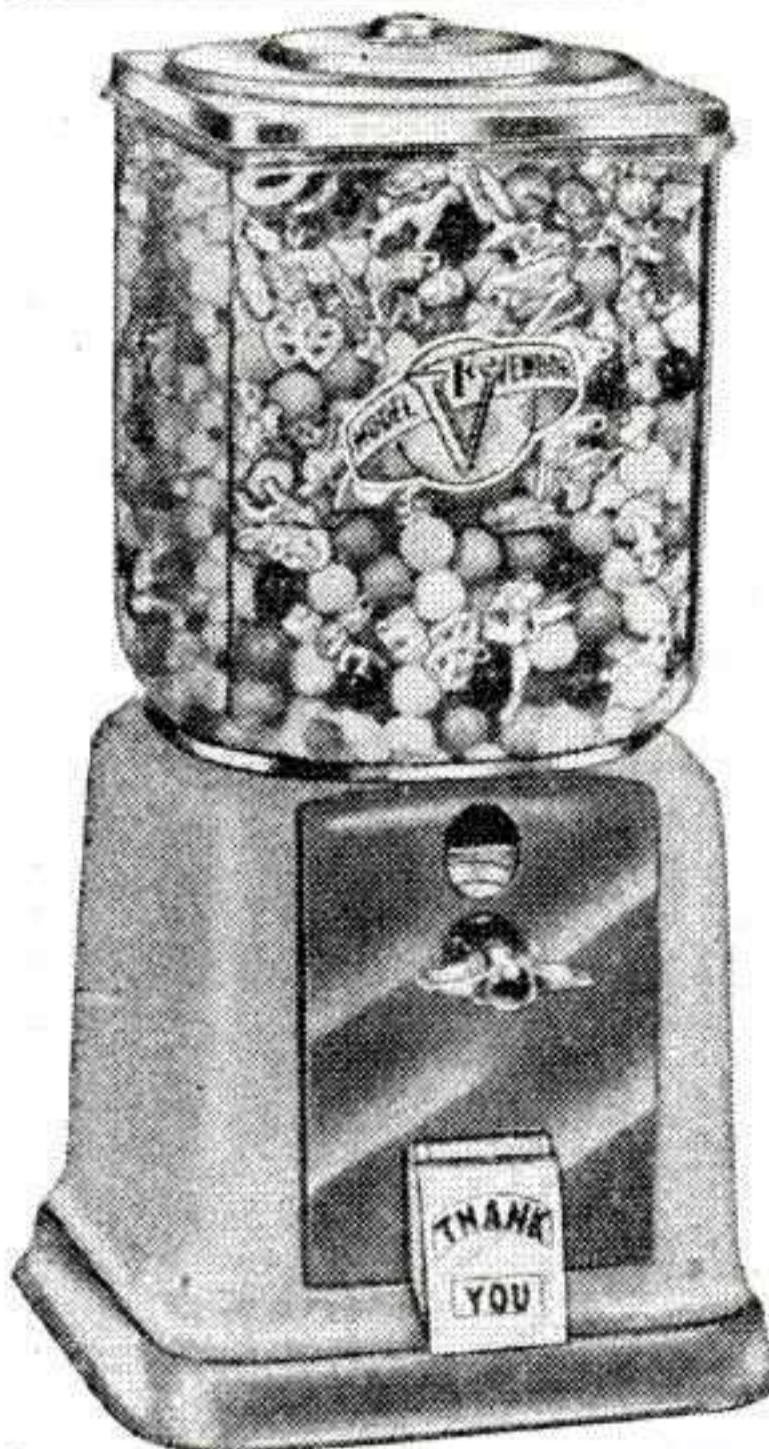
To learn the eating habits of locations, Sharenow assigns a man to spend a full week at each new spot after a vender is placed. Preferences are checked and the times when the machines are most used and carefully noted. And once the pattern of traffic is determined, a decision is made on the times when routeman attendance would be most productive.

In industrial plants Sharenow has found that the 1st and 15th of each month are slack days, when employees leave the plant premises during lunch hours to cash checks. In schools, class schedules have to be watched. Free periods during mid-morning and early afternoon mean heavier patronage.

Most popular sandwiches dispensed are boiled ham, egg salad and roast beef. Other varieties vended include ham and cheese, ham and egg salad and tuna fish salad. All are prepared with butter and lettuce, wrapped in wax paper and inserted in cardboard containers, measuring three and a half by four and a half inches.

Management has shown itself receptive to a full-feeding operation thru venders, Sharenow said. In some cases they have dropped self-operated feeding set-ups to make room for the sandwich units.

As director of an experimental program, Sharenow is little concerned with making the sandwich machines return a profit at this time. His main purpose is to gather basic economic facts and technical experience.



NOW . . .
Victor's Famous Model V
equipped with
VICTOR'S NEW PLASTIC GLOBE
as
Standard Equipment at NO EXTRA CHARGE

8% Greater Capacity
The Model V . . . recognized as a great vender since its first day on location is the choice of thousands of successful operators.
See Your Victor Distributor.
VICTOR VENDING CORP.
5701-13 W. Grand Ave. CHICAGO 39, ILL.

Tele Bubble

PHILADELPHIA, March 4. — Philadelphia Chewing Gum Corporation announced last week that it is expanding sales promotion of its bubble gum package thru television advertising. Purchase of the New York originated *Mr. Magic* video show enables the 5-cent Mystic bubble gum package to be seen in all television cities.

Intro Back-Mounted Manual Drink Unit

CLEVELAND, March 4.—Dunmore, Inc., announced first deliveries this week on its new 1950 Bak-Paks, mobile units for dispensing either hot or cold drinks. The unit, weighing about 40 pounds, is carried strapped to the back of the salesman, with a separate cup container unit fastened to his waist. The dispenser has a capacity of 50 6-ounce drinks. A two-pound pressure on top of the mixed sirup drink maintains carbonation.

The Bak-Pak is filled from a master unit, and will dispense any crushed fruit or mixed sirup drink, coffee, hot broth or chocolate. The manufacturer states the unit has been tested for a year prior to its introduction.

Mack, Steele To Top Pepsi Posts

NEW YORK, March 4.—Top management shifts by the Pepsi-Cola Company this week elevated Walter S. Mack Jr., to chairman of the board and Alfred N. Steele to president. Mack was president of the firm since 1938. Steele, who came to Pepsi-Cola from Coca-Cola last March, has been first vice-president in charge of domestic sales and operations.

At the same time it was announced that Sheldon R. Coons, business consultant, was named to a vacancy on the board of directors. He formerly numbered Pepsi-Cola among his clients.

REVCO STOPS

(Continued from page 106)
capable of handling ice cream in a variety of forms, including bars.

In the 15 years Revco has been in the ice cream vending machine business, it produced approximately 5,000 machines. The Revco line was in continuous production except for the war years, and postwar production accounted for half the firm's total.

Robert Stutzman, in charge of vending machine sales for Revco, has been made an assistant to the firm's general sales manager and will specialize in the commercial freezer line on which the factory is currently working two shifts daily.

SEARLES SETS

(Continued from page 106)
rate coin mechanisms permit a three-price range, using uniform or two or three prices simultaneously.

Searles, a 38-year-old firm in the metal parts fabricating field and previously manufacturer of bottle vender parts for leading firms, purchased the manufacturing rights and patents to the Kalva machine from H. T. Larrimore's Kalva Vendors, Inc. in October, 1948.

Ashton declared that a new sales department was now being formed, with details to be released shortly.

NEW YORK, March 4.—Economy Supply Company, distributor of coin machine parts, pucks and wax, moved this week to 577 10th Avenue, the building occupied by the Mike Munves Corporation. Joe Munves, Economy owner, formerly had offices at 615 10th Avenue. He said a machine shop was being set up in his new quarters for tooling special game and vender parts. Firm also handles a vender for tissue packs.

New Low Price KING OF VENDORS
Nut and Ball Gum Candy, Charms, Vendors, 1¢-5¢ U. S. and Foreign Coins. "Hot Nut" Vendors.

Bigger Profits from locations are a natural with
Silver Kings
or
"Charm King"
Ball Gum Vendor
Designed for sales compelling eye appeal as low as
\$10.00
in quantities
At All the Best Dealers—or Write. Ask About the New "Hunter."
SILVER-KING CORP.
622 Diversey Parkway CHICAGO, ILL.

DO YOU KNOW?
You can buy all machines made by
● Victor Vending Corp.
● Northwestern Corp.
● A. B. T. Corp.
● Silver King Corp.
● Hamilton Scale Co.
● Marion Scale Co
on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!
ROY TORR LANSDOWNE, PENNA.

WANTED TO RENT LEASE OR OPERATE
On a percentage basis. New or late model Cup Drink Dispensers. We are an old established, reliable concern operating in a highly industrial area.
AMERICAN MUSIC CO.
1605 East 28 Street Lorain, Ohio

It's the **TOPSI** Victor's **TOPPER**
An efficient vendor for charms and ball gum. Packed and sold 4 machines to the case. \$43.00 per case in lots of 1 to 5 cases. \$10.00 per machine in lots of 25 cases. On larger quantities, we allow 20 weeks to pay. Liberal trade-in allowance. Write for special location plan.
VINCO Sales & Dist. Agency 1132 Hensley Ave. Hamilton, Ohio

OH, MR. EPPY... HOW THE KIDS GO WILD OVER ME IN YOUR COMIC STRIP CHARMS!
20 ass't plastic \$4 M.
metal-plated \$6.75
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

GROCERY STORE CHARMS
58 Varieties
\$12.50 per M. ass't.
F.O.B. Jamaica, L.I., N.Y.
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

Eppy Reduces Charm Prices
FAMOUS #1 CHARMS
Plastic \$2.50 per M • Metal-plated now \$4.25
BIG #2 CHARMS
Plastic \$3.00 per M • Metal-plated now \$5.00
EPPY 91-15 144 Pl., Jamaica 2, N.Y.

ATTENTION —25¢ & 30¢ CONVERSIONS
Silver, Quarter or combination Nickel-Dime. Guaranteed Parts.

CIGARETTE MACHINES

UNEDA, 8 Cols.	\$100.00
UNEDA, 6 Cols.	90.00
Uneda Model 500, 9 Col., 350 Pack Cap.	100.00
9 Col., Model E, 270 Pack Cap.	59.50
ROWE PRESIDENT, 10 Col.	100.00
Rowe Imperial, 8 Col., 240 Pack Cap.	70.00
Rowe, 150 Pack Cap.	35.00
National 9-30	75.00
DuGrenier, 6 Col.	32.50
Special! 4 Col., 100 Pack Cap.	27.50

SALE ROWE ROYAL
Cigarette Vender
10 Col., 400 Pack Cap.
\$95.00

SALE NATIONAL
Candy Vender
\$100.00
9 Col., 162 Bar Cap.
\$80.00
6 Col., 108 Bar Cap.
\$70.00
Wall Model

CANDY MACHINES

ROWE, 120 Bar Cap.	\$75.00
Candyman, 72 Bar Cap., with base, like new	65.00
VENDIT, 150 Bar Cap.	57.50
U-Select-It	35.00

TOP EQUIPMENT—UNCONDITIONALLY GUARANTEED
ONE-THIRD DEPOSIT WITH ORDERS—BALANCE C. O. D.
Parts and Mirrors available for all makes and models.

UNEDA VENDING SERVICE
"THE NATION'S LEADING DISTRIBUTOR OF VENDING MACHINES"
166 CLYMER STREET EVergeen 7-4568 BROOKLYN 11, NEW YORK

Now delivering

At **NEW** low prices

ELECTRO 8
NOW ONLY
\$198.50

ELECTRO 10 \$217.50
now only.....

The first and finest electric cigarette vending machines are now the lowest in price!



CIGARETTES

America's Finest All-Electric Cigarette Vending Machines

EASTERN ELECTRIC VENDING MACHINE CORP
GENERAL MOTORS BLDG. NEW YORK 19, N.Y.
PRODUCTS OF C. & LABORATORIES

Buffalo Ops Promote Boxed Hankie Sales Thru Cig Machines

BUFFALO, March 4.—The sale of boxed handkerchiefs thru cigarette venders will be promoted by the Hank-Kerchief Company organized here last November by four coin machine operators. They announced this week that they had successfully completed a three-month test of their merchandising idea.

Each handkerchief is packed in a cardboard container, printed in color and sealed with cellophane. The handkerchiefs can be stocked in any column of a standard cigarette machine without mechanical changes. Facsimile box faces are furnished for display purposes as well as arrow decals calling attention to the handkerchief column.

Packed Like Cigarettes

Henry P. Inman, partner in the firm in charge of sales, said the Hank-Kerchiefs, in addition to being boxed in cigarette package size, are packed 10 to the carton, 50 cartons to the case for ease of handling and for inventory purposes.

Altho definite prices have not been set for the Hank-Kerchief, Inman said, single cases had been shipped to points as distant as Houston for only \$1.77. Inman said the company would announce its price as soon as it completes its distributor organization.

Long Profit Appeal

Hank-Kerchief executives reason that the long profit on their product will appeal to cigarette operators who are often squeezed by narrow margins.

Inman said the firm is making temporary headquarters on DeWitt Street in Buffalo but is negotiating for floor space in the former Pierce-Arrow automobile plant.

Other partners in the firm are George Macfarlane, Buffalo; Charles A. Rutenberg, Ridgewood, N. J., and Edward C. Tuttle, of Vermont. Rutenberg and Tuttle have just returned to this country after an assignment with the military government in Germany. Inman and Macfarlane operate pin games, phonographs and cigarette machines in the Buffalo area and are members of the newly formed Western New York Amusement Operators' Association.

Pepsi-Cola Company Sells Cuban Subsid

NEW YORK, March 4.—Pepsi-Cola Company announced it had sold its Cuban subsidiary, Compania Ingenios Azucareros Mantanzas, to a Cuban group headed by Antonio Tarafa. Sale price was given at about \$6,300,000.

The Mantanzas company stock was purchased by Pepsi-Cola in December, 1943, from Chase National Bank for approximately \$3,230,000.

Meter Change Box

COLORADO SPRINGS, Colo., March 4.—A "parking meter change box" is finding ready takers among "changeless" motorists here. Loading \$10 in pennies and nickels in an open cigar box with an explanatory sign, a local druggist reports the self-service honor system idea is working well. There was only a 1-cent shortage during the first week.

Mavis Cola Price Cut for Cup Venders

BELLEVILLE, N. J., March 4.—Mavis cola sirup, popular in certain areas as an over-the-counter beverage, is being offered to Eastern cup machine operators at less than home brand costs, it became known this week.

Marcus Rubin, of 146 Little Street, who purchased an undisclosed quantity of the sirup from the estate of Charles Guth, late Mavis topper, has set a price of 55 cents a gallon on the cola in 1,000 jug lots. Shipping charges are extra.

Dixie Cup Announces Sales Appointments

EASTON, Pa., March 4.—Dixie Cup Company announced the appointment this week of A. H. Pickup and J. R. Bennett as regional sales managers. Pickup, who has been with the firm since 1939, will headquarter in Fort Smith, Ark., while Bennett, with the company since 1933, headquarters in Darlington, S. C.

Other changes announced by Dixie Cup include the appointment of R. C. Albany as Philadelphia sales office manager, and W. S. Birthead as drink vending representative in the Middle Atlantic region.

George Sweetser New V-P at Huyler's Co.

NEW YORK, March 4.—Huyler's has announced the election of George T. Sweetser as vice-president in charge of sales, succeeding John S. Swersey. Sweetser, who also was named a director, was formerly publisher of *Esquire* and vice-president of Esquire, Inc.

Also elected a director was Paul R. Boyd, who also holds a vice-presidency. Jack Swersey, with the firm 31 years, resigned February 9.

Worthington Pump Earnings

HARRISON, N. J., March 4.—Worthington Pump reported a net 1949 income of \$5,357,054, or \$5.11 per common share. Earnings compare with \$5,416,106 and \$5.17 a share in 1948.

VICTOR'S AMAZING NEW TOPPER

Special Feb. Offers

1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for **\$50.00** only..... (with plastic globes) \$52.00.

1 Double Unit Topper with Plastic Globes PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for **\$36.00** only.....

1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for **\$51.25** for only..... **Samp. Topper, \$11.25**



RAIN-BLO GUM
140, 170 or 210 count, in 25¢ cartons, 27¢ lb. In lots of 150 or more with freight prepaid. 25¢ lb., less 2%

COLORED BALL GUM—All Sizes
25¢ or 40¢ carton, 25¢ lb. 140¢ lots, 23¢ lb. with freight prepaid. **FULL CASH WITH ORDER**

PISTACHIOS
25 lb carton Large 45¢ lb. Small 38¢ lb. Full Cash With Order.

COMIC STRIP CHARMS
Plastic, \$4 per M. Metal, \$6.75 per M.

Write for our **FREE Complete Charm List.**

BE FIRST WITH **VICTOR'S UNIVERSAL JUMBO** IN YOUR LOCALITY

Special Introductory Offer of 2 Machines and 20¢ carton jumbo ball gum. All for **\$34.35**

DELIVERY FEBRUARY 25th. Orders filled in rotation.

Jumbo Gum, 20¢, 27¢ lb. On 160 lb. cartons 25¢ lb. less 2% Freight prepaid

1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. **ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE**

PIONEER VENDING SERVICE
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 7-7997

BRAND NEW LUCKY BOY VENDORS

\$9.75 EACH 1¢ or 5¢ MODEL

Lots of 5, \$8.75
Lots of 25, \$7.75

Nut and Charm Vendors hold 5 lbs. Nuts. Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

FREE
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE

BLOYD MFG. CO.
VALLEY STATION, KY.



Northwestern

NEW REDUCED PRICES

MODEL 49

SPECIAL \$13.75 FACTORY FRESH Vender Confections

Teoney LB. 65¢
Almonds 65¢
Jumbo Pistachios 68¢
Spanish #1 Peanuts 34¢
Blanched Virginias 39¢
Redskins 24¢
Cornnuts 23¢
Boston Beans 23¢
Rainbow Beans 23¢
Pine Nuts 24¢
Ball Gum 27¢
Bubble Gums 27¢

Parts—Supplies—Charms—Write for List

BADGER SALES CO., INC.
2251 W. Pico Blvd. Los Angeles 4, Calif.

CHARMS CAN DOUBLE OR TRIPLE YOUR PROFITS IN BULK VENDORS..

Write now for detail and price list on our Gold, Copper and Plastic Charms, Basketballs, Stone Rings and Novelties.

BECKER VENDING SERVICE - BULLOCH, N.Y.

NEW LOW PRICES U-SELECT-IT CANDY MACHINES

U-Select-It, 72-Bar Size. Each \$27.50

Cigarette Machines

Write for low prices all makes.

COUNTER MODEL \$17.50
Half Deposit. Phone: BA. 9-0606

HARRIS VENDING
2717 N Park Ave. Philadelphia, Pa.

4... good reasons

See page 72

GOING BUSINESS

Established 13 Years

Servicing the Vending Machine Trade. Complete with 3-story brick building—2 8 rm. flats, one store. Facing main business street, near downtown Chicago district A steal!

\$25,000.00
1/2 Down

Box 329, The Billboard Pub. Co.
188 W. Randolph St. Chicago 1, Ill.

FOR COFFEE VENDING

IT'S **KOFFEE KING**

KOFFEE KING
National Distributing Corp.
20 E. 35th St., New York 16, N. Y.
Murray Hill 9-3424

KOFFEE KING IS A PRODUCT OF FUTURAMIC MACHINES, INC.

GIVE TO THE RUNYON CANCER FUND

"don't miss the boat"

BE FIRST WITH VICTOR'S UNIVERSAL JUMBO BALL GUM VENDOR

vends 15/16 Gum

Samples \$14.95 ea. Send 1/3 deposit. Jumbo Gum on hand, 25c per pound.

SOUTHERN COIN-O-MAT DIST. CO.

943 N. W. Seventh Ave., Miami, Fla.

Send for complete literature and quantity prices.



"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"

Northwestern MODEL 49

CUTS SERVICING TIME AND COSTS IN HALF



INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

KNOW WHAT'S GOING ON IN BULK VENDING

Read *The Northwesterner* . . . full of news, photos, helpful hints for vending machine operators. It's FREE.

THE NORTHWESTERN CORPORATION
829 E. Armstrong St. Morris, Illinois

VICTOR'S NEW 1" JUMBO GUM VENDOR SOON AVAILABLE—WRITE!

Rush Your Order Today

VICTOR'S AMAZING NEW TOPPER

- 1 to 5 Cases \$43.00 Per Case (\$10.75 Per Mach.)
- 6 to 11 Cases \$42.00 Per Case (\$10.50 Per Mach.)
- 12 to 24 Cases \$41.00 Per Case (\$10.25 Per Mach.)
- 25 Cases or More \$40.00 Per Case (\$10.00 Per Mach.)

Prompt Delivery

Write for Our Illustrated Catalog! 1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.
2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

Here is the New, Flexible

ALKUNO CRACKER VENDOR

Four columns with capacity of 100 packs of Austin Crackers or any similar size package not exceeding 3 3/4" x 2" x 7/8". Has large merchandise display and self-illuminating plexiglas sign.

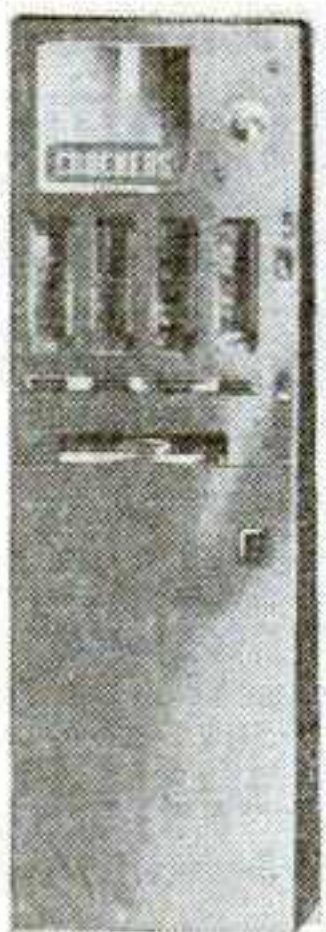
MODEL 700
Metal Cabinet and Base.
Ht. on Base, 60".
Wt. on Base, 64 Lbs.

WRITE FOR NEW REDUCED PRICES!

Immediate Delivery In Green Metal Lustre Finish.

Write for Catalog of Complete Line of 5c Gum and Candy Vendors.

ALKUNO & CO.
408 Concord Ave. New York 45, N. Y. Melrose 5-7757



Supplies in Brief

Smokers Level Off

WASHINGTON, March 4. — The steady upward trend in cigarette consumption over the past 15 years is apparently leveling off after reaching a new all-time record of 352,000,000 last year, Agriculture Department reported. Cigar consumption fell off 3 per cent to 5,587,000,000 last year, and the current year is expected to run about the same as 1949, the department added.

Agriculture took a closer look at the results of the manufacturing census and found "a high degree of concentration" in the tobacco industry. Measuring total value of product, Agriculture found that four manufacturers accounted for 90 per cent of the \$1,100,000,000 worth of ciggies put out that year. Concentration was less evident but still strong in the cigar field where eight manufacturers accounted for 5 per cent of the \$300,000,000 involved.

Despite the record-breaking domestic consumption of cigarettes last year, total production was 2,000,000,000 short of 1948. This was due, according to Agriculture, to a sharply curtailed export market. The department expectation of a leveling off of domestic smoking in 1950 is based on half-year comparisons of 1949 and 1948 ciggie consumption. During the first half of last year, consumption was up some 2 per cent over the same 1948 period. Consumption, however, was virtually the same for the last half of both years.

Prices

Price seemed to be the chief reason for the slight drop in cigar sales last year. Altho over-all stogie sales were off, those selling for 8 cents and under showed an increase of 9 per cent over 1948. By the end of last year, this price group accounted for half of all cigar sales. Cigars retailing from 8 to 15 cents saw sales drop 13 per cent from 1948.

Agriculture's analysis of cigar buying habits indicates that the best price for cigars vended in machines is

Mills Intros New Ice Cream, Custard Unit

CHICAGO, March 4.—Mills Industries, Inc., this week introduced a non-coin-operated cabinet model Continuous Custard and Batch Ice Cream machine.

Unit features automatic dial control, simple design and a 30-gallon per hour capacity.

COMING SOON!

VICTOR'S UNIVERSAL JUMBO

For Vending JUMBO SIZE Ball Gum

Tested and proven on location by Victor for over one year

Be FIRST with the FINEST . . . Buy Victor's

VICTOR VENDING CORPORATION
5701-13 W. Grand Avenue
Chicago 39, Illinois

JUST OUT!

New Type Stands for Vending Machines. Cast Iron Base. Complete—Only \$3.50 Ea. Weight: Approx. 20 Lbs.

DEVICES NOVELTY CO.
467 N. Milwaukee CHICAGO 10, ILL.
MOnroe 6-7533

a dime. Thru cigarette venders, patrons have become accustomed to paying slightly higher prices for machine-vended smokes. This factor allows the most popular price group of cigars—the 8 cent and under class—to be vended at a dime without appreciably increasing buyer resistance. The slump in sales of higher-priced cigars should warn operators from concentrating a 15 or 20-cent vending price, except in class locations.

Peanut Use Grows

WASHINGTON, March 4.—After several years of declines in the use of peanuts in candy, the trend is being reversed, according to a report by the Agriculture Department. During the last third of last year, 58,409,000 pounds of shelled peanuts went into candy as compared with 47,547,000 pounds for the last four months of 1948.

The 1948-'49 season (September 1-August 31) saw 107,181,000 pounds of peanuts used in candy, while the figure for the 1947-'48 season was 119,814 pounds.

Meanwhile, two farm senators disputed the amount of money the peanut price support program will cost during the current year. Sen. George Aiken (R., Vt.) claimed the cost would be \$100,000,000 for 1950, while Sen. Clinton Anderson (D., N. M.), former Secretary of Agriculture, stated the support program would cost the Treasury no more than \$35,000,000.

Stoner Continues Campaign

AURORA, Ill., March 4.—A schedule of full-page advertisements in industrial and educational publications, designed to sell plant management and school superintendents the value of vending, will be continued by Stoner Manufacturing Corporation, sales manager Bip Glassgold said last week.

The campaign, using two industrial magazines and two school publications, was launched last summer. Since that time Stoner has used a total of 14 full pages in the four magazines. Each of the pages was built around a Stoner candy vender, and invited managers and superintendents to contact Stoner for further information.

All inquiries were then turned over to Stoner operators in the territory from which the letters originated, Glassgold said.

American Chicle Reports Sales, Income Off in '49

LONG ISLAND CITY, N. Y., March 4.—American Chicle Company, reporting a decline in over-all sales and net income last year, announced fourth quarter operations showed a profit of \$1,048,921 compared with \$1,029,909 in the like 1948 quarter.

The firm's net income for 1949 dropped to \$4,301,451, or \$3.31 a share, from \$4,742,285, or \$3.65 per share in 1948. Sales decreased to \$34,437,826 in 1949 from \$38,913,067 in 1948.

New Texas Cig Tax

HOUSTON, March 4.—The cent-a-pack State tax increase on cigarettes in Texas became a law Wednesday. The total State tax is now 4 cents a package. The 1-cent-a-pack tax expires after seven-and-one-half years.

State Comptroller Robert S. Calvert warned that all cigarettes sold on and after March 1 must include the increased tax regardless of when they were purchased. Wholesale and retail cigarette dealers are required to take inventory of their stock and remit the additional tax to the State comptroller's office, Calvert said.

Saskatoon Tests Meters

SASKATOON, Sask., March 4.—City council voted to install 339 parking meters on a one-year trial basis. They will likely be in operation in May. The machines from the Ontario Hughes-Owen Company, Ottawa, will cost \$37,000.

SOMETHING NEW
for **BULK VENDOR OPERATORS**



AJAX SERVICE KIT

Write for Circular and Price

ASCO VENDING MACHINE EXCHANGE
55-57-59 BRANFORD STREET, NEWARK 5, N. J.
BIGELOW 3-7744-5

New Low Price SILVER KING CHARM KING



2 GREAT VENDORS

Sample, \$13.95.
2 to 3, \$12.50.
1 to 5 Cases \$42.00 Case.
6 Cases or More \$40.00 Case.
Packed 4 to Case.

CAMEO VENDING SERVICE
432 West 42nd Street New York 18, N. Y.

CIGARETTE MACHINES

Buy With Confidence From **STEINER**

—Founder of U-Need-A-Pak Prod. Corp.—Serving the Trade Since 1927

There was, is and always will be a demand for my famous "E", "A" and "500" Models.

WE BUY AND SELL USED EQUIPMENT—and what we sell is always completely refinished and reconditioned inside and out to look and work like new.

King Size Chutes, Mirrors, Parts and Locks for all Vendors

Get the Facts on Our Nylon Deal

STEINER MANUFACTURING CO.
363-5 Hudson Ave. Brooklyn 1, N. Y.
Phone: TRiangle 5-0835

IT'S GOOD BUSINESS

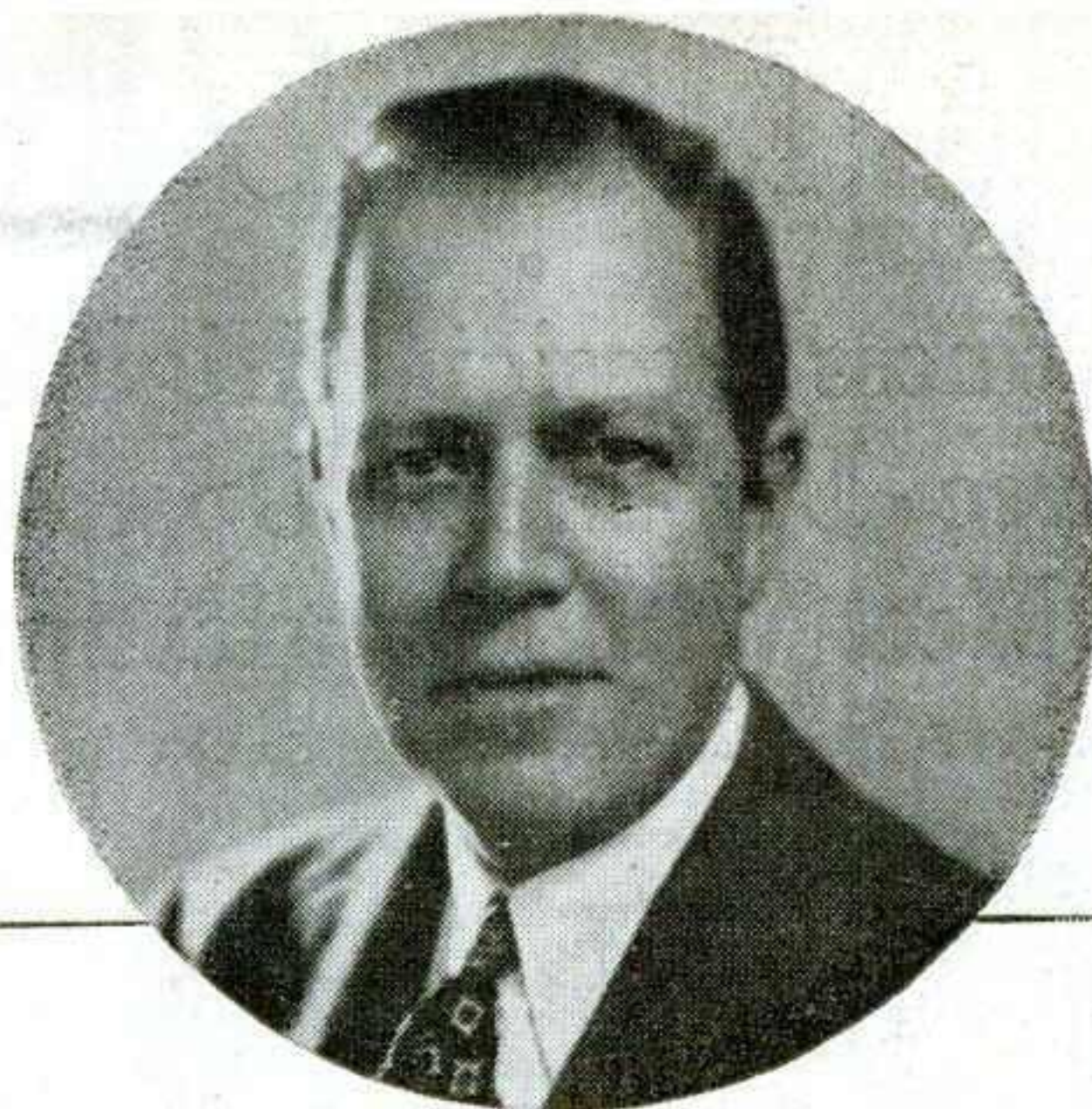
Find out about the original "Pop" Corn Sez. PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped express prepaid anywhere. It costs nothing to ask — means profits for you.



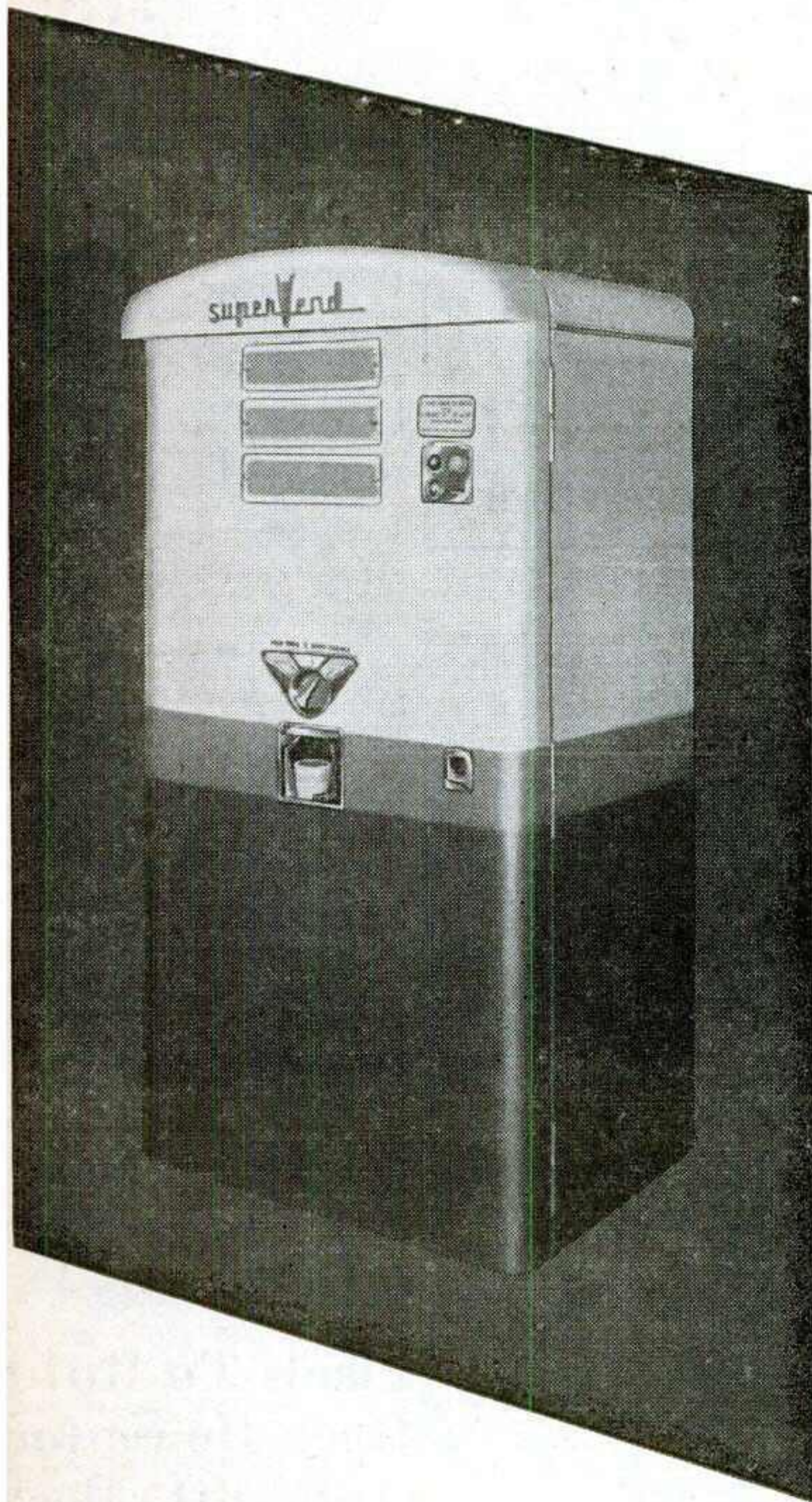
Ask about our automatic venders, too!

Write, wire or phone

"POP" CORN SEZ, INC.
of Pennsylvania
Montrose & Delaware Aves.
UPPER DARBY, PENN.
Phone: Allegheny 4-1019



A Message from MIKE HAMMERGREN, President
SuperVend Sales Corporation



*To all M. O. A. Members:
Welcome to Chicago—for
the M. O. A. show. While
you're in the city, be sure
to stop in at the
SuperVend office at
134 N. LaSalle Street.
We would like to renew
old acquaintances—to
say "hello" again, even if
we don't talk any business.*

Mike

*P.S. Larry Cooper, Paul Fuller
and the rest of the fellows
would like to see you, too.*

Have you seen the SuperVend three-drink vendor? We believe it's the finest drink-vending machine ever made. The vendor pictured above is also available with hot drink attachment for hot chocolate or hot soup—in addition to the three regular drinks.

Also SuperVend Cigarette Machine

SuperVend

SALES CORPORATION
134 N. LaSalle St., Chicago 2, Illinois.

1ST MOA CONVENTION BEGINS

Business Sessions Highlight Three-Day Meet; Operators To Meet With Manufacturers

Banquet Set for Wednesday; Exhibs To Be Open Daily

By Norman Weiser

CHICAGO, March 4.—Music Operators of America (MOA) will convene its annual three-day convention, the first exclusively music con-fab of and for operators, at the Palmer House Monday at 9 a.m. As the current week drew to a close, it appeared that attendance would surpass original estimates of 250 operators by at least 250, and that George Miller, who has served as national chairman since the org was formed, would be unanimously re-elected to that post. The vote on the organization's '50 slate is set for Wednesday (6).

Unscheduled until late this week, and then because of the demand by those reporting that they would be in attendance at the sessions, was a banquet, which will be held Wednesday at 7:30 p.m. at the Palmer House. Door prizes will be awarded, winner of the Permo op contest will be named, and following the dinner an entertainment program will be presented.

Biz Sessions

Concentration will be on business sessions at the convention, with daily meetings scheduled to start promptly at 9 a.m. Monday's agenda covers a welcoming address by George A. Miller; a legislative review by Sidney H. Levine, national counsel; a discussion on taxes by Leo Kaner, and MOA reports on finances, depreciation, taxes, etc.

Tuesday's sessions will start with a talk by Edward H. Mehrens, president of the Squirt Company, on intermediate coinage, and will be followed by a session at which manufacturers will participate. Among those on the program are John Haddock, president of AMI; Art Olson, president of Permo; Lester Rieck, manager of the phonograph division, H. C. Evans & Company, and reps from recordings and title strip firms.

Items to be covered Wednesday include trade paper relations, sales promotion and merchandising (by Hirsh de la Viez and Dick Steinberg). State

Ind. Juke Ops Elect Barley '50 President

Name Other Officials

INDIANAPOLIS, March 4.—At a special meeting of the Music Operators' Association of Indiana, Inc., officers were elected for the coming year. James Barley, head of the Zim-Bar Amusement Company, was named president, succeeding Floyd Meeker, of the Meeker Music Company; I. R. Boner, B. and P. Music Company, vice-president; Earl H. Siler, Indiana Vendors, secretary, and Abe Fleig, treasurer.

Committees will be appointed at the next regular meeting, March 20, to be held at the Janes Music Company.

fair trade act, financial report and election of officers.

With 25 firms set to exhibit on the seventh floor of the hotel, the MOA (See First MOA Meet on page 119)

Know Your Biz:

Detroit Op Alluvot Stresses a High Standard of Service and Thereby Hangs a Success Story

By H. F. Reeves

DETROIT, March 4.—A system of records for close knowledge and control of each location and insistence on high standards of service were the factors that made Frank's Music Company one of the recognized leaders of the local industry. Frank Alluvot, the owner, doesn't put it quite that way. He says, "The first requisite is hard work"—and he works from 8 a.m. to 6 p.m., six days a week.

"Whether you go into the office or

WMG Cancels Meet

WASHINGTON, March 4.—Horace Biederman, secretary-treasurer of the Washington Music Guild (WMG), this week announced the org will cancel its regular meeting scheduled March 9. Many WMG members will be en route home after attending the Music Operators of America (MOA) convention in Chicago next week and would be unable to attend, it was explained.

The next meeting will be held April 13.

Detroit's Wartime Babies, Juke Service Orgs, on Decline; See Possibility of a New Shortage

DETROIT, March 4. — A marked decrease in the number of companies providing juke box service is evident from the new edition of the Detroit classified telephone book, with only one firm now listed as providing this work under "Phonograph Repairing." Three other firms under that listing are primarily concerned with home record-player service. The directory which came out a year ago had about a half dozen companies providing this service. There are probably other firms in the business, but the only one which specializes in repairs enough to find it worth while to spend for this elementary advertising service is the AA Phonograph Service.

Inquiry indicates the possibility that Detroit operators who depend

upon service companies for their work may soon find themselves without adequate service. Service companies were largely a wartime development, since the average operator before the war tended to be a man who could handle his own service problems, or was large enough to employ the services of a route serviceman. With new people coming in, perhaps as wives or other members of the family took over when the operator went into the armed forces or war work, a specialized service company became an important factor in the stability of the juke box industry. Today, some of these companies have disappeared from the picture, or have gone into route operation and become, to some

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:

DISKERS READY ON "COTTONTAIL" FOR EASTER. Not to take chances, the diskers have lined up *Peter Cottontail* for big push (Music Department).

RADIO BOOSTS THE DANCE ORKS. As an indirect aid to the revival of bands and band music, several radio shows pull switches (General Department).

PIX QUIT TAX-CUT UNITED FRONT. The film industry sells out other showbiz fronts, including juke box industry (General Department).

MICHAEL BROWN HITS BIG TIME AS A TUNESMITH. New Frankie Laine recording of Brown's tune has strong possibilities, bares watching (Music Department).

And other informative news stories as well as the Honor Roll of Hits, pop charts and The Billboard feature—a page devoted to new merchandising and mechanical developments in the business—the Radio-Phono-TV section.

Calif. Music Ops Feted at Record Party

Preview New Disks

LOS ANGELES, March 4.—The largest crowd to ever attend a Leuenhagen Record Preview Party was on hand Thursday (23) in the Coral Room of the Rodger Young Auditorium here to listen to the latest offerings of the platter companies. An estimated 500 operators, entertainers and record company officials attended the meet, sponsored jointly by the W. H. Leuenhagen Company and the platter firms.

Featured in person at the session were Russ Morgan, Sons of the Pioneers, Jerry Grey, Buzz Butler, Jimmy and Mildred Mulcay, Madeline Russell, Harry Babbit, Jimmie Dolan, Mr. Goon Bones, Mae Williams, Rudy Render, Polly Bergin and Marvin Ash. Disk Jockey Bill Anson handled the emcee chore while Ted Mossman, of Fanfare Records, took over at the Steinway.

Hear Disks

Assisting Bill Leuenhagen in lining up the program were Mary and Katy Solle and Larry Jackson. Records previewed during the evening and arranged alphabetically included Bill Pannell on Fanfare's *Cry Baby*; Benny Strong's Capitol waxing of *Does the Spearmint Lose Its Flavor on the Bedpost Overnite*; Mae Williams on Crystalette with *Don't Take Your Love From Me*; Mr. Goon Bones and the Lantz Trio on *Down By the Ohio*, London; *Farewell Blues*, with Jimmy and Mildred Mulcay on MGM; Terry Preston on Four Star with *Heart of Stone*; Eileen Barton's *I'd've Baked a Cake*, on Mercury; Georgia Gibbs doing the same number on Coral; April Stevens's version of *No, No, No, Not That*, on Laurel; Johnnie Lee Wills doing *Peter Cotton Tail on Bullet*; Tony Martin's *Roulette* on Victor; Frankie Laine's *Satan Wears a Satin Gown*, Mercury; Jerry Grey on *Stormy Weather March*, Decca; Russ Morgan on *Tell Me You Love Me*, Decca; Nat "King" Cole's version of *Twisted Stockings*, Capitol; Eddie Gin Miller on *Two-Faced Heart*, Rain-

(See Calif. Music on page 119)

Plants To Hold Open House for Ops at MOA Meet

CHICAGO, March 4.—Factories in the Chicago area were gearing this week for the visits of operators expected in the Windy City for the Music Operators of America (MOA) convention at the Palmer House Monday (6).

While the convention will cover music exclusively, game, amusement and vending firms anticipate visits from those operators who include that type of equipment in their routes.

Local Wurlitzer rep, Ben Coven, will hold open house at his North Side headquarters, and expects a large crowd of ops as the manufacturing firm will not be showing at the Palmer House during the convention. Also on the agenda of many ops will be a visit to the J. P. Seeburg headquarters and the Rock-Ola plant, as these firms will not exhibit at the hotel.

Ed Wurgler Says

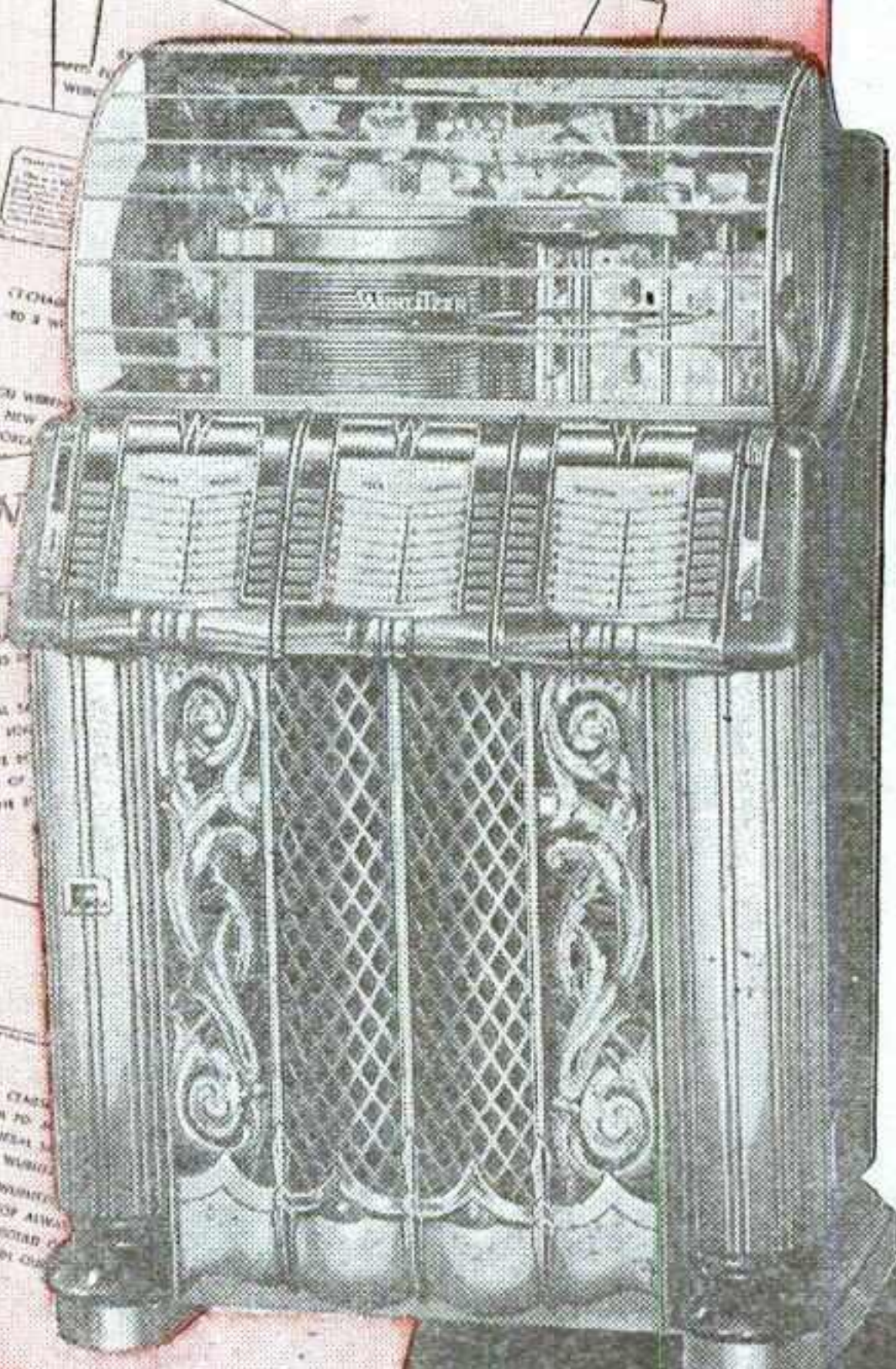
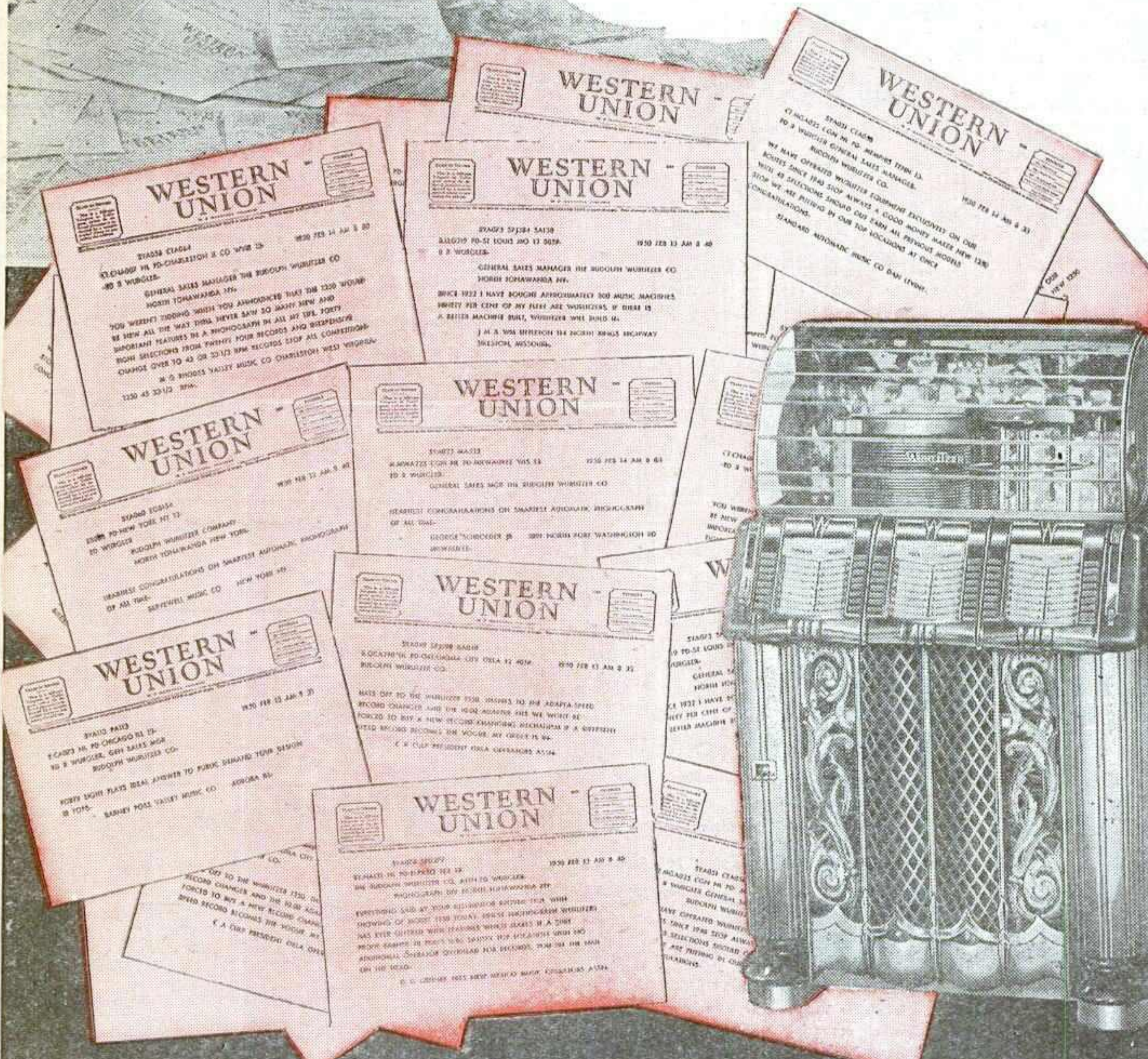
GENERAL SALES MANAGER

"THANKS, FELLOWS"

TO OPERATORS ALL OVER THE WORLD FOR YOUR SPONTANEOUS DELUGE OF ORDERS— APPRECIATION AND PRAISE FOR THE

WURLITZER

Twelve Fifty



THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, N. Y.

Detroit's Wartime Babies, Service Orgs in Decline

(Continued from page 114)

extent, competitors of their former customers.

The reason for the sharp decrease in service companies appears to be the failure of a substantial number of music operators to take care of their service bills, according to Frank Antaya, head of the AA Company. He was careful to point out that this situation had not applied in significant degree to his own clients, but that "there have been a lot of good servicemen that had the misfortune to get hold of some bad accounts. The business is no better than it looks, and you have to collect every penny to keep operating."

Credit Situation

Service companies are generally given a credit extension of 30 days, Antaya said, and plan to pay their own accounts within that time, so that they are in a position to get credit for parts in a hurry for their customers when needed.

"We would like to be treated in a similar manner," he said. "Our telephone service has to be paid every 30 days, or you know what would happen."

"We maintain a 24-hour telephone service, and have often found it necessary to leave a nice warm bed on a stormy night to go out and service a location for any operator who has treated us fairly. That is our job as servicemen. And we willingly take these calls, provided the operator has treated us in a fair manner when it is his turn."

The difficulty arises from the fact that it is easy for the operator to phone in a service call in an emergency—but easy to forget to pay for it later. Antaya checked the firms that were active in the service field a year or two ago, and found that their rea-

son for quitting was usually "bad accounts."

There are an increasing number of machines which are not operating properly today as a result of deficient servicing, Antaya said. This can be attributed to the same cause.

Lost Profits

"How much money can a new machine make when it is out of order?" is his question directed to operators. He pointed out that servicemen have been contacting an increasing number of locations where the owner is disgruntled because of poor servicing of machines, and that the mechanic has been told a machine has not worked right for six months. Such conditions will lead, naturally, to a desire to change the existing location arrangement.

"Is it wise to flinch on a repair bill and lose a good location?" Antaya asked. "If the operator had treated his repair service in a fair manner, his machine would be in A-1 working order."

"Today, it is an easy matter for a location owner to buy his own machine, with a service policy. Don't let this happen. See to it that equipment is in good operating order."

The "bad accounts" problem here is not that created by the relatively small number of operators who have failed and quit the business, leaving a stack of bills behind them, Antaya said. It is, rather, caused by operators who remain active in the business but have been at least "slow" in their payments.

He was careful to note that this situation does not apply to a large number of operators and firms, but that his criticism is launched in "hopes that the rest will awaken and keep phonograph music the operators' business."

Record Reviews

(Continued from page 40)

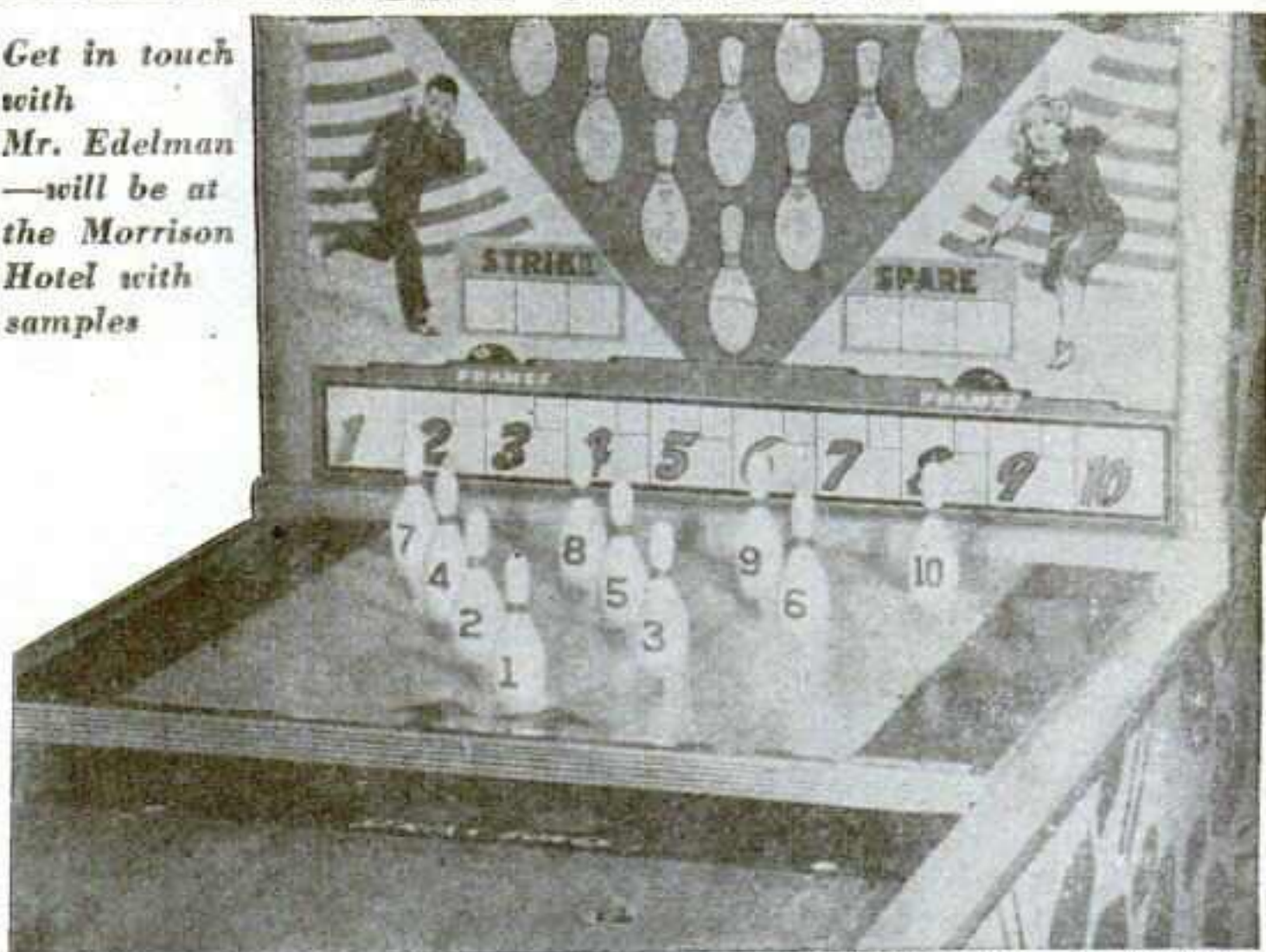
RATINGS	OPERATOR
DISK JOCKEY	RETAILER
OVER-ALL	

ARTIST LABEL AND NO.	TUNES COMMENT	
POPULAR		
GENE COLIN'S QUARTET Rondo R-217	Too Thin Polka The title fits both the wordage and the conception.	58-60--55--60
	My Date Book Is Open Original is orked as an exaggerated schottische, but that doesn't help much.	47--48--47--45
MERVIN SHINER Decca 46221	Peter Cottontail Easter-time follow-up to "Rudolph the R. N. Reindeer" could score in pop, folk and kidisk field, with this sound rendition leading the way.	88--88--89--88
	Floppy Another bunny song, with slightly less impact aimed at the moppets.	80--81--82--76
BENNY STRONG ORK Capitol 916	If I Knew You Were Coming I'd've Baked a Cake Tune has come on like a jet plane, and Strong's happy, dancey version is tailored to a substantial market. Should be one of the leading versions.	87--87--86--87
	Does the Spearmint Lose Its Flavor on the Bedpost Overnight? Strong makes a lot out of a fairly silly novelty idea, and imprints it with his usual, fine dance beat.	77--78-76--76
NAT "KING" COLE Capitol 915	Twisted Stockings The propaganda may be appreciated by leg-conscious males, but as a song idea it doesn't seem to make it.	69--72--68--66
	Calipso Blues Highly engaging bit of exotica features Nat chanting with only bongos for accompaniment. Should be big with the Cole fans.	76--80--77--72
PAT O'CONNOR-HAL GRAHAM ORK Metro M-8045	I Want a Fella Bouncy novelty is recorded with a dead sound, tho the thrush tries hard to keep it lively. Too hard, in fact.	55--56--54--55
	Moonlight Melody Thrush does a good job with a pretty minor melody, but the orking and recording are pretty sad.	55--55--55--55
THE HOMESTEADERS London 618	Two-Faced Heart Lively pop-corn tune employs unison gang vocal and banjo here. Could catch a fair measure of play.	79--80--78--78
	Lyin' Kisses Fine crooner takes the lead in a routine, formula country ditty. Group is used to okay effect.	72--73--72--72
HERMAN STACHOW Mercury 5273	The Third-Man Theme Full-bodied zither version of the film theme could go where the original Karas waxing is scarce.	76--75--75--78
	Under the Linden Tree More music from the same film, but not available in other couplings with the main theme. If the zither takes, this pleasant vehicle could make some money.	73--76--73--72
LAWRENCE WELK (Dick Hill) Mercury 5377	Chopstick Polka Sparkling little polka features some neat 88-work. Should be big with the Welk fans and polka addicts.	79--80--78--80
	You Are My One True Love Lilting mid-Western waltz is done up in good juke style by vocal group, warbler and ork, with organ.	78--77--77--80
RHYTHM & BLUES		
JOHN LEE HOOKER Modern 20-730	Playin' the Races Light blues on the theme of gambling is warbled and guitaried by J. L. in characteristic Southern style. Not much in this one.	65--63--65--67
	Howlin' Wolf Slow, compelling blues job in Hooker's most effective vein.	77--77--76--78
LARRY DARNELL ORK Regal 3260	God Bless the Child Fine ballad, much in the spirit of "Summertime," is warbled with great taste and discernment by the fast-coming young warbler.	82--84--82--80
	Pack Your Rags and Go Swinging blues could be the follow-up to Darnell's "For You, My Love" opus.	84--84--84--85
ERNIE FIELD ORK Regal 3249	T. Town Blues Sophisticated blues vocal and orking doesn't register.	63--63--62--64
	Baritone Shuffle Boppish instrumental is nothing special.	47--49--47--45
LITTLE WILLIE LITTLEFIELD Modern 20-729	Rockin' Chair Mama Willie shouts a jump blues in high style, with hard hitting combo support. Piano stars in back.	78--76--78--80
	Your Love Wasn't So Standout slow blues job here, as chanter pours heart and soul into his work A-1 support again, with sterling keyboard work.	84--84--84--84
TODD RHODES Sensation 29	Comin' Home Jumper in bop-swing fashion features bary, tenor and alto solos. Stimulating fare, but too "progressive" for the mass market.	61--62--61--60
	I'm Just a Fool in Love Instrumental riffer is more commercial than flip, with more emphasis on well-defined riff and beat, less on solos.	67--67--67--67
MARVIN JOHNSON ORK Capitol 857	Save Me a Boogie Shout-honk boogie is fairly routine, but achieves a strong, driving beat.	78--79--78--78
	Morganistic More modern instrumental is built on an attractive riff and generates a solid drive. Fine dance side.	72--74--72--71
TOMMY DOUGLAS ORK Capitol 868	Lights Out The Douglas crew slices a moody, blues riffer in the "Tuxedo Junction" vein which could win rhythm fan action if only for a familiar sounding theme and steady-as-a-rock beat.	83--83--82--83
	Douglas Boogie Neat baritone sax weaving-and-bobbing solo thru a persuasive bit of small band swinging boogie. Real rocker in the "Corn Bread" tradition.	83--83--82--84

(Continued on page 124)

MUSIC OPERATORS

Get in touch with Mr. Edelman—will be at the Morrison Hotel with samples



CONVERSIONS FOR YOUR BOWLING ALLEYS

For the following:

United Shuffle Alley
Bally Shuffle Bowler
Rock-Ola Shuffle Lane
Keeney's, etc.

Instructions With Each Conversion.

Easily Installed.

Order from your distributors or directly from us

DISTRIBUTORS WANTED—Open Territory Still Available

SCORING UNITS FOR SHUFFLEBOARDS

15 or 21 Pt. or Horse Collar

Available in either Wallbox or Overhead Model. Special mounting adjustable to 30, 36, or 39 inch wide board.

EDELCO MFG. & SALES CO.

1438 Franklin St. Detroit 7, Mich.
Phone WOODWARD 3-9248



Salute

to the Music Operator!

He is ambassador to the heart of America, a bringer of food to the music hungry, a dynamic sponsor of joy.

He seeks out new points and places and stations for his equipment, opening avenues of revenue to merchants who never expected this windfall when they began their businesses. He brings life into these places—people, song, and laughter—and four hundred thousand of them feel an extra touch of human warmth because the music operator has been there.

He is the producer whose show can never stop; day and night, month after month, his boxes must keep on playing. He is a vassal of the telephone, a slave to public fancy, dashing from here to there to keep his machines perpetually turning, shuffling his black wax discs to serve a satisfying menu to countless special appetites.

In twenty years he has become a public servant, unique and indispensable, but his service is anonymous. The cheers and gratitude his equipment elicits are never heard by him—the credit and the Oscars go elsewhere. Yet he loves his work and glories in its nature, and would not trade its excitement and challenges for any other calling.

AMI salutes him, his greatness and his strength, and wishes him a forever of continued health, physical and financial. AMI has never tried to force on him products he doesn't need and cannot use profitably. AMI here and now re-affirms its trust: to continue to build for him the kind of equipment that will make his life and work freer from care, decrease his troubles, and increase his rewards.

AMI *Incorporated*

Fractional Coinage Drive Gathers Steam in Congress

WASHINGTON, March 4. — The strongest drive for fractional coins in years was launched this week as four senators, three of them members of the Banking Committee, introduced a bipartisan bill calling for the minting of 7½ and 2½-cent coins.

Formally presenting the measure on the Senate floor was Glen Taylor (D., Idaho). Co-sponsors of the bill are Senators Sheridan Downey (D., Calif.), who has another coin bill pending; Harry Cain (R., Wash.), and Homer Capehart, R., Ind.)

Taylor is second-ranking member of the Senate Banking and Currency Committee, to which the bill was referred, and Cain and Capehart are minority members of the group.

Press for Hearing

The four sponsors of the coin measure announced that they will press Committee Chairman Burnet Maybank (D., S. C.) to call hearings this session. Since the committee has finished its lengthy hearings on housing legislation, its agenda is comparatively free, and hearings could be started

within the next few weeks if Maybank is willing.

The dimensions and weight of the proposed coins would be left up to the Bureau of the Mint under terms of the bill. Mint officials have frequently expressed opposition to new coins, but have stated they would make any if authorized to do so by Congress.

Despite the prestige given the drive for new coins by the senators sponsoring the new bill, the odds are still against enactment of any coin bill this session. Even if the most recent measure should be passed by both Houses, it could still be blocked by either of the congressional appropriations committees which would have to approve additional funds for the mint to pay for coining any new denominations.

Other Bills

More coin bills have been introduced in the 81st Congress than during any other session of the last decade. Pending in the Senate Banking group besides the new measure are a similar one by Downey and two by Sen. Warren Magnuson (D., Wash.) authorizing 3-cent and 7-cent coins.

The House Committee has a bill by Rep. Clair Engle (D., Calif.), calling for a 7½-cent; one by Rep. John McCormack (D., Mass.), authorizing a 7-center, and two by Rep. Wright Patman (D., Tex.), authorizing a 12½-cent and a 6¼-cent piece.

Most of the pressure on Congress for new coins has been exerted by the American Institute of Intermediate Coinage (AIIC) and its chairman, Edward Mehren, who is also president of the Squirt Company. A number of vending and juke interests have also expressed interest in new coins.

Motor City Op Alluvot Stresses A High Standard of Service

(Continued from page 114)

man for AMI, starting in 1931. He went into business for himself in 1936. Today he operates 230 juke boxes and about two dozen assorted pieces of arcade equipment.

No. 1 Factor

Alluvot is like most Motor City music operators—opposed to the use of much special promotion at the point of sale. He points out that service is the most important way of maintaining volume business and keeping locations. An analysis of his practice shows that the service work, as he plans it, affects, directly or indirectly, the impression made upon the customer or location owner.

His business is conducted from a year-old, centrally located structure, with 43 feet of window space in the front, providing a light and inviting salesroom. The front portion is trimmed in knotty pine, with Weltex in toned squares on the upper wall. Office is floored in two-tone tan asphalt tile, lighted by suspended fluorescent fixtures. A stockroom and the general offices are separated from the salesroom, with an impressive private office further back, together with a small office for his salesmen where their reports and other office work can be handled conveniently. In the rear is the large service department and stockroom. Special stockroom is provided for records.

Public Display

In the front salesroom, extending the width of the building, are a dozen or more juke boxes of different models, old and new, making an impressive showing for the passer-by on this main highway—or for the location owner who comes in to visit. This attractive front in itself does a great deal to impress upon Detroiters the significance of the juke box business here.

The stockroom carries an inventory of about \$4,000 in parts. The practice is to buy in quantities, 100 cases of bulbs or 1,000 tubes at a time, assorted, to take advantage of the best available discounts, including the cash discount. The result is that operating costs are kept to a minimum and there is never a delay because of any standard item being out of stock. This is part of the background of the service operation.

This emphasis on the mechanical department is indicated in Alluvot's attitude toward a new machine. He feels that only the operator who has a good mechanical background is in a position to deal with a new model to maximum satisfaction. There may be some "bug" which may not be too serious but requires a good mechanical sense to uncover, and it is expensive to have this kind of work done by someone else.

Diversified Phonos

Accordingly, Alluvot buys a few machines of each new model that is brought out by the principal manufacturers. He has about 30 to 40 pieces of each of the leading makes. This diversification of makes and models enables him to meet the needs of each type of location more handily than would be possible with a more restricted selection. An older model of a make unfamiliar to a location owner may please him better than the newer model to which he has become accustomed.

Customer satisfaction is assured by a rigid policy of switching machines once a year, whether the location owner asks for it or not. The ideal solution is to take out the machine before he asks, because he will appreciate this unsought consideration all the more.

Switching machines is one of the few specific things that will stimulate play in a location, Alluvot feels. Occasionally he has found it necessary to persuade an owner to let him change the machine because he was quite satisfied with the old one. The changeover has been found to stimulate play on the machine. All ma-

chines taken out are cleaned and overhauled.

Keeping machines on location clean and properly lighted, in good operating condition, and constantly supplying fresh records are the remaining location policies followed by Frank's Music.

A brother, Jack Alluvot, does the record buying, spending two days a week listening to the new numbers, gauging their pulling power, and trying to keep ahead of the game. Trial order is for 25 records, occasionally up to 100 on sure hits. The objective is to buy so far ahead that the firm is already reordering by the time a number becomes a hit.

A standard budget of 15 per cent of the gross take is set aside for purchase of new records. Frank says, "If you're going fishing you want to take along plenty of bait. If one kind doesn't work, have another ready to try."

Records are changed every week on all machines, except a few inferior locations where the change is made every two weeks. Placing an average of five to seven new records on the machine each week gives the public an incentive to keep coming back to the juke box to see and play "what's new."

Cleanliness

Cleanliness of machines on location should be taken for granted, but experience indicates it cannot be. It is the serviceman's job to see to this, and regular weekly servicing makes it possible. As Frank remarked, with feminine patrons responsible for a large portion of the nickels put into juke boxes, the operator who lets a machine get so soiled or dirty that a girl in a nice dress will not approach it is driving away his trade.

Special attention to service calls is given on Friday, Saturday and Sunday, the top nights when the machines are in great demand, and a unit out of service will mean not only lost nickels but lost goodwill which is even more valuable. A telephone answering service picks up night calls, and the serviceman on duty calls in frequently to take care of any emergencies.

Location Relations

Tactful handling of location "beefs" is another important angle. Recently an irate location owner came into the store. Alluvot talked over a lot of things, besides his specific complaint, until it became a really friendly conversation, and the complaint could then be adjusted calmly on its merits.

To meet television competition, Alluvot suggests to the location owner or bartender that a policy be adopted of concentrating on wrestling and boxing programs on video, but cutting out the audio. The result is normally an increase in the actual play on the juke box during this period. Experience here indicates that television sets may lead to frequent arguments between customers who prefer a different program. He advises keeping tele on only for sports events and for a few outstanding shows like Milton Berle. Bar owners, learning that video tends to arouse some ill will among a few customers, as well as taking the bartender away from servicing the customers, have found television can be replaced to an extent by the "old-fashioned" juke box which will also give them an income.

Alluvot does not believe in calling on locations that are using boxes. It is natural for the location owner to make a complaint when the machine owner comes in, and this friction can be handled at the proper level, unless it becomes serious, by the serviceman. Moreover, the bar owner tends to expect the operator to spend substantially when he does make a visit, and this it not feasible under the present scale of machine earnings.

New locations are secured thru advertising in the telephone directory and thru the regular routemen who

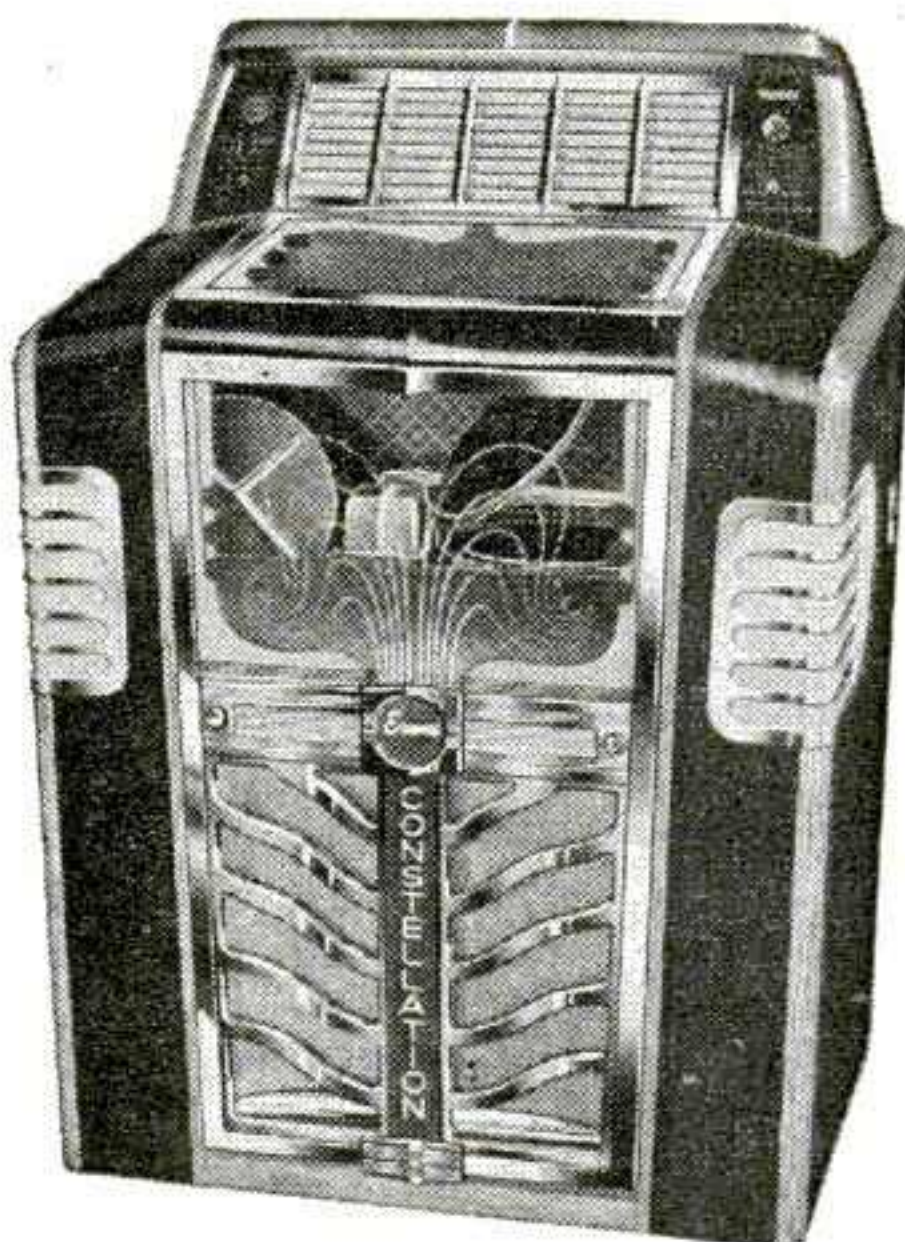


Thank You, Music Operators of America for your successful and inspiring meeting

It was a privilege to have been a part of your conference, and we heartily pledge our support to your future conventions.

We are sincerely grateful, too, for your reception of

**EVANS' 1950
20 RECORD,
40 SELECTION
CONSTELLATION
PHONOGRAPH**



If you were unable to attend your M. O. A. Convention, visit your Evans Distributor or write Factory direct. Learn why operators are so enthused about Constellation's advanced design and years-ahead performance features. Learn why so many music men agree that Constellation's 40 Selections has proved most profitable to operate.

H. C. EVANS & CO.

1528 W. Adams St.

Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 140

watch for new sites. These are reported to Alluvot, who calls on the owners himself, but rarely makes over two calls a week on such new prospects, following a policy of slow rather than sudden route expansion. Most new locations come thru the recommendation of a location owner already serviced by the company.

Rental of machines for private parties is another small but steady source of income. A large sign on the building carries a rental message to the public. Often a machine is given free for a night to a school or veterans' organization. If the crowd likes it it may be later purchased.

The sale of old models, minus coin chutes, is a common source of extra revenue that has been made an important salvage operation here. Dressing up the old models helps a lot. For instance, a 1936 model Wurlitzer now on the floor has been cleaned, mechanically checked and covered with a bright red plastic that looks like upholstery. It will be sold for a home recreation room at \$150, far above what such a model would bring in the regular used coin machine market.

A little mechanical ability, again, helps here, too. Some old models are taken out of the original boxes, overhauled and placed in a standard metal cabinet for use as a hideaway. For such purposes they are as good as more expensive machines and provide an excellent way to salvage the investment.

All these practices tie in with Alluvot's basic thesis that "service means sales" and is about the only effective means of merchandising possible to standard juke box operation.

Report Forms

Frank's Music maintains a close and friendly control over each location operation thru a few simple but well-designed report forms. There is, of course, the basic service department report on each call, giving a report on work done, and the important meter readings upon arrival and departure.

A four by six-inch index card is used for each location, filed alphabetically by streets and then by street number, so that full location information is available the instant a call comes in. This card shows name, address, phone number, machine serial number and model, route representative, collection day, and commission arrangement.

Each collection report is turned in on a form showing full data on collection, payment to location, meter readings, test plays, service charges and location plays. From this the important location ledger is posted.

There is a separate ledger volume for each routeman. The sheets are filed in the book, grouped according to make of machine, and then by street address. They show, in sequence, book serial number, "take" from machine, amount paid to customer, amount taken by collector, meter reading forwarded, meter reading at collection, nickels spent for tests, special service tests.

Serial Number Check

The book serial number is used to assure that every collection is reported. If the routeman forgets to turn in one the missing serial number is quickly spotted by the book-keeper. The book itself is made out in triplicate, one copy each going to the location owner and the operator's office. The third remains in the book which is locked in the machine. In that way the location owner can be given visual proof of any transaction by having the route representative take the book out of the machine and check with him at any time.

The amount of the total income can be quickly checked by multiplying the difference in the meter reading by five, after adjusting for tests. The payments to the location owner, the gross earnings to the operator, or the total take on the machine may be quickly added as desired for any given period to determine whether a location is functioning profitably. It will show instantly where attention should be directed in order to increase profits.

Strikes Smack Industry; See Slow Recovery

Mrs. Cut Work Week

(Continued from page 105)

the country, based on past performances when protracted labor difficulties placed large blocs of workers on the unemployed lists, indicate that it takes at least three pay days after the workers return to their jobs before the amusement spending returns to normal. On this basis, operators looked forward to at least another month of lower grosses, come what may in the way of an early settlement of the coal fracas.

Too, ops in those areas where industries other than coal have been affected, say it will take them even longer to recover, as fuel will have to first be mined, then distributed, before they can return to a full work week.

Calif. Music Ops Feted at Party

(Continued from page 114)

bow, and *Whan-a-Lam*, done by Joe Thomas on King.

Scheduled as extra numbers were *To Love a Dream*, Ted Mossman on Fanfare; *I Said My Pajamas*, Martha Tilton and Harry Babbitt on Coral; *Fool's Gold*, Morgan & Blair, Cormac; *Dust*, Jimmy Wakely on Capitol; *Copper Canyon*, Russ Morgan on Decca, and *Where I Belong*, penned by Mickey Rooney and featuring Vic Damone on Mercury. Incidentally, Rooney who was slated for a guest spot, was unable to make an appearance.

Recording reps attending the preview included Joe Matthews, Capitol; Warren Coleman, Crystalette; Bill Jones, London; Mike Kurlan, Four Star; Lee Palmer, Mercury; Joe Perry, Coral; Phil Wood, Victor; Vic Guarnier, Decca, and Al Sherman, King.

Operators attending the shindig included Earl Cole, L. P. Wilson, Mrs. Harold Aberle, Cecil L. Wilson, Louis Olson, Winifred Cole, Melba Kindig, Harold Tureen, Earl Jones, W. A. Stansbury, Eileen Bloomer, George Faith, Mario Iriarte, J. F. Murray, H. A. Buchart, Lawrence Brothers, Earl Bryden, Jack Delsit, William Muchnick, Merl Van Lydegraf, H. C. Rutherford, Ivan Flynn, Ray Powers, Fred Maffie, E. W. Reagan, Roy Jones, Lee Walker, Frank Lamb, Jack Goodman, Janice Vaughn, Bob Young, L. C. Uhl, Cliff Jones, Julio Quinones, W. R. Hunt, Abe Rhein, Warren Clemons, R. R. Snyder, Ole Olson and Margaret Nemo.

First door prize, an electric roaster, was won by Mrs. Rusty Jones; second prize, an electric toaster, by Abe Rhein; third prize, a 45 r.p.m. record player donated by RCA Victor, was won by Warren Clemons.

Refreshments were served the gathering.

The next preview party will be held in two months.

First MOA Meet Gets Under Way

(Continued from page 114)

has set the hours between 2:30 and 10 p.m. daily.

On the social side will be a preview of the new 20th Century motion picture, *Wabash Avenue*, at the Monroe Theater Tuesday night at midnight. The screening will be followed by a cocktail party given by the film concern.

Tickets for the *Breakfast Club*, *Welcome Travelers*, Two-Ton Baker, and several other radio shows will be available, as will ducats for the Al Morgan TV show Tuesday night.

FOLK TALENT AND TUNES

(Continued from page 35)

being announced January 6, which was his 47th birthday and the 11th anniversary of his "Saddle Serenade Hit Parade."

Big Jim DeNoone (4 Star), 6-foot, 7-inch singer and d.j., has a Western swing band touring thru California and is on KDON, Salinas. . . . Uncle Ervin Victor has moved back to Chicago, where he'll do his five hours of d.j. nightly over WGN and continue his three hours daily over WOR, New York, transcribed. . . . Harry (Mushmouth) O'Connor, of KMAC, San Antonio, has started his own half-hour video show weekly over KEYL, San Antonio. He is using Jack Tom and his Tomcats and chirp Francie King. . . . Ed Klein, WWXL, Peoria, Ill., has been giving his listeners a little background and information on country music. . . . Reports excellent reaction. . . . George Sanders, KFVD, Los Angeles, reports that he will cut two sides for Cormac. He has four sides out on Carnival. . . . Rosalie Allen, WOV, New York, reports that little Tommy Jackson will do an album of fiddle square dance numbers for Decca. . . . Dal Stallard, of KCMO, Kansas City, Mo., reports that his show is now 90 minutes daily. Milt Dickey will sub for him for the next month when he joins a KCMO junket to Europe. . . . Uncle Herman Powell, WSFT, Thomaston, Ga., is doing a daily live show over the station with his Melody Ramblers. Band is an eight-piece outfit. . . . Bob Atcher (Columbia) has started a half-hour live and d.j. shot daily over WLS, Chicago. . . . Ted Browne, Chicago disk jockey promotion man, is taking over Lulu Belle and Scotty, in addition to Capt. Stubby and the Buccaneers.

Foreman Bill and his frau, Roma, KYA, San Francisco, are the writers of "The Gods Were Angry With Me." . . . Johnny Lingo and His Blue Ridge Mountain Boys have settled for the winter at WAGF, Dothan, Ala., according to Lamar Trammell. . . . Texas Tiny Cherry, KFOX, Long Beach, Calif., reports that the "Texas Tiny Boogie," has been released on Cormac records in his honor. . . . Ed Tracy, of WGAC, Augusta, Ga., reports that he's added 75 minutes daily, making a total of three hours per day for him as a country music spinner. . . . Warren Roberts, of WEAS, Decatur, Ga., reports that Wade Mainer (King) is joining the station. . . . Ed Denkema, WGRD, Grand Rapids, Mich., is building a roadshow of local talent to do some p.a.'s in the vicinity. . . . Rosemarie Moored, juve singing and dancing star of WKNX, Saginaw, Mich., will do a week of Canada dates with Gene Autry's troupe, according to Uncle Don Andrews. . . . Rosalie Allen, WOV, New York, reports that Jimmy Wakely did a three-hour appearance at her record store in Manhattan. Because of a large crowd, he was forced to stay three hours instead of a scheduled one-hour autographing party. . . . George Lorenze, WJLL, Tonawanda, N. Y., is now doing a Saturday morning live show with the Three Strings, Ramblin' Lou and the Henneman Sisters. . . . Eddy Wayne (London) worked the "National Barn Dance," the ABC web show out of WLS, Chicago, February 25, and Tennessee Ernie is set for March 11, according to Cliff Rogers, WHKK, Akron. . . . Don Davis, of WCKY, Cincinnati, reports that Rome Johnson (MGM) has turned d.j. at WNOP, Newport, Ky. . . . Ted Knapp, of KRCT, Baytown, Tex., reports that his station is carrying a weekly remote from a local nitery, featuring Jerry Irby (MGM). . . . Walt Colvin, program chief at KNUZ, Houston, reports that his station is now carrying 10½ hours per day of country music. Any toppers? . . . Harry (Mushmouth) O'Connor, KMAC, San Antonio, reports that he is promoting the 4 Star all-star troupe in his town March 7-8.

Russ Barnes, WOOF, Dothan, Ala., reports that Bobby Jones has reorganized his Pine Valley Folks, with his frau, Crick on bass and Little Betty Deal on rhythm guitar. . . . Sonny Ciesla, Deacon Moore's secretary at KXLA, Los Angeles, reports that Little Slaughter, featured on Moore's KECA-TV airings, has two parts in forthcoming flickers. . . . Foreman Phillips is back doing his four-hour Friday night show over KRKD. . . . Deacon Moore is working an amateur show Sunday nights at the McDonald Ballroom, Compton, Calif. . . . Van Lee, KEEN, San Jose, Calif., reports that he is starting a "Santa Clara County Cowboy Roundup" as a Sunday feature. . . . Leslie Carroll, WTYS, Marianna, Fla., reports that his station is reviving its Saturday afternoon hillbilly jamboree, with all the station's live cast featured.

Jon Farmer, WAGA, Atlanta, reports that Georgia Boy Jake Pitts is now heard daily on WAGA. Bob McCoy, of the McCoy Bros., has left the act to start his own commercial fishing boat business at Sea Island, Ga. . . . Cecil Griffith and His Young 'Uns have moved from Knoxville to WAGA. . . . Jack Whitley, WKEU, Griffin, Ga., reports that Jack Fina's "Spaghetti Rag" (MGM) is a big h. b. request. . . . Jim Lupo, WROM, Rome, Ga., reports that Earl and Bill Bolick (Victor), the Blue Sky Boys, have joined his station cast. . . . Jerry Leighton, WKIC, Hazard, Ky., reports that he did big business for the "March of Dimes" February 4 when he emceed a live h. b. show, featured 10 acts, from the steps of the courthouse there.

Artists' Activities: Dee Kilpatrick, formerly of Capitol's Atlanta branch staff, is now assistant to Lee Gillette, the diskery's country music boss. . . . Wesley Tuttle and Capitol parted company February 1. . . . Bob Flannery and His Western band are working the North View Hotel, Sault St. Marie, Mich. Flannery cut four more sides for Capitol February 7, as did Randy Blake, the WJJD, Chicago, platter spinner. . . . The entire folk music cast at WSB, Atlanta, has received its two weeks' notice. James and Martha Carson (Capitol) recently moved from WSB to WNOX, Knoxville. WSB intends to drop all its live country music segs.

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

TRADE SHOWS TO AID SHUFFLE

Large Op Concentration in Chi Seen Boosting Sales; Strikes Hit Board Grosses

Labor Situation May Cause Tournament Planning Delay

CHICAGO, March 4. — Influx of operators to this area during the next four months for the Music Operators of America (MOA) convention March 6-8, the American Coin Machine Manufacturers' Association (ACMMA) convention May 22-24, and the Coin Machine Institute (CMI) convention June 26-28, is expected to play a material part in a large-scale revival of the shuffleboard biz, a check this week revealed.

With shuffleboard business in general showing a gradual upswing during recent weeks (alho slowed down by the labor difficulties), manufacturers feel operators will again start buying boards when they visit Chicago for one of the coming trade shows.

Strike Effects

Shuffleboard play was affected by the labor situation thruout the country this week, but in one respect fared better than most amusement equipment. League play continued unabated, despite the layoffs, as most players have already paid their fees, and schedules were not interrupted.

On the other hand, tournaments which were in the offing later this month and during the April-May season, appear to be temporarily in the discard until the strikes, layoffs and power cuts are over. Actually, it is estimated it will be at least one month from the date the strikes are settled before play will be back to normal.

Suppliers Active

On the supplier front, shuffleboard equipment sales have been on the increase. Scoreboards are moving at a slow but steady rate, while the Exhibit Supply and Metro-Electronics conversions units have been moving in greater volume. Wax, weights and other supplies along those lines are also in steady demand, firms report.

On the league front, Standard Shuffleboard Congress of America (SSCA), American, and National continue active, with field men constantly setting up new loops and conducting play on already-established fronts. At the present time

Orkster Shuffles

CHICAGO, March 4. — Lawrence Welk, one of the top ork leaders in the country today, has become a shuffleboard enthusiast, so much so that his home here now boasts a full-length regulation board. Unit was sold to Welk by Julian Crum, Shuffleboard Specialists' exec, who said the board delivered to Welk was a de luxe model of the official shuffleboards used in league play.

In commenting on the use of the shuffleboard in the home, Welk said: "It certainly has helped to pass many cold, wintery evenings at home. The youngsters love the game as much as the older folks and it has become quite natural to have friends drop in to play the game during an evening."

there is every indication that at least one large tournament will be held this spring or in early summer. Player and location interest in large-scale tourney play, with substantial cash awards, is growing, and it is certain that if enough interest is shown, at least one manufacturer will underwrite such a meet, even if it meets an expenditure running upwards of \$15,000. This money would be chalked off to advertising and promotion for the game—an expenditure that is considered vital to the future of location shuffleboard.

PUCK PATTEN

Chicago:

Col L. Lewis is back from an extended tour of the Southern States for Mero Industries. Despite the adverse rumors from some sections of the country, Lewis said that shuffleboard is still on the upgrade and due for a noticeable upswing in play within a few weeks. He also observed that the Metro-Electronic conversion unit Metro-Bowl was popular with Southern players.

Phil Cohen, Shuffleboard Specialists, says there is a definite upswing in business despite the trying circumstances brought on by the coal shortage. His firm is running a special on new shuffleboards in an effort to keep the ball rolling. The board lists for \$200 equipped with a maple top. Cohen's firm is also getting good results with its coin-operated scoreboard. It can score up to 50

points and can handle from two to five players. Its coin box holds \$200 in dimes.

Bill Tucker, Purveyor, is another who found the Metro-Bowl unit gaining popularity while on a road trip. He is back from a tour of several Michigan cities. Tucker claims that the coin-operated version of Metro-Bowl is a hot item he introduced but two weeks ago. Meanwhile, Herb Perkins, head of Purveyor, says that shuffleboard sales have picked up in the Chicago area.

Ted Rubenstein, Marvel president, reports shipments of scoreboards have increased steadily the past three weeks. . . . Bud Tedasco, Chattanooga shuffleboard operator, was in for talks with several shuffleboard interests. He also planned to

(See Puck Patten, opp. page)

Calendar for Coinmen

March 6-8—Music Operators of America (MOA), annual convention and exhibit, Palmer House, Chicago.

March 7, 21—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

March 7, 21—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meetings, Broadwood Hotel, Philadelphia.

March 9—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

March 9—Washington Coin Machine Association (WCMA), monthly meeting, Phillips Novelty Company, Washington.

March 9, 16, 23, 30—Connecticut State Coin Association, Inc. (CSCA), weekly meeting, Hotel Bond, Hartford.

March 26-31—National Association of Tobacco Distributors (NATD), annual convention and exhibit, Palmer House, Chicago.

March 28—Western Vending Machine Operators' Association (WVMOA), monthly meeting, Los Angeles.

March 30—Michigan Self-Service Laundry Association (MSSLA), regular dinner discussion meeting, Leland Hotel, Detroit.

April 3—Amusement Machine Operators of Greater Baltimore (AMO), regular monthly meeting, 2441 North Charles Street, Baltimore.

April 5—Coin Machine Operators' Association of Harris County (CMOAH), monthly meeting, Houston Chamber of Commerce Building, Houston.

April 6—Washington Music Guild, Inc. (WMG), monthly meeting, Washington.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Player Interest Keys Matches As Mero Ends League Schedule

CHICAGO, March 4.—Highlighted by the sustained interest of players down to the final matches, Mero Industries closed its 18-week League 1 shuffleboard schedule here this week with team and individual players from the Grove Inn winning top prizes. Cash prizes, totaling \$1,480, were awarded. Of this amount \$1,220 went to teams and \$260 was set aside for individual performances.

Mero officials stressed that the league proved popular both with patrons of the 10 locations participating and with those of surrounding locations in the South Side area where the league play took place, despite the absence of organized promotion. They added that when the league schedule is resumed later in the year in all probability several leagues will be formed in Chicago to accommodate

the numerous locations which were without leagues.

How Played

During the 18 weeks of competition, each of the 10 teams played 216 games. The matches were held Tuesday nights and 12 games were played by the competing teams. All teams had 10 players. They were divided into four doubles teams and two players served as a spare combination. Each of the doubles teams competing on a given night played three games.

By finishing at the top with a 166 won and 50 lost record in the 18 weeks of play, Grove Inn players shared the \$500 first place prize. Crystal Tap with a 145-71 score won a \$300 second place prize.

(See *Player Interest*, opp. page)

Conn. League Holds First Sports Night

Shufflers Entertained

BRIDGEPORT, Conn., March 4.—More than 500 persons attended the First Annual Sports Night of the Bridgeport Shuffleboard League held at the Schwaebischer Maennerchor Hall on French Street here last week.

The program included sports movies, songs by the Park City Quartette, and personal appearances of Mayor Jasper McLevy; Jimmy Rooney, featherweight boxing contender; Johnny Mason, his trainer; Bobby Sherwood, of the Bridgeport baseball club; Frank McGee, member of the Bridgeport Board of Education and Democratic town chairman; Dr. Cyril E. Blaney; Chet Glatchuk, former All-American football player; Louis Bogash, boxing referee, and Freddie Reichert, one of the city's outstanding athletes.

Jules Bues was chairman of the event and Ray Weaving, representative of the American Shuffleboard Company, was co-chairman.

Edelco Prez Ups Production; New Unit Announced

DETROIT, March 4.—The most optimistic note heard in this area in a long time was sounded this week by Henry Solomon, newly elected president of the Edelco Manufacturing & Sales Company. Solomon announced the adoption of a second shift of production employees for the factory here, in order to speed up output of amusement games, conversion units and shuffleboard scoreboards. In adopting the two-shift system, Solomon pointed to a marked upturn in orders, despite the fact this is contrary to the trend of many business firms in the city.

Major reason for the changeover is the introduction of the new conversion unit which is being placed on the market for various shuffle games.

The new unit has a series of ten pins, made of attractive colored plastic, which light up when the game is played.

PLAYER INTEREST

(Continued from opp. page)
 ond team prize. Sheehan's Tavern players finished third with a 131-85 record and split \$200, while Les and Ruth's (tavern) league players shared \$100 for finishing fourth after winning 125 and losing 91 matches. McCabe's Tavern, a league champion last year, completed the first division standings with a 122-94 record, good for \$50. The remaining five teams finished as follows: Joe Gavril's, 6th (107-109), \$25; Sandy's, 7th (91-125), \$15; Cahill's, 8th (72-144), \$10; Mel Ray, 9th (60-152), \$10, and B & J, 10th (57-155), \$10.

Gill Top Player

Grove Inn's Bob Gill, competing in the full 54 game schedule for individuals, was the winner of the \$100 top prize in the individual standings. In the 18 weeks he tallied 705 points or slightly better than 13 per game. The \$50 second prize in this division went to R. Nerman, of Cahill's. He competed in 39 games and racked up 463 points or just under a 12 point per game average. Crystal Tap's J. Johnson won the \$25 third prize, B. Goetz, of Les and Ruth's, the \$20 fourth prize, and B. Sommers won \$15, finishing fifth. The following won \$10 each, finishing 6th thru 10th: G. Sheehan and M. Wheeler, both of Sheehan's; J. Rossiter, A. Gruetter and B. Duckett, all of Grove Inn.

PUCK PATER

(Continued from opp. page)
 be on hand for the music convention at the Palmer House beginning Monday (6).

Over at Monarch Shuffleboards, all hands are moving double time to keep up with refinishing orders. Clayton Nemeroff says that there is plenty of optimism for increased business during the next couple of months. Monarch's Detroit office manager, John Moss, was a recent visitor.

Milwaukee:

Carl Happel, head man at the Badger Novelty, reports a recent boost in shuffleboard sales. The gain he says, is due to recent formation of league activities in locations. Some alert operators, he reports, are taking the initiative in the formation of these leagues which are beginning to pay off. Badger Novelty also boasts that their parts and supply department is the largest and most completely stocked organization in the State. In charge of this division is Ray Van Toor.

Detroit:

George Hester Jr., heading Co-Operative Sales, is using special location cards similar to point-of-play (See Puck Patter on page 130)

WEAR TESTED AND PROVED!



SLICK®
Shuffleboard Wax
 65% Less Abrasive Than Any Other Wax
CONTAINS NO PLASTIC

PLAYERS everywhere prefer the smooth, uniform, accurate game which they get with SLICK Shuffleboard Wax.
 OWNERS prefer SLICK too. Its special, quality composition triples the life of the Shuffleboard top.
 For **SHORT-TABLE SHUFFLEBOARD** — SLICK keeps weights alive and under control on shorter playing surface.

*Send for U.S. Testing Lab. Report.

SLICK SAM SAYS: "Watch Out for a Fast Count!"

So-called "waxes" composed of Plastic, are now advertised to produce a "super-fast" board. This excessive speed makes for an inconsistent game and hurts players' accuracy. Plastic actually is harder than your Shuffleboard top. This harsh abrasive action greatly reduces the life of the Shuffleboard top. It scores and pits the surface. Use SLICK Shuffleboard Wax for the fast, controlled game your regular players prefer.

Sold Thru Distributors Only — Territories Open

THE SLICK SHINE CO. Manufacturers of Quality Waxes, Polishes and Cleaners SINCE 1901
 207-15 ASTOR ST., NEWARK, N. J.

Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL and All Other Games

SALE \$200 NEW 1950 DELUXE SHUFFLEBOARD WITH NEW MAPLE TOP

None Better Made. Finest Materials.



New Non-Rust Hard Chrome Pucks (8), \$10. Beaded Fast Wax (12), \$3.50. Six Climatic Adjusters, \$10.

New Maple Tops, \$125
 New ELECTRIC SCOREBOARDS Now \$95
 Used Shuffleboards, New Tops, \$75 Up
LITE-A-PIN Converts Your Shuffle-Type Games Into New Games. \$19.50
SHUFFLEBOARD Specialists
 1114 S. MICHIGAN AVE. CHICAGO 5, ILL.
 Phones: WE 9-3795-6-7

BARGAINS GALORE!

YOUR CHOICE \$89.50

- Dale Guns
- Gliders
- Pro-Scorers (2 for \$89.50)
- Advance Rolls (3 for \$89.50)
- Total Rolls (3 for \$89.50)
- Mills Four Bells
- Bubbles Mimi Kilroy } 3 for \$89.50

USED SHUFFLEBOARDS
 VALLEY ROCK-OLA MERCURY (Masonite) NATIONWIDE **\$75 AND UP**

Shuffle Bowling Conversion Kit "SUPER-LITE"
 Fits all games—no soldering — Numbered Pins — Colorfully lighted plastic pins. **\$19.50 per unit**

SHUFFLE ALLEYS
 Reconditioned—Ready for location **\$189.50**

WANTED CITATIONS AND LATE 5-BALLS

New Improved "METRO-BOWL"
 For Regulation Shuffleboards — 2 Games at one time—1 to 8 players — Easy to install.
\$147.50 per unit
 \$30 extra for coin-operated



TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

PURVEYOR SHUFFLEBOARD CO.
 4322-24 No. Western Ave. Chicago, Ill.
 Phones: JUniper 8-1814 or 8-1815 or 8-1816

PITCH NEW EARNING POWER INTO YOUR SHUFFLEBOARDS

SHUFFLE-SHOE TRADE MARK

BASED ON THE AGE-OLD GAME OF HORSESHOES

ALL FOR ONLY **\$18.50**

OPERATOR'S PRICE

2 OR 4 PLAYERS

HOW IT IS PLAYED
 Slide the 3" shoe to peg at other end of board, and make a "ringer" or get as close to peg as possible.
 Use present electric or pad scoring equipment.
 Faster than regular shuffleboard and much more exciting!

LOOK WHAT YOU GET
 6—3" Horseshoes.
 2—Steel Pegs.
 2—Rules Cards.
 2—"Play Shuffle-Shoe" Advertising Cards.
 2—"10c Per Player" Cards.
 1—14" Ruler; fits over peg for measuring shoe length from peg.
 1—Diagram & Installation Instructions for peg.
ONLY \$18.50 OPERATOR'S PRICE

HOW TO INSTALL
 In less than 3 minutes! Bore a hole in each end of board. Push in steel pegs and you're ready to play. DOES NOT DAMAGE THE BOARD. Pull out pegs and play standard shuffleboard!
 Fits any size board!



King-Pin EQUIPMENT COMPANY
 NATIONAL DISTRIBUTORS
 826 Mill St. Kalamazoo 2, Mich.
 Quantity Discount To Distributors

COINMEN YOU KNOW

New York:

Lou Forman, president of the just-formed New York Coin Machine Institute, circulated a letter among local operators last week urging them to join the new group. While the association hopes to include game and vending ops among its members, the main emphasis for the time being is on phonograph operators. Manufacturer and distributor signees will form a separate segment of the new org.

A few weeks ago, the Shell Oil Company purchased two shuffle-type bowling games from Mike Munves to convert into quick-play, audience-participation games. They were to be used to attract attention to industrial displays. First shown at a meeting here last week for Shell sales reps, the games will be featured at the firm's booth at the Southern Paint Show in Memphis next week.

Sal Trella, of Elkay Music and secretary of the Automatic Music Operators' Association, was hospitalized last week. He will undergo a minor operation. . . . Another local phonograph op under medical care last week was Irving Snyder, of Snyder Automatic Music. . . . Charles Bernoff, of Regal Music, has returned from a Florida vacation.

Jack Semel, vet coinman, has joined Dave Lowy in a new amusement game route. They are adding new pieces weekly. . . . Howard Kass, of Automatic Stores, Newark, N. J., is glad he carries comprehensive insurance. Three of his route trucks cracked up last week while making their rounds on icy roads. Kass operates drink machines, coffee, cigarette and candy equipment.

Walter Behm has purchased the phono route of Mervin Marks. He will operate it under his own name. . . . Nat Goros, head of Commercial Amusement Service, has taken new offices at 2645 Webster Avenue in the Bronx. . . . Ray Knoss has moved into the new home he acquired in River Edge, N. J. Knoss operates the Lincoln Music Company.

The Cigarette Merchandisers' Association (CMA) probably will not hold a banquet this year, according to op reports. For years the affair had been an annual event that brought together Eastern cigarette ops, equipment manufacturers and suppliers. Another change in CMA plans being considered is to bypass the org's annual spring outing, usually held at a Catskill resort, for a cruise in Southern waters. Matty Forbes, CMA topper, is vacationing in Florida.

The delegation of ops from this area who will attend the Music Operators of America confab in Chicago include Al (Senator) Bodkin, of Forest Hills Automatic, and Joe Connors, of Connors Automatic Music. Some had to cancel plans to attend (See New York on page 134)

Vital Statistics

Deaths

Lavinia Chrest, widow of John Chrest, executive vice-president and general sales manager of Exhibit Supply Company prior to his death June 8, 1948, in Chicago February 26. Interment in Newport, Ky.

Fred W. Gigax, 73, Saturday (25) following a four-month illness. Gigax was a former vice-president and general manager of Capehart, Inc., Fort Wayne, Ind.

Milwaukee:

A family affair all the way thru, the E. S. Fessler & Son Company, is one of the largest and most successful operating firms in Southern Wisconsin. Operating almost every type of coin machines, except food venders, the organization is headed by Papa Fessler, who is one of the veteran operators in the State. Clyde and Eldred Fessler, his sons, and daughter, Marianne, make up the rest of the family personnel. Marianne specializes in record buying and arranges all the programs for the wired music service the Fesslers provide to nine Sheboygan outlets.

The partnership of Milton Bender and Marvin Engler, of the Kwik-Kafe, Company of Milwaukee, has been dissolved, and the firm is now owned and operated solely by Bender. Plans call for an immediate expansion in equipment to answer the many requests for the hot coffee venders. Bender is planning a trip soon to Philadelphia for a business confab with the Kwik-Kafe' factory heads.

Waldemar Pries, of the Pries Beverage Venders, recently bought all the vending equipment formerly operated by the Manhattan Bottling Works, local Pepsi-Cola franchise holders.

Charley Blum and Lawrence Genzel, head men at the Kistler's Radar Sandwich office, have a standing open order for equipment installation at the Fox theaters in town, if and when the show houses can land a restaurant permit. Catch is that the city hall frowns on any such arrangement. Newest sandwich addition in the Kistler menu is the "Friday Frank" sandwich, a tuna fish concoction which is going over big. The boys are anxiously awaiting the deliveries in April of Kistler's new four-unit sandwich heater.

An entirely new type of service is being offered to Milwaukee business organizations slanted at elimination of their money change problems, by Douglas Opitz, of the Hill-top Coin Machine Company. Circulars and cards were mailed to hundreds of concerns explaining the deal. Up to \$100, or any part thereof, in small change—nickels, dimes, quarters and half dollars, will be delivered anywhere in town in less than an hour, following a phone call. The service charge is \$2.

Indianapolis:

Gary Sinclair, Wurlitzer sales representative, North Tonawanda, N. Y., was a business visitor at the office of Midland Music Distributors, Inc., exclusive Wurlitzer distributors for Indiana. He reported the factory working overtime. He also announced that orders are being taken now for the complete line of auxiliary products manufactured by his company.

Al Calderon, Rock-Ola distributor for Indiana, and his family are enjoying the sunshine at Miami. . . . Irving Schwartz, head of Midland Music Distributors, Inc., visited operators in Northern Indiana during the week, despite 14 inches of snow and near-zero temperatures. . . . Operators visiting coin row included Harley Campbell, Hughes Electric Company, Ladoga; Russell Pennington, Pennington Music Company, Columbus; Byron Holloway, Brownsburg, Ind., operator; Phil Durring, La Fayette Distributing Company, La Fayette, Ind., and Willard Greenwood, Oxford Distributing Company, Oxford, Ind.

Sicking, Inc., reports Shuffle Alley, manufactured by the United Manufacturing Company, going well here. . . . Among other games being distributed by the company are Chicago (See Indianapolis on page 134)

Detroit:

Music operator Gerhard (Gay) Wobermin, of the Gay-Coin Distributors, came up with a summary of sales-stimulating activity last week when he said: "We are concentrating on sharpening up our servicemen. We try to teach them to watch for every possible opening to help business." Gay's policy is reflected mostly in an alert attitude toward opportunities rather than in any specific procedure. According to Wobermin, locations are so varied that "what you do in one will not be possible in another."

George Hester Jr., of Co-Operative Sales, also comes up with some ideas on the more-play trail. He says the solution to proper record selection is simply to give the customer hot numbers and to change disks frequently.

Gordon Moye, who has been with the Vending Machine Corporation of America for sometime, is acting manager of the Detroit operation pending final changes. Alexander Wiener, who was manager, has withdrawn from the firm, and Paul Dietrich, who was sales manager, resigned to go with the Moser Safe Company. . . . Albert A. Weidman is looking forward to a pick-up in the cigarette vending field in this area in the late spring.

Ralph Wellman, formerly operator of a route of Photomatics, who moved south two years ago, has returned to the city but has not established his new business connection yet. . . . Sam J. Weissner, who was a prewar music and game operator, is now diversifying his route of guns and bowling alleys with shuffleboards.

Saul Herman, head of Vend-o-Drink of Detroit, is doubling in the paper supply business in addition to his beverage vender operation. . . . Ruben Manko, who operated the Wayne County Biscuit Service, probably the only local route specializing in cookie venders, has retired from the field and is devoting his entire time to his law practice.

Frank Alluvot, of Frank's Music Company, has bought out the Automatic Hostess Company, last coin-operated wired-music installation in (See Detroit on page 132)

Hartford, Conn.:

Advertise weather conditions necessitated cancellation of the scheduled February 23 weekly meeting at the Hotel Bond, Hartford, of the Connecticut State Coin Association, Inc. President Abe Fish, of Hartford, said, however, that the weekly meetings would continue to be held Thursday nights at the Hartford hotel "weather permitting."

Common Pleas Court Judge John T. Cullinan last week found for Donald E. Beckwith, of suburban Granby, Conn., in a suit brought against Beckwith by the General Cigar Company, Inc. The company had sought \$600 damages as the result of an accident August 8, 1947, between a company bus, operated by Kenneth Tarrant, of Granby, and a car operated by Beckwith.

Bridgeport, Conn.

The United Cigarette Vending Company at 464 Waterview Avenue here was the scene of an attempted burglary last week when four men gained entrance by cutting a hole in the roof.

Before the burglars could open an office safe or any of the vending machines, they were spied by a passing policeman. The building was surrounded and at revolver point, all four were arrested. Charles Sparrow is president of the United Cigarette Vending Company, and Samuel Krassner, vice-president.

Chicago:

Alco-Deree's Nick Angelus reports operator response to the firm's sandwich vender has been on the increase steadily, with inquiries being received from all parts of the country. Unit serves a virtual meal, with some ops using, in addition to sandwiches, fruit slices and brownies, so that the patron gets his sandwich and dessert from the same unit for a total cost of 20 cents. Angelus says Alco-Deree is now lining up additional distribs for the line, and that Denny Dennison, West Coast rep, has been doing a top job with the sandwich unit.

Al Stern, head of World Wide Distributors, announced that Marshall Gilbert has taken over the duties formerly handled by W. Finke, whose service with the firm terminated two weeks ago. Stern said that Gilbert is a personable young fellow whose chief desire is to be successful in the coin machine business. Meanwhile Sales Manager Monty West reports the firm is doing a big job with Williams's Twin Shuffle, Chicago Coin's Bowling Alley, Rock-Ola's Shuffle-Lane and Exhibit Supply's Shuffle Bowl.

Music operators from all parts of the country began arriving here toward the end of last week to attend the Music Operators of America convention which got under way Monday morning (6). George A. Miller, arrived from Oakland, Calif., Wednesday (1), and immediately met with Ray Cunliffe, who has been handling the convention details in Chicago. Also scheduled in early were Al Denver, vice-chairman, and Sidney H. Levine, national counsel, from their New York headquarters.

While the MOA meet is heralded as "all work and no play," operators will have a night to howl, Tuesday (7), thanks to Hirsh de la Viez, president of the Washington Music Guild and a member of the MOA executive board. Hirsh arranged for the premiere showing of a new 20th Century movie, "Wabash Avenue," on that evening, with the audience to be made up exclusively of music ops. Recording stars will provide the live portion of the entertainment, and the film concern also will have refreshments on hand.

Herb Perkins, head of Purveyor, reports initial orders on the firm's new Super-Lite conversion unit for shuffle games has been beyond all early expectations and that production has again been stepped up to meet the demand. Bill Tucker, company official, introduced the unit to Michigan operators during the past two weeks and sent in a load of orders for the piece.

In the shuffle conversion line, the Lite-a-Pin unit which was announced only a few weeks ago, and the only unit to date using a plexiglas base, has found a wide reception among operators. Ted Rubenstein, M. & T. Sales, reports shipments are going out daily to all distribs signed by the company, and that while the shipments are far below the orders, it is the firm's policy to see that all reps get some pieces as fast as possible. Unit can be installed in a matter of minutes by merely plugging the cable into the light box, Ted points out.

Heading delegations to the MOA convention this week were Jack Cohen, president of the Cleveland Phonograph Merchants' Association; Mike Imig, president of the South Dakota Phonograph Association and one of the leading promoters of juke box play in the country; Norman Geritz, Rhode Island, and W. S. Pierce, Wisconsin.

Out-of-towners who dropped in at the Chicago Coin Machine Company

plant last week included **Bill Marmar**, Sicking, Cincinnati; **Jack Simon**, Sicking, Los Angeles; **Harold Lieberman**, Lieberman Music, Minneapolis; **Dave Simon**, Simon Sales, New York; **Harry Rosenberg**, Double "U" Sales Company, Baltimore; **Albert Simon**, Albert Simon, Inc., New York; **Leo Weinberger**, Southern Automatic, Louisville, and **Sammy Dictor**, Southern Automatic, Fort Wayne. **Ed Levin** is in Miami Beach on a long deferred vacation. While he is away **Sam Lewis** is sticking close to the long distance telephone handling rush orders on Chicago Coin's Bowling League. He says that production has been heavy during the past several weeks but that now that cabinets for the game are coming thru on a stepped-up basis there is every reason that the patience of the firm's distributors will be rewarded.

Dudley Ruttenberg, CMI executive secretary, reports interest on the association's June convention at the Stevens Hotel here is growing steadily. . . . Out at the Gottlieb plant all hands are working on Bowlette, the firm's new shuffle game. Firm president, **Dave Gottlieb**, is back from a vacation in Florida. Among the visitors this week were **Joe Ash**, Active Amusements, Philadelphia, and **Lou Wolcher**, Advance Automatic, San Francisco.

Clinton S. Davis, Fred Hebel Corporation, tells of good production activity at the Franklin Park plant. The firm's five-flavor ice cream bar vender, now in operation in Baltimore, Washington, Philadelphia, Los Angeles, San Diego, Calif.; Denver and Chicago, is being put out in 100-unit runs. President **Fred Hebel**, now in Los Angeles on a business trip, is due back next week.

Leslie Arnett, Square Manufacturing Company, continues to enthuse over the four-flavor 2,000 cup drink machines introduced about a year ago. Replacing the firm's former single and dual flavor jobs, the new equipment is being used by ABC Vending in New York subways, in many theaters in major cities and by the United Beverage Company in its Chicago and Philadelphia operations.

Bip Glassgold, general sales manager of Stoner Manufacturing Company, announced that as of last week, the plant would work a three-day work week. The new schedule will be retained until the present coal situation, with resultant electric power curtailment, was corrected, he declared.

Jimmy Johnson, Globe Distributing, seems to have grown a permanent pair of wings on his heels, a la Mercury, and callers continue to report disappointment at not finding him at his desk in his California Avenue headquarters. Jimmy has been covering his country-wide contacts. . . . Chicago music operators are rallying round a new recording artist, of radio and television fame. Appearing on the new Barthel label, she is **Toni Rami**. Toni has appeared several times on the **Al Morgan** video show and in numerous club appearances.

Mills Industries, Inc., is winding up test operations on its new 8-column candy vender. **Robert Hoagland**, president, says the unit may be set for regular production and sales within 30 days or so. Meanwhile, work is also continuing at a good pace on the frozen citrus juice vender.

Anton Oomens, Walter Oomens Sons, is finding good player reaction to a new indie wax hit he has spotted on many of his jukeboxes. The platter, "Right Me If I'm Wrong," has proven a cushy tap whirler, Walter says. He adds that the retail record biz continues to show increased activity over his wax store counters.

Frank Mencuri, Exhibit Supply, flew back from San Francisco Wednesday (1). While there he visited (See Chicago on page 134)

Twin Cities:

Archie LaBeau, of LaBeau Novelty Sales Company, St. Paul, is convalescing at home from a strep throat infection, the latest in a series of illnesses which has kept him away from the office for much of the last six or eight weeks. Previously, LaBeau was hospitalized with pneumonia for 10 days and then spent several weeks at home. Apparently he came back to work too soon and now has been at home for several weeks. . . . **Harold Lieberman**, Lieberman Music Company, Wurlitzer distributors, back from Chicago, said orders for the new 1250 are coming in heavily from operators. However, the coal strike and the Dow Chemical Company explosion has slowed up production considerably and Lieberman still is awaiting shipment of his first order of new boxes.

Glen and Bob Addington and **John Morton**, of Bismarck, N. D., who recently went into the coin machine business together, have organized Dakota Music, Inc. . . . **Sid Levin**, of Hy-G Music Company, says that business at that distributing house continues very well. The boss man, **Hy Greenstein**, is due back March 9 from a Florida vacation. . . . **Oscar Schaeffer**, of Midwest Coin Machine Company, St. Paul, is back in town after spending three weeks traveling thru Central Minnesota. He reports business picking up, with operators looking ahead to the spring season with enthusiasm. . . . **C. B. Serson**, of St. Cloud, Minn., who is expanding his route, was in the Twin Cities to pick up several novelty games for his locations.

Irv Gorsen, head of the HY-G Music Company record department, is reporting instant acceptance of the Coral and Brunswick disk lines which the company recently took on. . . . Operators in the area are using huge panda and teddy bears as prizes in the operation of their shuffle games, awarding the toys as prizes for high scores of the week at various locations. . . . **Ray Sellman**, of LaBeau Novelty Sales Company, said that new Rock-Ola juke boxes have been getting considerable attention from operators in recent weeks, while novelty games have picked up in sales perceptibly.

Vera Foster, head of the record department at Lieberman Music Company, is spending a week vacationing in New Orleans, while **Gertrude Yank**, of that firm's clerical staff, is home in bed nursing a bad cold. . . . **Jack Karter**, of Midwest Coin Machine Company, has expanded his television department and now carries, in addition to Belmont TV, the Hallicrafter, Stewart-Warner and Raytheon video lines. He has half a dozen salesmen working for him and reports business excellent. Karter's wide acquaintanceship among operators has enabled him to sell teevee sets to numerous coinmen, who also have aided in setting up commercial-type sales for him as well. . . . **Joan State** is the new head of the record department at LaBeau Novelty and already is racking up quite a reputation in pushing platter sales for the company.

Jonas Bessler, Lieberman Music sales manager, is due back from his vacation in Mexico this week. . . . **Duane Knutson**, of Fertile, Minn., and his partner, **Bob Normen**, were in the Twin Cities buying phonographs and telling of their route expansion program due to an improvement in business conditions in their area. . . . **Pete Wornson**, of Kasota, Minn., in to shop, said his new home which he is building is going up rapidly and he expects to occupy it sometime in April. . . . **Ed Swanson**, Moose Lake, Minn., coinman, came to the Twin Cities to buy records for his juke box route and to shop for other equipment. **Harold Lieberman** reports Exhibit's new five-ball unit is getting considerable attention from operators, as is Shuffle Bowl, the Exhibit novelty game.

Los Angeles:

L. Lorang and **Claude Sharpsteen Jr.**, Yuma, Ariz., coin operators who furnished the plane used to break the endurance record last fall, are now helping promote a miniature plane endurance record. They have their A & A Amusement Company sticker on the baby plane just as it appears on the full-size model now touring the country. . . . **Sam Rowe** was in from Upland to look over some new games. . . . Ditto for **Ralph Kroeze**, who operates in suburban Paramount.

Ted Curro and his brother, **Mello**, Metropolitan Amusement Company, report business has been improved since moving to their new location on Wells Street, closer to the downtown section. This location also houses their Metro Record Shop which is doing well. Both agree the cornerstone of a successful coin machine operation has to be good service and careful selection of spots. They recently added several AMI's to their music route.

Al Weymouth, of Weymouth Service, is making a swing thru the Northwest on Electro business. The local office is being held down by **Preston Jarrel** while he is gone. . . . **Henry Van Stelton**, Whittier operator, was making the rounds. . . . Also visiting Pico Street was **Al Cicero**, Santa Maria coinman.

The first new candy machines bought since 1942 were purchased recently by **Copeland Russell**, of Russell Candy Service. Equipment consisted of 15 new U-Select-It candy venders manufactured by Coan Manufacturing Company, Madison. Russell has built up one of the finest vending businesses in the State since entering the field in 1941 with a few machines. His staff of employees now totals six and he operates candy, ice cream and nut venders.

Busiest coin machine operator in the State, from an organization standpoint the past few years, is undoubtedly **Herb Geiger**, of the Geiger Automatic Sales Company. Somewhere, somehow, Herb finds time in the midst of heading his sizable firm, to function on local, State and national levels in committees working hard to better operator conditions thruout the industry. At present he is chairman of Region VI of the NAMA. Herb is looking forward to (See Los Angeles on page 132)

Washington:

Jean Cunningham, daughter of **Robert Cunningham**, of Service Music Company, and **Rufino Garrido** are honeymooning in New York. . . . Some local operators who attended the showing of the new Wurlitzer machine in Baltimore recently were **John H. Phillips**, **Evan Griffiths** and **Bill Starke**. Phillips reported that the machine as well as the price looks good.

G. Rex Byington, of Triangle Sales, reports the Shuffle-Bowler is doing well in Prince Georges County. . . . **Nicholas Vlajos**, of Nicholas Novelty Company, complains that business is slow and competition keen in this locality. Vlajos also feels pinball machines are tremendously improved since the war, and if not for that fact, business would be much slower.

Paul Steiner, deputy director of the Washington National Airport, reports the field is negotiating a contract for a machine which vends a 5-cent package of Kleenex. . . . The Washington Music Guild news letter urges operators to use **Eddie Heywood's** recording of "Trees." Heywood's royalties on the record go to the **Damon Runyon** fund to fight cancer. Also, Heywood has been ill for some time and any popularity now would help him in his comeback.

The news letter reports that the Guild, in co-operation with several record firms, is planning to establish a record program department to help operators select records for their music boxes. **Bill Schwartz**, editor of the news letter, recently visited the offices of the General Vending Sales Corporation in Baltimore.

Juell Richardson, head of the Prince Georges Amusement Company, Hillside, Md., is readying the grand opening of his new amusement spot, the Senate Inn Night Club, March 15. His old club burned down in January, but Richardson lost no time rebuilding. From the entertainment angle, the spot will provide a bit of everything—floorshow, dancing and some of the amusement machines which Richardson's company supplies to the trade. He's got a Clover Bell a Seeburg Select-o-Matic in the spot. Richardson reports an upswing in business for the Bally bowling board. One (See Washington on page 132)



HERCULOLOCK* Double Feature Protection

- ① Protect your money in coin machine cash boxes with HERCULOLOCKS for dependable security.
- ② Your key number is registered in our files under your name. This code system will protect your individual key . . . keeps it reserved for your use.

Only Herculo-Lock has the Ilco Gear-Tooth keyway — virtually pick-proof because only the Herculo-Lock key will fit. Investigate Herculo-Locks right now for complete cash box security!

*T.M. Reg. U. S. Patent Office



ILCO **INDEPENDENT LOCK COMPANY**
FITCHBURG • MASSACHUSETTS

DOWN GO PHONOGRAPH PRICES!

Unconditionally Guaranteed . . . AT NO EXTRA CHARGE!

Table listing various phonograph models and their prices, including Wurlitzer and Seeburg brands.

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

Table with three columns: WURLITZER, ROCK-OLA, and SEEBURG, listing models and prices.

These Prewar Phonographs Available With . . .

- Checklist of services: Mechanism Overhauled, Worn Parts Replaced, Amplifier Reconditioned, Tone Head Renewed, Speakers Inspected, Professionally Refinished Cabinet, Unconditionally Guaranteed.

. . . For An Additional \$35.00

AMI Automatic Hostess. 30 stations with console cabinets—complete record library . . . cheap.

WALL BOXES

Table listing wall boxes and their prices, including Seeburg and Wurlitzer models.

TERMS: 1/3 DEPOSIT WITH ORDER, BALANCE C.O.D. WE SPECIALIZE IN EXPORT TRADE

DISTRIBUTING CORP.

738 ERIE BLVD. EAST SYRACUSE, N.Y.—PHONE 5-5194

DAVIS

Branches in Buffalo, Rochester, Albany

PROVEN MONEY-MAKERS AT SPECIAL PRICES!

Table listing various game rolls and their prices, such as Triple Action, Trade Winds, etc.

All Games Cleaned and Checked! Specify Second Choice

Exclusive Distributor SEEBURG Products in Wisconsin, Minnesota, North Dakota, South Dakota and Upper Michigan

J. L. London Music Co., Inc. 3130 WEST LISBON AVENUE MILWAUKEE 8, WISC. 2605-7 HENNEPIN AVENUE MINNEAPOLIS 8, MINN. KENWOOD 6612

IN STOCK READY FOR IMMEDIATE DELIVERY

CHAMPIONS, CITATIONS, PHOTO FINISHES, GOLD CUPS, JOCKEY SPECIALS, SPECIAL ENTRY, VICTORY SPECIALS READY TO GO.

Write, wire or phone

AMUSEMENT SALES CORP. OF GA.

224-6 WEST CONGRESS STREET SAVANNAH, GEORGIA TELEPHONE: 4-6641, 4-6642

OPERATORS, THIS IS IT

Be the first in your territory. Williams High Score Tournament can be used on any scoring game, Pinball or Arcade Equipment. Skyrockets profits on new or old equipment.

WILLIAMS DISTRIBUTING CO.

FT. WALTON, FLA.

Record Reviews

(Continued from page 116)

Vertical column with 'RATINGS' and 'OVER-ALL' labels.

Main table of record reviews with columns for Artist, Label and No., Tunes, Comment, and Ratings. Includes artists like Wini Brown, Smokey Hogg, Roy Hawkins Ork, etc.

100%
RETURN PRIVILEGE WITHIN 10 DAYS
IF NOT SATISFIED WITH OUR
RECONDITIONED EQUIPMENT

WURLITZER 616
Fully repainted. Perfect condition. Ready for location.
\$79.50
(Crated)

WURLITZER 600K
Fully repainted. Perfect condition. Ready for location.
\$109.50
(Crated)

MILLS THRONE
Fully repainted. Perfect condition. Ready for location.
\$99.50
(Crated)
1/3 with all orders, balance C. O. D.

SEND FOR OUR COMPLETE LIST OF RECONDITIONED PHONOS AND GAMES

DAVID ROSEN
855 N. BROAD STREET PHILADELPHIA, 23, PA.
Phone: STEVENSON 2-2903

Exceptional Opportunity

SALESMEN Wanted
old established manufacturer of well known
VENDING AND AMUSEMENT MACHINES
with national reputation is changing method of distribution. Now organizing direct sales force on "protected area" basis. Desires competent men with following who can earn \$10-\$15,000 per year on liberal commission allowance. Our men know about this ad. Send references and background.
Write BOX 505
The Billboard, 1564 Broadway, N. Y. C. 19

THE CHIEF...
symbol of JENNING'S
famed precision
one-piece mechanism
that assures
continuous performance

O. D. JENNINGS & CO.
4307-39 W. LAKE ST., CHICAGO 24, ILL.

4...
good reasons
See page 72

Record Reviews

ARTIST	TUNES	COMMENT	RATINGS
LABEL AND NO.			OVER-ALL DISK JOCKEY RETAILER OPERATOR
RHYTHM & BLUES			
VOCALAIERS Sensation 27	The Preacher and the Bear	Gospel-styled singing tells a tale tinged lightly with religion.	72--70--70--75
	Swing Low, Sweet Chariot	Standard spiritual is done cleanly and with spirit.	67--67--64--70
COUNTRY & WESTERN			
ZEKE TURNER ORK Regent 173	The Third-Man Theme	Hill style three-guitar reading of the movie theme comes off quite handsomely and should catch some of the coin headed its way.	76--75--75--78
	Zeke's Boogie	Effective boogie guitar solo places the accent on beat and should please the country rhythm bugs.	77--77--75--80
HOMER & JETHRO-JUNE CARTER RCA Victor 21-0169	I Said My Nightshirt	The country satirists and Miss Carter do a broad hey-rube takeoff on the "I Said My Pajamas" click. Effective parody job.	74--74--74--74
	Music! Music! Music!	Trio get off an engaging countrified rendition of the pop hit. Strong beat and solid guitaring here as well as substantial warbling.	75--75--73--77
SHORTY SHEDD & HIS WHOOT OWLS Selective S-2X	Barnyard Shuffle	Swinging country boogie blues with punchy guitar and vocal choruses. Drives all the way.	75--73--75--77
	I Love You With All My Heart	Slow country waltz ballad gets mediocre vocal and combo job.	60--60--61--60
RED PLEASANT (Southern Sere-naders) Selective S-3	Jesus Hits Like the Atom Bomb	Tune capitalizes on fear of the atom bomb; uses theme for an evangelical lesson. Could catch on.	80--80--80--80
	Mississippi Boogie	Country boogie utilizes blues melody similar to "Chata-noogie," offers little lyrically to challenge.	60--60--60--60
ERNIE LEE & HIS SOUTHERNERS RCA Victor 21-0170	Headin' Home	Pretty b-unce ditty in the home-to-Dixie groove of the jazz tunes of the 'twenties. Bright warbling and getoff backing has mixed pop-country flavor.	70--68--70--72
	Second Hand Heart	This is the true hillbilly side—a torcher clefled and performed in the authentic rural manner. Tune is retentive.	77--77--77--77
STUART HAMBLÉN Columbia 20674	Sheepskin Corn and a Wrinkle on a Horn	An infectious hoedown tag makes this a standout country production. Hamblén and zingy string group sell it mightily strong.	85--85--85--85
	Condemnation	Here's a citybilly side—a wry philosophizer orked and chanted in pop style, with fiddles playing a scored backing, and group harmonizing in arranged style.	64--66--64--62
ANN JONES & SMOKEY ROGERS Capitol 864	Bloodshot Eyes	Spirited boy-gal duet on a comical country corn jingle.	76--77--76--75
	Doin' Fine	Ann Jones Thrush gets off a jivey recitation, with warbler joining for duet treatment of the tag line. Good country humor.	74--74--74--74
LATIN AMERICAN			
CHAPUSEAUX Y DAMIRON Seeco 821	Acaba Y Dime (bolero-mambo)	Heavily accented moderato mambo features the rhythmic warbler and pianist equally. Mainly for dancing.	77--77--80--75
	Mambeando (mambo)	Perfect dance tempo here, too, and the piano thumping by Damiron is mighty arresting.	79--78--82--76
CHUCHO MARTINEZ Seeco 684	Mi Guadalupe (bolero)	Maria Grever tune is as beautiful as the melting rendition it receives here from the romantic Mexican crooner.	79--80--78--78
	Inquietud	Another Grever beauty that was around recently as "Wind In My Sails." An outstanding vocal disk.	81--82--80--80
EL GRINGO'S BRAZILIANS SMC 1263	Chiquita Bacana	Driving rhythm section and the brilliance of Alberto Soccaras' flute dominate in a fluid and enthusiastic vamp on the "Chiquita Banana" commercial melody.	79--80--78--78
	Strange Melody	Oriental-Hebraic sounding melody is played brilliantly by Soccaras with effective rhythm support in the Latin manner. Opening in echo chamber purportedly establishes the title.	80--81--80--79
EL GRINGO'S BRAZILIANS SMC 1264	The Color of Her Hair	Expert Latin rhythm section, fine piano and superb Alberto Soccaras flute team to make a splendid dance effort of an attractive tune.	78--79--77--77
	The Dreaming Monkey	A wonderful display of technique by Soccaras as he doodles a cute tune on the flute with effective Latin rhythm section backing and some grunts and groans thrown in to attempt to create another "Jungle Fantasy."	79--80--76--80
CHUY REYES Capitol 836	Wedding Samba	Instrumental slicing of the current novelty pop hit is designed for the Latin-style terpers. As such it's okay.	68--69--66--69
	Lost Love	An exotic, almost eerie waxing spots echo-chambered solo and ensemble chanting as well as forceful rhythm and piano work.	80--83--79--79
BOBBY CAPO Seeco 7037	Me Mata O Lo Mato Yo (guaracha)	Puerto Rican cutting features some great, rhythmic warbling by the velvet-voiced Capo. Very danceable.	83--83--83--83
	El Pescador (bolero)	Fast bolero is for more experienced rumbugs. Another fine hunk of tropic-I crooning.	77--77--77--76

(Continued on page 126)

CLUB HANDLE



\$139⁵⁰

BRAND NEW ROL-A-TOPS

SIZE:
23" High, 14" Wide Net Weight: 88 lbs.
15" Deep

5c-10c-25c PLAY FACTORY REBUILTS \$95 EACH

Above Prices F. O. B. Chicago

WATLING MFG. CO.
4650 W. FULTON ST.
CHICAGO 44, ILL.
Est. 1889—Tel.: COLUMBUS 1-2772
Cable Address: "WATLINGITE," Chicago

"H. Z."

A RELIABLE HOUSE FEATURING
Reliable Products From Reliable
Manufacturers

Complete Line Of "Rock-Ola"
Products For Entire States of Ne-
braska and Iowa.

D. Gottlieb and Company's Games
—"Always a Winner."

"Williams Mfg. — Twin Shuffle"
Creators of Dependable Play Appeal

Universal's Photo Finish & Feature
Bell.

Call us for good used Rock-Ola
and Wurlitzer Phonographs and
new and used Bowlers any make.

Write-Wire-Call—Immediate Delivery!

HYMIE ZORINSKY
H. Z. VENDING & SALES COMPANY
1205-07 Douglas Street
Omaha, Nebraska—Tel. AT. 1121
Lincoln, Nebraska—Tel. 23645

WANTED—FOR CASH

BALLY CITATIONS—LEXINGTONS
EVANS WINTERBOOKS
BANGTAILS, GAL. DOMINOES

Give full details. Write, wire, phone

FRANCO DISTRIBUTING COMPANY
24 NORTH PERRY ST., MONTGOMERY, ALA.
PHONE 3-6463

Runzel

PUSHBACK WIRE
18 OR 20 STRANDED

NOW AVAILABLE IN
90
COLOR COMBINATIONS

This wide variety of color combinations meets any requirement of wiring harness known to the coin and vending machine industry. Cuts production costs . . . Simplifies wiring diagrams . . . Facilitates field repairs . . . Insures positive accuracy . . . Saves time.

Service organizations and distributors are invited to write for complete information as to how they may better serve their trade by furnishing them with RUNZEL quality wire.

Immediate delivery from stock MANUFACTURERS . . . our facilities for building wiring harness to meet your specifications is unexcelled. Some of the world's largest manufacturers of coin and vending machines are our customers. We also maintain an expert staff of engineers and harness designers for best results in your equipment. Send blueprints and specifications.

We specialize in Telephone cords, wire and cable. Inter-Com cable requirements solicited.

RUNZEL
Cord and Wire Co.
4723 W. MONTROSE AVE.
CHICAGO 41, ILL.

SEE
The NEW
Gottlieb Sensation
BOWLETTE
ON DISPLAY IN
OUR SHOWROOMS
Big Location Earning
Power in Small Space
IMMEDIATE DELIVERY
SEABOARD
NEW YORK CORP.
Exclusive Gottlieb Distributor
583 Tenth Ave. (Cor. 42nd St.)
NEW ENGLAND BRANCH
624 Franklin Ave., Hartford, Conn.

HEADQUARTERS for
SLOT MACHINES
We Offer Only the Best,
Unconditionally Guaranteed!
MILLS • All Models
BLUE BELLS • BLACK BEAUTY BELLS
CRISS-CROSS BELLS, TWENTY-ONE BELLS
Complete Machines and Conversion Kits.
Used Machines Taken in Trade.
SAVE MONEY WITH
BAKER NOVELTY CO.
The World's Largest Suppliers of
Club Equipment
1700 W. WASHINGTON BLVD.
CHICAGO 12, ILL.

Record Reviews

(Continued from page 125)

ARTIST LABEL AND NO.	TUNES COMMENT	RATINGS OVER-ALL DISK JOCKEY RETAILER OPERATOR
LATIN AMERICAN		
TRIO JOHNNY RODRIGUEZ Seeco 7043	Pesar (bolero) Guitar-vocal group offers an easy, slow rumba that falls just as easy on the ears. Guitars here are tops.	74--75--74--73
	Don Pancho (porro) Bright ditty could serve as a guaracha, tho in strictly Latin quarters, the porro is big. A sparkling offering in best tropical style.	75--76--75--74
MACUCHO Exlto 1507	El Tiempo Sera Testigo (mambo) Mambo, with lively enough vocal, is a good buy on the 45-cent disk.	73--73--77--70
	No Me Celes Tanto (bolero) Like the flip, it's a good buy for rhumbugs. Cut in Cuba.	71--71--74--68
ALFREDO MENDEZ ORK Standard T-155	All Done Now (fast rumba) Bright danceable side by the pianist and ork is based on several oriental themes plus montuno.	70--72--70--68
	Prelude (slow rumba) Chopin's "Raindrop Prelude" gets delicate piano, and not-so-delicate rhythm treatment here. Rumba beat is synthetic.	62--63--62--62
PEREZ PRADO ORK Victor 23-1495	Bongo Bongo (mambo) Wide-open recording enhances a modern Latin riff opus in moderato mambo rhythm.	76--78--77--73
	Mambo A La Kenton Kenton-style brass figures provide reason for the title. Okay dance piece, but is most likely to draw attention of jazz jocks.	76--79--76--72
BOBBY CAPO Seeco 7049	La Cocaleca (tamborera panamena) Colorful, catchy opus is okay for rumba dancers. Has much of the "La Mucura" appeal.	81--82--80--80
	No, No Vuelvo (bolero-jaleo) Fiery, rhythmic ballad fakes fine listening or dancing fare.	81--82--80--80
CARLOS RAMIREZ Victor 23-1508	Uno (cancion blues) The opera-concert bary makes his debut on the Latin series with an English-Spanish rendition of the big tango standard. He's in excellent voice here. English title—"Wonderful Illusion."	78--79--78--75
	Marta (cancion beguine) Handsome, robust warbling of the currently hot Tony Martin vehicle, done here in Spanish and English by the Latin Nelson Eddy.	79--81--78--76
CONJUNTO SABROSO-PEREZ PRADO Lina 1501	La Fiesta De Los Ratones & Mi Caxuelita (guaracha, mambo) Unbreakable disk has two complete scores, or almost six minutes on each side, with each selection by a different artist. First number is strictly native. Second is a wild piano-rhythm opus.	72--78--78--60
	Pino Verde & Cita En El Platanala (bolero, guaracha) Both selections are typically tropical, with only the second suitable for Yankee rhumbugs.	67--72--72--58
PETER KREUDER RCA Victor 23-1517	Quiereme Mucho (fox trot) The popular standard was cut in Brazil by the Continental pianist. Light, dancey style could register better with non-Latins, if the disk is distributed in Yankee nabes.	74--78--74--70
	No, No Y No (bolero) More recent hit is attractive in this glib, Continental interpretation. Same comment as above.	74--78--74--70
DANIEL SANTOS RCA Victor 23-1514	Lo Ques Es La Rumba (guaracha rumba) Typical Santos guaracha for authentic rhumbugs, with punchy trumpets, group chanting and romping rhythm.	78--78--78--78
	Coraxon (bolero) Prominent rhythm makes this a good, moderato dance disk, tho Santos' chanting is sub-par.	67--68--68--66
PEDRO VARGAS RCA Victor 23-1519	Buscando a Mi Prieta Mexican tune should register with both city and country Latins, with heaviest play in the Southwest.	80--80--80--80
	Oiga, Senor Even more folk quality here.	80--80--80--80
LOS UNIVERSITARIOS Discos Cafamo 509	Culebra Y Mare Mare Vocal-rhythm-organ group turns in a danceable guaracha, with lively folk flavor. Label should specify dance type.	74--75--74--74
	Tamakun Oriental melody is introed by an organ, with strong, moderate rumba rhythm. Slick vocal group takes over and keeps it danceable. Okay for the Yankee market.	79--82--78--78
RELIGIOUS		
BROWN'S FERRY FOUR King 832	I'm Naturalized for Heaven Back-country sacred piece is shouted with gusto by a fine mountain male group. Strong material.	77--78--78--76
	On the Jericho Road Mountain spiritual waxing shapes up strong in the genre.	77--78--78--76
BUDDY STARCHER Columbia 20666	Are You Facing the World All Alone Down-home philosophizer, with harmony and short sermon, makes for an effective sacred side.	73--75--72--70
	Beyond the Sunset Rushed recitation of the "Should You Go First" poem spells the group choruses of the promising tune. Pacing destroys mood.	73--74--73--71
KATIE BELL NUBIN Decca 48132	My Body Belongs to God Rhythm spiritual has spirit and beat but little meat. Gal has plenty of power.	78--78--80--76
	Pressing on the Upward Way Strong, old-time revival feeling should appeal to the home folks.	72--73--73--70
VIVIAN COOPER-SAM PRICE TRIO Decca 48134	My Home Over There Slow, surge song for the home folks is chanted out in penetrating fashion by the leather-lunged lady.	76--78--77--75
	You Can't Hurry God Moderate preach piece is shouted with more zeal than finesse by the gifted gal.	71--72--72--70

THE BEST
5 BALL FREE PLAY
CONVERSIONS
made from your games

PICTURE
PARADE

made from your
ROBIN HOOD
\$69.50
IMMEDIATE DELIVERY

SHIP YOUR COMPLETE GAME
VIA PREPAID MOTOR FREIGHT

NATE SCHNELLER INC.
1427 North Broad St.
Phila. 22, Pa.
STevenson 2-0242

GET ON OUR MAILING LIST FOR
FUTURE NASCO CONVERSIONS

METAL TYPER MACHINES
PARTS AND SUPPLIES



FINEST ALUMINUM DISCS
Plain or Colored
BUY DIRECT
FROM THE MANUFACTURER

STANDARD SCALE CO.
1609 Delmar Blvd. St. Louis 3, Mo.



MILLS BELLS!

We have all Mills latest Bells
in stock.

FRIEDMAN
AMUSEMENT COMPANY
441 Edgewood Ave. S. E., Atlanta, Ga.
AUTHORIZED BELL-O-MATIC DISTRIBUTOR

READY TO OPERATE

BLACK TOP COMPLETE WITH COIN UNITS

22 Ft. Shuffleboards	\$260.00
18 Ft. Shuffleboards	250.00
1 Player SHUFFLE ALLEYS	200.00
2 Player SHUFFLE BOWLER	200.00
CITATIONS (Like New)	250.00
GOLD CUP (Like New)	85.00
JOCKEY (Like New)	60.00
SPECIAL ENTRIES (Like New)	40.00
VICTORY SPECIALS, Clean	20.00
DAILY RACES, Clean	20.00

Lots of Late 5 Ball Games.
1/2 Deposit. F. O. B. St. Louis.

REEL DISTRIBUTING CO.
2522 N. Prairie Ave. St. Louis 13, Mo.
RO 2002

TREMENDOUS BARGAIN
TRIPLE STEEL SAFE CABINETS

Reduced from \$295.00 to \$223.50. Absolutely
NEW — rugged construction — heavy gauge
steel—revolving base. F.O.B. Oakland, Calif.

MILLS SALES CO., LTD.
1640 18th Street Oakland, Calif.

Record Reviews

ARTIST	TUNES
LABEL AND NO.	COMMENT

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

RELIGIOUS

THE WALDO SINGERS Biblestone 2101
I Want To Live So God Can Use Me 70--70--70--NS
 Mixed group shouts the spiritual in fervent romp style. Sing until the Power of the Lord Comes Down 70--70--70--NS
 More romping, uninhibited group harmony shouting in the manner of the flip.

MELODY ECHOES Regal 3253
What Are They Doing In Heaven? 72--72--72--NS
 Fully well-balanced hush spiritual is delivered in a warm manner by a male group.
Jesus Hits Like an Atom Bomb 82--82--82--NS
 Spiritual is shaping up as a hit, and this clean-cut version should be a leader.

SALLIE MARTIN Capitol 848
In My Heart 77--77--76--NS
 Lusty, infectious religious shouting should register with Tharpe, Knight, Jackson followers.
He's All I Need 71--72--70--NS
 Hymn in swiny 3/4 time is less effective.

THE YOUNG GOSPEL STARS Biblestone 2201
Anybody Here Know My Jesus? 73--73--73--NS
 Rollicking, spontaneous-sounding shout is delivered by a mixed group with plenty of down-home spirit.
Guide My Weary Feet 74--74--74--NS
 Fresh, youthful voices deliver a similar side.

INTERNATIONAL

JOE PRINCIE ORK Decca 45092
Jingle Tingle Polka 75--75--75--76
 Spiritely melodic polka is done up brown by this especially fine group.
I Know a Sweet Little Girl 75--75--75--76
 The Midwestern ops should welcome this live projection of a swirling waltz.

LAWRENCE DUCHOW RED RAVEN ORK V (45) 51-0048
Tinker Polka 77--77--77--78
 Brass band instrumental is cleanly played, with oompah emphasized. Should do okay in Bohemian naves and in sections of the Midwest.
True Love Will Never Die 69--70--68--68
 Lombardo-like saxes tee off a sentimental waltz with so-so vocal. A danceable but unspectacular side.

BERNIE WYTE POLKA BAND (Artie Malvin) V (45) 51-0049
Shenanigans 71--72--70--72
 Irish tune makes a lively polka. Malvin warbles well.
Sadie Was Her Name 66--66--66--65
 Oriental-tinged polka tune has a pretty feeble lyric, tho instrumental portions are passable.

VINCENT JUSTYN-SKI ORK (Peggy Stanley-Dick Byron-The Wayfares) Dana 2063
Yoo-Hoo 81--83--80--80
 Cast of Dana's big "Open the Door Polka" tries for a repeat here. Performance is top-grade and the polka beat is strong.
Trigger Happy 75--78--74--73
 Novelty instrumental polka is based on the "William Tell Overture," the Lone Ranger's theme. Demands of the music and sound effects inhibit the tootlers somewhat.

ERROL GARNER Savoy 728
HOT JAZZ

Body and Soul 70--73--70--67
 The original Mr. Garner does the standard in tempo, playing in short, staccato phrases. Pleasant, but not as commercial as his straight melody treatments.
It's Easy to Remember 72--74--72--70
 Here the 88'er turns on his slow, dreamy ballad style, wandering in lacy fashion around the melody line.

ERROL GARNER

Stompin' at the Savoy 73--75--73--71
 Bright jazz keyboarding of the Edgar Sampson Jazz standard—first chorus straight then the distinctive Garner improvisations.
September Song 78--79--78--77
 A fine example of Garner's best groove slow haunting balladry creating an ethereal mood.

BILLY TAYLOR QUARTET Coral 65025
All Ears 64--67--62--62
 Light boogie opus is played spiritedly by Taylor at the piano a guitarist and customary rhythm.
Darn That Dream 72--73--70--73
 An effort in the Shearing-Garner ballad style which is attractive enough because of lovely melody to catch cocktail lounge action.

GENE AMMONS ORK Mercury 8167
Hot Springs 50--53--49--49
 Ammons' fine tenoring saves this side from being a total loss.
Everything Depends on You 55--57--57--50
 Pretty tune is done adroitly as a jazz tenor go by Ammons.

CLASSICAL

BUDI SAYAO-PIETRO CIMARA, DIR. METROPOLITAN OPERA ORK Columbia (33) 3-403
Leoncavallo: Pagliacci—Bird Song 81--82--80--NS
 A strong addition to the operatic disk library. Miss Sayao's bird-like soprano is in fine fettle for this melodious, dramatic aria.
Massenet: Manon—Voyons, Manon 82--83--81--NS
 Exciting, highly romantic aria is a worthy companion to the flip. Disk should have a strong, steady sale.

ELSA WIEBER-MARTA FUCHS-PAUL SCHOFFLER (Berlin Philharmonic Ork - Wilhelm Franz Reuss, Dir.) Capitol Telefunken 8-86002
Richard Strauss: Duet from "Arabella," Acts I & II 76--76--76--NS
 Waxings of these two beautiful duets are available here for the first time on domestic pressings. The recordings aren't new, and it's apparent, but the singing and mood are right, and the second act excerpt features the Met-Opera's fine new baritone.

JOSEPH KEILBERTH, DIR. GERMAN PHILHARMONIC ORK OF PRAGUE Capitol Telefunken 8-86003
Hugo Wolf: Italian Serenade, Parts I & II 71--72--70--NS
 Charming, light, romantic piece is most familiar as a string quartet encore piece. It doesn't gain much by the blown-up orchestral arrangement, but still provides pleasant diverting fare one notch above dinner music.

AUTOMATIC COIN
America's Bell Machine Center

We Are EXCLUSIVE AUTHORIZED DISTRIBUTORS for Mills Bell Products
 In ILLINOIS—IOWA—NEBRASKA—NO. INDIANA

7 GREAT NEW MILLS MODELS
21 BELL
 BLUE BELL BLACK BEAUTY
 TOKEN BELL JEWEL BELL
 MELON BELL BONUS BELL

Limited Quantity—Brand New MILLS VEST POCKET BELLS, \$65.00
 Jobbers and Distributors, Write for Special Price!



EXCLUSIVE DISTRIBUTORS IN ILLINOIS (North of Springfield) AND IOWA FOR KEENEY'S "TEN PINS"

Player actually bowls ball at REAL plastic pins! Hook Shots—Straight Shots . . . Strikes — Turkeys — Splits — Doubles—Spares—Railroads! Pins Automatically Re-Set! A Real Bowling Alley, 8 Ft. Long, 2 Ft. Wide.

KEENEY'S PYRAMID BONUS BELL 5c—TWO-WAY—25c	KEENEY'S PIN BOY Puck Bowling at its best! 9 1/2 ft. by 2 ft. Official Bowling scoring! Strikes-spares, doubles, turkeys, splits, railroads — automatically scored. Fast automatic puck return. Puck withheld at end of game. Side drawer mechanism.
--	--

PROMPT DELIVERY! WRITE FOR PRICES

GUARANTEED FINEST Reconditioned-Repainted SLOTS

Mills 5c, 10c or 25c Postwar Bl. Cherry . . . \$105.00	Buckley Track Odds, latest model . . . \$550.00
Mills 5c, 10c or 25c '49 Bonus Bells . . . 175.00	Jennings 5c or 25c DeLuxe Liteup . . . 115.00
Mills 5c, 10c or 25c '47 Gold. Falls, H.L. . . 115.00	Jennings 5c Tic-Tac-Toe . . . 95.00
Mills 5c, 10c or 25c '48 Jewel Bell . . . 135.00	Buckley 25c Criss Cross . . . 95.00
Mills 5c, 10c or 25c '48 Melon Bell . . . 125.00	Jennings 10c Bronze Chief . . . 85.00
Mills 5c, 10c or 25c '48 Black Gold, H.L. . . 145.00	

RECONDITIONED CONSOLES Exh. Dale Guns, Latest Triple-Switch Models, Reconditioned and Refinished . . . **\$109.50**

NEW LOREN COIN CHANGER, 5c-10c-25c—fast, accurate . . . ONLY \$38.50

Terms: 1/3 Dep., Bal. C. O. D. Write for Prices on Coin Counters, Coin Changers and Single, Double and Triple Safe Stands for Slots

AUTOMATIC COIN MACHINES & SUPPLY CO.
 TELEPHONE: Capitol 7-8244
 4135-43 ARMITAGE AVENUE • CHICAGO 39, ILLINOIS

SLOT SALE

3 5c Jewel Bells . . . each \$110.00	3 5c Black Cherries . . . each \$ 85.00
2 25c Jewel Bells . . . 120.00	2 10c Black Cherries . . . 90.00
2 5c Black Golds . . . 135.00	2 25c Black Cherries . . . 95.00
2 10c Black Golds . . . 140.00	1 50c Black Cherry, like new . . . 200.00
2 25c Black Golds . . . 145.00	2 5c Jennings Standard Chiefs . . . 110.00
1 10c Black Beauty . . . 180.00	1 10c Jennings Standard Chief . . . 115.00
3 25c Black Beauties . . . 185.00	1 25c Jennings Standard Chief . . . 120.00
1 50c Black Beauty . . . 255.00	1 Jennings Standard Chief . . . 400.00
10 Used Vest Pockets . . . 29.50	1 25c Jennings Club Chief . . . 135.00

10 Special Entries, each . . . \$65.00
 Just off location: All originals, all clean and like new. Jackpots on some have never been hit.

PIN GAMES

Cinderella . . . \$40.00	Phoenix . . . \$74.50	1-2-3 . . . \$49.50
Dallas . . . 79.50	Lady Robinhood . . . 34.50	Serenade . . . 54.50
Star Dust . . . 39.50	Samba . . . 29.50	Puddin' Head . . . 52.50
Monterrey . . . 24.50	Mardi Gras . . . 32.50	Tennessee . . . 39.50
El Paso . . . 74.50	Yanks . . . 32.50	

148M Seeburg . . . \$389.50
 Send 1,3 deposit with order, balance C. O. D.
UNITED DISTRIBUTING CO.
 1412 CENTRAL PARKWAY PHONE: MAIN 4109 CINCINNATI, OHIO

THE FOLLOWING MACHINES IN EXCELLENT SHAPE AND READY FOR DELIVERY

COLLEGE DAZE . . . \$134.50	SHARPSHOOTER . . . \$105.00
TELECARD . . . 74.50	BOWLING CHAMP . . . 100.00
SCREW BALL . . . 45.00	BARNACLE BILL . . . 60.00
CINDERELLA . . . 44.50	UNITED SHUFFLE ALLEY . . . 175.00

KEENEY SUPER BONUS BELL, 5c . . . \$125.00

NATIONAL SALES & DIST. CO.
 416 S. ST. PAUL DALLAS, TEXAS

WANTED
 ● TOP PRICES
 ● CASH READY
 ● WRITE, WIRE

USED CLOVER BELLS, SPOT BELLS, TRIPLE BELLS, ARROW BELLS, PHOTO FINISH, CHAMPIONS, CITATIONS, LATE MODEL PHONOGRAPHS.

GOLDEN GATE NOVELTY CO.
 701 GOLDEN GATE AVE. SAN FRANCISCO, CALIF. Market 1-3967

Way To Ork Revival Heard In Symposium

Analysts Give Report

(Continued from page 20)
responsibility for the results laid to the video shots.

The Foreign Market

Schrier also discussed a heavy demand for American name bands in foreign markets, particularly in South America and Europe. Musician union difficulties and money exchange troubles have blocked the opening of these new markets for the top names. This demand was created via records sliced by the American maestri which have been loosed on the international market. Before musician union difficulties set in, Schrier pointed out, three spots in Havana were using top-flight American names, these including Woody Herman, Cab Calloway and Tommy Dorsey playing opposite each other at the same time.

Krasny, in undertaking a discussion of the future, pointed out that the resources of the band industry must aim at the 16 to 22-year age group. These were the kids who created and supported the band business in its heyday until "everybody became intent on making money." This 16-22 age group "is waiting for us to sell them something." They will try anything musical that is new to them. They tried bop and apparently it wasn't what the 16-22 kids wanted, said Krasny. Square dancing is a current fad and Dixieland, new stuff to the current young generations, is making a stab for the kids' dollars. Krasny closed with an appeal for co-operation and co-ordination from every facet of the industry. Record companies' promotion and advertising facilities, disk jockey play, efforts to employ proper tempi, appropriate library and attempts at creative new sounds all were alluded to as factors which will build the future of the business.

What About 1930's?

Alexander's summary of the past touched on the early 1930's when Casa Loma came along to create a new dance band market—that of the "musically advanced" ork—to complement the already strong Guy Lombardo, Eddie Duchin, Wayne King, etc., wedge. He traced the development of Benny Goodman as the spark which lit the band business into the bright box-office light it was from 1934 thru the war years. Goodman, in turn, sparked the development of the Dorsey brothers' band and opened the door for the flood of top fliethers like Harry James, Count Basie, Glenn Miller, Tommy Dorsey, Jimmy Dorsey, the revitalization of the Duke Ellington band and a number of others of similar stature.

Growth Till War

Alexander pointed out that the band business was a growing thing when the war came along. And the rapid pace of war didn't give the business the opportunity to root out the evils in the industry. Bands grew to oversize, played too loud to a point where the customers were being abused.

The agent, in his proxy presentation, advised that the business needs "new ideas, new singers to stimulate the public." New personalities are needed because a discriminating public always "wants new things." He cautioned that new things today are "expensive propositions, so one must be absolutely certain" of a talent's potential before sinking an investment.

Briefly touched on in the symposium was the promoter's aspect of the band business. The general belief of the trade is that the regular promoter must afford the public "liveable conditions" under which they might build the dance habit.

ADVANCE RECORD RELEASES

POPULAR

(Continued from page 45)

- You Must Have Been a Beautiful Baby
- R. Clary (Alouette) Cap(78)891; (45)F891
- You're Just a Little Different
- F. Miller (It Isn't) King 15034
- Zeke's Boogie
- Z. Turner Ork (Third Man) Regent 173
- Zing-a Zing-a Boom
- G. Moore-Moore Men (Hey Bub) MGM 10653

RELIGIOUS

- Angeles**
Prof. Johnson (Where Shall) Dec 48143
- Bread of Heaven**
Five Trumpets (Jesus Hints) Coral 65027
- Don't Know What I'd Do
The Seven Star Juniors (What A) Selective S-116
- God's Mighty Hand**
Rev. U. Smith (I Want) Arco 1235
- He Has a Way That's Mighty Sweet
Mary Johnson Davis Gospel Singers (I Need) Atlantic 903
- I Need Thee
Mary Johnson Davis Gospel (He Has) Atlantic 903
- I Want Two Wings
Rev. U. Smith (God's Mighty) Arco 1235
- If You've Never Learned to Pray
The Statesmen Quartet (Land Where) Cap (78)-40289; (45)F40289
- I'm So Glad Jesus Lifted Me
The St. Paul Church Choir of Los Angeles (Yield Not) Cap 867
- Jesus Hints Like an Atom Bomb**
Five Trumpets (Bread of) Coral 65027
- Just Over the Hill
M. Jackson (1 & 2) Apollo 221
- Land Where Living Waters Flow
The Statesmen Quartet (If You've) Cap (45)-40289; (45)F40289
- Make More Room
H. Williams (Out of) Apollo 219
- Out of the Depths
H. Williams (Make More) Apollo 219
- Tone the Bell Easy**
Five Trumpets (Servant's Prayer) Coral 65028
- Walking With My Jesus
The St. Paul Church Choir of Los Angeles (What Could) Cap(78)896; (45)F896
- What a Time
The Seven Star Juniors (Don't Know) Selective S-116
- What Could I Do?
The St. Paul Church Choir of Los Angeles (Walking With) Cap(78)896; (45)F896
- Where Shall I Be?
Prof. Johnson (Angeles) Dec 48143
- Yield Not to Temptation
The St. Paul Church Choir of Los Angeles (I'm So) Cap 867

HOT JAZZ

- Body and Soul**
E. Garner (It's Easy) Savoy 728
- It's Easy To Remember
E. Garner (Body and) Savoy 728
- Laura
E. Garner (Parts I and II) Savoy (45)45-571
- Museum of Modern Jazz Album—H. D'Amico Ork (4-10'')
- MGM 49
Deep Purple . . . 10639
- I Only Have Eyes for You . . . 10638
- I Would Do Anything for You . . . 10638
- If Dreams Come True . . . 10641
- Lover Come Back to Me . . . 10640
- Poor Butterfly . . . 10641
- They're Off . . . 10640
- You're the Cream in My Coffee . . . 10639
- Remember
J. Hartman-E. Garner (September In) Mer 5378
- September in the Rain
E. Garner-J. Hartman (Remember) Mer 5378
- September Song
E. Garner (Stompin' at) Savoy 272
- Stompin' at the Savoy
E. Garner (September Song) Savoy 727

LATIN-AMERICAN

- A La United Cafe**
O. Guerra (A Romper) V(78)23-1559; (45)51-5050
- A Romper El Coco**
O. Guerra-B. Valdes (A La) V(78)23-1559; (45)-51-5050
- A Romper El Coco**
B. More-P. Prado (Pachito E-Che) V 23-1558
- Aunque Muera**
A. Rosa (Camara) V 23-1520
- Buscando a Mi Prieta**
P. Vargas (Olga Senor) V23-1519
- Camara**
A. Rosa (Aunque Muera) V 23-1520
- Corazon**
D. Santos (Lo Que) V23-1514
- Diablo**
El Negrito Chevalier (Romeo Y) V23-1516
- El Forastero**
Calaveras Trio (Otra Copa) V 23-152
- Guayaba**
T. Puente (Tito Timbero) V23-1515
- Lo Que Es La Rumba**
D. Santos (Corazon) V23-1514
- Locura De Amor**
Yayo El Indio (Ojos Tristes) V23-1554
- No, No y No.**
P. Kreuzer (Quiereme Mucho) V23-1517

CLASSIC & SEMI-CLASSICAL

- A. Bax: Oliver Twist Album—H. Cohen-Philharmonia Ork-M. Mathieson, Cond. (2-12'')
- Col MX-330
- American National Theater and Academy Album—of Ctrrs (Great Moments From Great Plays) . . . H. Hayes-F. March-F. Eldridge-E. Le Gallienne-J. Gielgud (4-12'')
- Dec DAU-730
- Victoria Regina
Years Ago
The Skin of Our Teeth
Hedda Gabler
King Richard II
- Beethoven: Sonata No. 7 in C Minor for Violin and Piano Album—J. Szigeti-M. Horszowski (1-12'')
- Col(78)M-888; (33) ML-2097
- Borodin: String Quartet No. 2, in D Major Album Galimir Quartet (1-12'')
- (Glazounov: Jour De) Period (33)SPLP-505
- Chopin: Rondo for Piano and Orchestra Album—E. Schmid-Munich Broadcasting Symphony Ork-A. Dressel, Cond. (Schumann: Konzert stueck) (1-10'')
- Vox Polydor (33) PL 1700
- Dvorak: Symphony No. 1 in D Major, Op. 60 Album—Cleveland Ork-E. Leinsdorf, Cond. (1-12'')
- Col(33)ML-4269
- Festival Concert of Symphonic Band Music Album—Capitol Symphonic Band-L. Castellucci, Cond. (4-10'')
- Cap CD-9011
- Glazounov-Rimski-Korsakoff-Liadoff: Jour De Fete Album—Galimir Quartet (1-12'')
- (Borodin: String Quartet) Period (33)SPLP-505
- Haydn: String Quartet in C Major Opus 76, No 3 Album—Galimir String Quartet (1-12'')
- (Haydn: String Quartet in D) Period (33) SPLP-504
- Haydn: String Quartet in D Minor Opus 76, No. 2 Album—Galimir String Quartet (1-12'')
- (Haydn: String Quartet in D) Period (33) SPLP-504
- Haydn: Symphony No. 94 in G Major Album—Liverpool Philharmonic Ork-M. Sargent, Cond (Haydn: Symphony No. 100) (1-12'')
- Col(78)MM-890; (33)ML-4276
- Haydn: Symphony No. 100 in G Major Album—Liverpool Philharmonic Ork-M. Rignold, Cond. (Haydn: Symphony No. 94) (1-12'')
- Col(78)MM-890; (33)ML-4276
- Haydn: Symphony No. 92 in G Major Album—Cleveland Ork-G. Szell, Cond. (Haydn: Symphony No. 101) (1-12'')
- Col (33) ML 4268
- Haydn: Symphony No. 101 in D Major—Album Philadelphia Ork-E. Ormandy, Cond. (Haydn: Symphony No. 92) (1-12'')
- Col (33) ML 4268
- Khachaturian: Concerto for Piano and Orchestra Herbert: Naughty Marietta Album—N. Eddy-N. Conner (1-10'')
- Col(33)ML-2094
- Ah! Sweet Mystery of Life
I'm Falling in Love With Someone
It Never, Never Can Be Love
Italian Street Song
Live for Today
Naughty Marietta
'Neath the Southern Moon
Tramp, Tramp, Tramp
Album—O. Levant-Philharmonic Symphony Ork of N. Y.-D. Mitropulos, Cond. (1-12'')
- Col (33) ML 4288
- F. Liszt: Concerto for Piano and Orchestra Album—R. Schmid-Munich Broadcasting Symphony Ork-H. Rosebaud, Cond. (R. Strauss: Burlesque) (1-12'')
- Vox Polydor (33) PL 6110
- Music of Jerome Kern Album—R. Stevens-S. Shulman (Songs of Sigmund Romberg) (1-12'')
- Col (33) ML 4270
- J. P. Rameau: Les Indes Galantes Album—J. Joachim-C. Maurane-R. Malvasio-Gouverneur Choir—Hewitt Chamber Ork (1-12'')
- Vox Discophiles Francais (33) DL 6080
- Schumann: Konzertstueck for Piano and Orchestra Album—E. Erdman-Munich Broadcasting Symphony Ork-G. Goerlich, Cond. (Chopin: Rondo) (1-10'')
- Vox Polydor (33) PL 1700
- Oliver Messiaen: L'Ascension Album—Philharmonie Symphony Ork of New York-L. Stokowski, Cond. (3-12'')
- Col MM-893
- Songs of Sigmund Romberg Album—R. Stevens-D. King (Songs of Jerome Kern) (1-12'')
- Col (33) ML 4270
- R. Strauss: Burlesque in D Minor for Piano and Orchestra Album—G. Muench-Munich Broadcasting Symphony Ork-A. Dressel, Cond. (Liszt: Concerto) (1-12'')
- Vox Polydor (33) PL 6110
- Prokofiev: Piano Music of Prokofiev and Scriabin Album—S. Weissenberg (1-10'')
- Col(78) MM-891; (33)ML-2099
- Prokofiev: Sonata No. 3 in A Minor Suggestion Diabolique
- Scriabin: Etude No. 11 in B-Flat Minor Nocturne for Left Hand Alone
- Weber: Clarinet Quintet in B Flat, Opus 34 Album—A. Buerkner-String Quartet of Radio Munich (Weber: Concerto) (1-12'')
- Vox Polydor (33) PL 6140
- Weber: Concerto for Piano and Orchestra in C Major Album—L. Schmidmeier-Munich Broadcasting Symphony Ork-G. Goerlich, Cond. (Weber: Clarinet Quintet) (1-12'')
- Vox Polydor (33) PL 6140

DALE GUN OPERATORS

TRIPLE YOUR COLLECTIONS WITH MOVING TARGETS

COMPLETELY WIRED WITH NEW MOTOR

for only **\$19.50**

MONEY BACK GUARANTEE

Not necessary to ship machine. Forward only mechanism drawer located in bottom of cabinet. It will be returned to you within 24 hours.



1346 Roscoe St.

GRaceland 2-0317

CHICAGO 13

HOT RODS, NEW—WRITE

- | | |
|--|--------------------------|
| ONE BALLS | Round Up ... \$74.50 |
| Photo Finish. Write Citation | Dew-Wa-Ditty. 54.50 |
| Gold Cup 99.50 | Puddin' Head. 64.50 |
| Jockey Special 79.50 | Screw Ball . . . 54.50 |
| Special Entry. 44.50 | Floating Power 84.50 |
| FIVE BALLS | Paradise 39.50 |
| King Arthur. \$159.50 | Serenade 64.50 |
| College Days. 134.50 | Merry Widow. 44.50 |
| Three Musketeers . . . 109.50 | Virginia 39.50 |
| Buttons & Bows 84.50 | Cinderella . . . 39.50 |
| Telecard 79.50 | Rama 59.50 |
| | Star Dust . . . 49.50 |
| | JUST 21 Write |

GENERAL DISTRIBUTING CO.

1225 N. Broad Ave. New Orleans, La.

SPECIAL NO. 50 BULBS

6-8 Volts
Small, Round Screw Base.
\$2.75 Per 100, Tax Paid.
New Stock, 10 to Box.

STANDARD BRANDS ONLY.
650 Bulbs will screw into #51 Socket—try and see.
New 1950 Parts Catalogue now ready. Write for Yours—FREE.

Heath Distributing Co.
243 THIRD ST. MACON, GA.

PARDON!

Due to an error, the price was omitted on the UNITED

SHUFFLE ALLEY

it's still **\$200**

Exceptionally clean, reconditioned machines at this bargain price.

WORLD WIDE DIST.

2330 N. Western Ave. Chicago 47

FOR SALE

- United Shuffle Alley \$199.50
- Order 5 194.50
- Dale Guns (Late Model) 94.50
- Sally Bowler 275.00
- Pitchem & Batem 150.00
- United Shuffle Skill 49.50
- Bango 49.50

All machines reconditioned like new.
1/3 deposit with order.

HERMAN DISTRIBUTING CO.

1505 Coney Island Ave. Brooklyn, N. Y.

FOR SALE

- 20 Buckley T.L. Diggers (Reconditioned, very clean) \$100.00
 - 20 Buckley Deluxe Diggers (reconditioned, very clean) 125.00
 - 5 Jumbo Parades, F.P. (late heads) 35.00
 - 1 Jennings Fast Time, F.P. 35.00
 - 2 Stark Heavy Pull-Out Double Safes (weight 700 lbs.) 125.00
 - 8 Stark Heavy Pull-Out Single Safes (weight 350 lbs.) 75.00
 - 12 Mills Box Stands (complete with 2 sets keys) 10.00
- One-Third Deposit, Balance C. O. D.
EQUITY SERVICE, 1702 Mack Ave., Dayton 4, O.

ATTENTION! REAL BUYS!

- WURLITZER 1100 \$425.00
- WURLITZER 1015 249.50
- WURLITZER 750E 119.50
- WURLITZER 750M 109.50
- WURLITZER 800 89.50
- WURLITZER 780E 99.50
- KEENEY TEN PINS Write

OLSHEIN DIST. CO.

1106 Broadway ALBANY 4, N. Y.

ALBUM REVIEWS

(Continued from page 46)

FREDDY MARTIN PLAYS JEROME KERN 85

RCA Victor P-265
 All the Things You Are; Smoke Gets in Your Eyes; Who; Make Believe; I've Told Every Little Star; The Song Is You.
 For dance music, this one will be tough to top. And for pure, unadulterated melody, this selection of Kern tunes rates the same comment. Two sides have brief vocals, while the rest are slick, tasty instrumentals, with liberal sprinklings of piano and the Martin tenor sax lead. Should be a big standard seller.
JUKES
 "Things" and "Smoke" should get play where dance music is desired.
JOCKS
 Natural program meat here.

SPIKE JONES PLAYS THE CHARLESTON 80

RCA Victor P-277
 I Wonder Where My Baby Is Tonight, Doin' the New Raccoon, The Charleston, Charleston Mio, Black Bottom, Varsity Drag.
 Whether this set will revive Charleston dancing is problematical, but it should certainly be headed for action—joke, jock and counter. Spike plays them all in the jerky Charleston tempo, burlesquing the spastic accents of the Jazz Age, but demonstrating underneath the exaggerated foolishness a sound knowledge of the dance rhythms of the wacky '20s. Four of the tunes are revivals from that era, two are originals by Jones and Eddie Maxwell—"Charleston Mio" and "Doin' the New Raccoon." Latter is a gem, sounds like a true product of the Charleston era. The ork keeps tempo thruout, and as a result, the comedy is not as wild as on the usual Jones releases, but is funny enough by a good margin.
JUKES
 All sides worth spins; try "Raccoon" which could take hold.
JOCKS
 The turntable clan will need no urging for this set.

TOMMY DORSEY PLAYS COLE PORTER 87

RCA Victor P-263
 Just One of Those Things, Love for Sale, Why Shouldn't I, You Do Something to Me, I Get a Kick Out of You, It's Delovely.
 The TD entry should prove one of the most successful in the "Here Come the Dance Bands Again" series. The Johnny Thompson arrangements are simple and graceful, with emphasis on beat and melody. Tempos are uniformly fine, and intonation is better than anything the Dorsey band has showed on records in some time—a big, warm, live sound. The star side is "Love for Sale"—comparable to the best dance sides TD has ever made. Flipover, "Things," is the runner up. All sides are instrumental, tempos range from medium slow to medium fast. And where the Dorsey horn is featured, he's the tram master of yore.
JUKES
 Any sides, but especially the two singled out above.
JOCKS
 A must for dance-minded spinners.

ERSKINE HAWKINS PLAYS W. C. HANDY 64

RCA Victor P-273
 St. Louis Blues, Careless Love, Beale Street Blues, Aunt Hagar's Children, Memphis Blues, John Henry Blues.
 The Hawkins album will hardly send people rushing to the dance floor, tho some of his interpretations of the Handy classics make good listening. "Memphis Blues" and "Aunt Hagar's Children," which happen to be back to back, are interesting big band stylizations of blues, with the arrangement and solos taking precedence over the beat. (The bary sax man, it might be mentioned, is one of the best in the biz.) The standout cutting, however, is "Beale Street," which has tension, mood and builds to a sock climax. On only two or three of the sides is the beat defined and strong enough to stimulate terpsichore. Band intonation is not always even, but recording is alive and vibrant.
JUKES
 Sides mentioned above may go in r. and b. spots.
JOCKS
 Primary interest is for blues spinners.

CHARLIE VENTURA PLAYS DUKE ELINGTON FOR DANCING—Charlie Ventura Ork (3-10'') 70

RCA Victor P-274
 Sophisticated Lady; Prelude to a Kiss; Solitude; It Don't Mean a Thing; Mood Indigo; Take the "A" Train.
 It is suspected that this album in the Victor dance series will mean more to jazz collectors than it will to followers of the terp art. It serves as an introduction to Ventura's new big band and spots large chunks of the jazz man's tenor sax work. The songs are long-established favorites in jazz circles, tho most of them are general public faves as well. Best single efforts are "Sophisticated Lady" and "Solitude," both Ventura solo efforts. His band shows bite and swing in "It Don't Mean a Thing." Most arresting is the use of a tuba in a jazz band—should set the hot bugs buzzing. In spite of the jazz nature of the package, the dance beat is ever present.
JUKES
 Best bets are "Sophisticated Lady" and "Solitude."
JOCKS
 All sides worth a whirl.

RAY McKINLEY PLAYS RODGERS AND HART (3-10'') 70

RCA Victor P-271
 My Heart Stood Still; Blue Moon; It's Easy To Remember; You Took Advantage of Me; Blue Room; Thou Swell.
 Most of the great tunes here are better known among sophisticates than with General John Q. Public. McKinley plays them danceably, but with little distinction or spark. Two vocal efforts are ineffectual. McKinley's name should pull some teen-ager coin, but Rodgers-Hart addicts are unlikely to go for the presentation.
JUKES
 Not much here you can use.
JOCKS
 For an occasional band program.

SPADE COOLEY PLAYS BILLY HILL (3-10'') 71

RCA Victor P-275
 Wagon Wheels, The Old Spinning Wheel, The Last Roundup, In the Chapel in the Moonlight, Lights Out, Empty Saddles.
 Except as a collection of fine old pop tunes pleasantly played, Spade Cooley's contribution to the Victor dance series is not especially strong. His renditions are strictly pop—the dominant sound is a sweet fiddle section, the beat is conservative fox trot. On the "Chapel" side, an organ is heard, as well as a thrush handling the lyric. "Wagon Wheels" is done with clippity-clop effects and a male chorus—the Sons of the Pioneers. This popular group also appears on the flip, "Roundup." Their presence tabs this as the best record in the album, and the one with market appeal as a single. Except for "Spinning Wheel," the disks are more vocal renditions than dance sides. As a result, album lacks character and consistency as a dance offering, but remains a very well played and sung assortment of pretty tunes by Billy Hill.
JUKES
 Best bet is the Sons' record, tho others may go where Cooley has following.
JOCKS
 Okay for tune value, but overshadowed by other sets in this series. Western jocks can spin for name value.

LARRY GREEN PLAYS VINCENT YOU-MANS (3-10'') 82

RCA Victor P-272
 Time on My Hands, More than You Know, Tea for Two, Carioca, Sometimes I'm Happy, I Want To Be Happy.
 The traditional piano-lead society dance format is perfectly exemplified here. The arrangements are conventional and unobtrusive, adhering religiously to melody line, but are nevertheless bright and hummable. Execution is high grade, with the orkster's keyboarding leading crisp, even sections thru unwavering fox-trot tempos. Recording sound is full, faithful and sparkling. Prime appeal here is to the conservative hotel grill terp set, but even soxers will warm to the brighter sides like "Tea for Two." No vocals.
JUKES
 All sides can go in quiet, conservative locations with "Tea for Two" a good single bet.
JOCKS
 Fine society programming here.

TEX BENEKE PLAYS HOAGY CAR-MICHAEL FOR DANCING—Tex Beneke Ork (3-10'') 76

RCA Victor P-267
 Stardust; Lazy River; Rockin' Chair; Lazy Bones; Georgia on My Mind; Riverboat Shuffle.
 De-emphasis of the Miller style, which is the backbone of this band, in favor of large chunks of Beneke, both on tenor horn and vocals, is the keynote of this set from the Victor dance package series. Consequence is that the band loses much of its identity as it devours, apparently with relish, some fine arrangements of some ever-popular Carmichael gems. "Stardust," "Lazy River" and "Lazy Bones," the last with vocal by Beneke, are the standout sides in the package. As a showcase for Beneke, this is a representative package. But as an ad for the band, it is only moderately acceptable.
JUKES
 The three sides mentioned above are best bets.
JOCKS
 All sides worthy of regular pop programming.

MIGUELITO VALDES PLAYS ERNESTO LECUONA FOR DANCING—Miguelito Valdes Ork (3-10'') 67

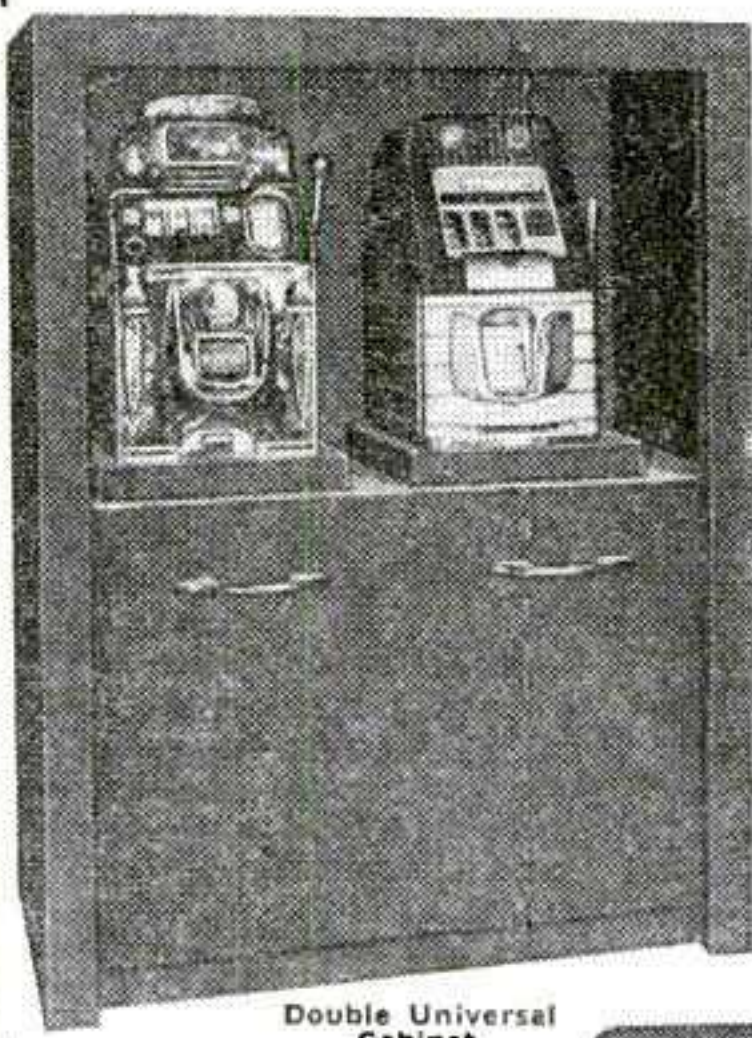
RCA Victor P-276
 Jungle Drums; Always in My Heart; Say Si Si; Malaguena; La Comparsa; The Breeze and I.
 For the Latin bugs, the Victor albums "designed for dancing" include this Valdes playing Lecuona package in a style which is a cross between a good American dance band playing the rumba and a fly Cugat. Valdes, known for his Callowayish Latin shouting, does no singing in the package save for an infrequent vocal effect. On one such side, "Jungle Drums," it is his vocal effect which helps to create a provocative slicing which easily is the standout in the album. Tho this is a competent performance of some lovely songs, it figures to be one of the lesser albums in the Victor dance parade.
JUKES
 "Jungle Drums" strongest bet.
JOCKS
 All sides worth a whirl on pop and L-A shows.

New De Luxe & Universal

REVOLV-A-ROUND Cabinets and Stands

- Stronger
- More Attractive
- More Convenient

IMMEDIATE DELIVERY



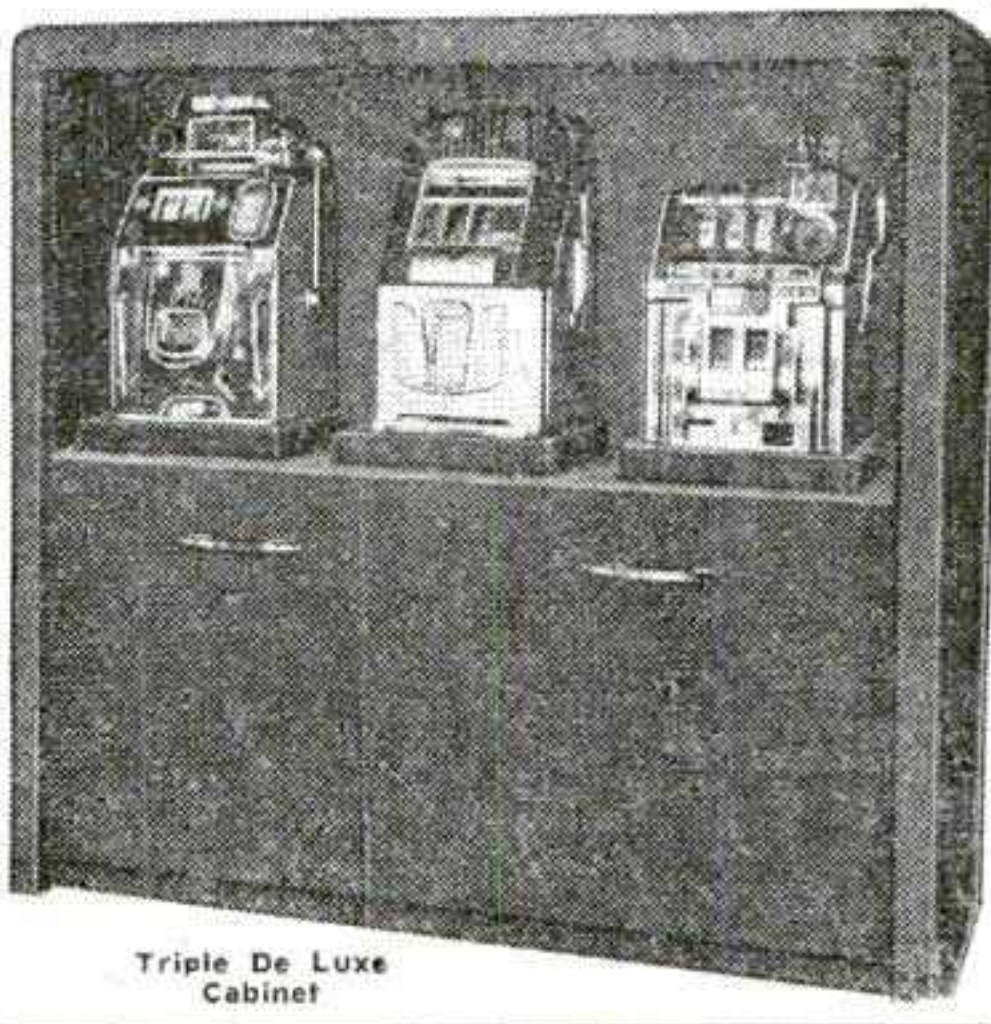
Double Universal Cabinet

These new units contain all of the important safety and convenience features of previous models, plus the advanced styling and strength and added convenience that makes them indispensable to any operation.

Write for Name of Nearest Distributor.

ORDER YOURS TODAY!

CHICAGO METAL MFG. COMPANY
 3724 SOUTH ROCKWELL
 Chicago 32, Illinois
 Tel.: LaFayette 3-5754



Triple De Luxe Cabinet

\$\$\$ SAVE with COVEN \$\$\$

BALLY BOWLER \$249.50 includes Lite-Up Pin Conversion	CITATIONS \$300.00 GOLD CUP 150.00 SPECIAL ENTRY 89.50 VICTORY DERBY ... 39.50	SHUFFLE BOWLING PIN CONVERSION KITS From \$19.50 to \$29.75 Specify Game
GENCO BOWLING LEAGUE WRITE	PIN GAMES Black Gold ... \$119.50 Barnacle Bill ... 89.50 Screw Ball ... 69.50 Merry Widow ... 64.50 Thrill ... 64.50 All Baba ... 64.50 Alice in W'deri'd ... 64.50 Cinderella ... 64.50 Trade Winds ... \$62.50 Paradise ... 59.50 Trinidad ... 54.50 Mardi Gras ... 54.50 Summertime ... 50.00 Circus ... 49.50 Spin Ball ... 49.50 Banjo ... 44.50 Shanghai ... \$39.50 Yanks ... 39.50 Wisconsin ... 34.50 Gold Ball ... 29.50 Ballyhoo ... 24.50 Tornado ... 24.50 Silver Streak ... 19.50 Carousel ... 19.50 All Games Completely Reconditioned and Ready for Location.	
UNITED SHUFFLE ALLEY \$189.50	KWIK-KOIN Coin Changer Guaranteed Accurate Interchangeable Units. Choice of 1-5-10-25 & 50c Units.	5c-5c Unit \$14.95 Other combinations proportionately priced. Choice of 2, 3, 4 or 5 unit bases. Sturdy—All Metal.
CAN USE Any quantity late 15-Balls. State condition, price first letter.		

COVEN DISTRIBUTING CO.
 3181 ELSTON AVE. INdependence 3-2210
 Exclusive Distributors for Bally Products and Wurlitzer Phonographs CHICAGO, ILLINOIS

LAKE CITY Specials

"The BALLY SPEED BOWLER is everything we thought it would be. ORDER YOURS TODAY!" — Joe Abraham

USED FIVE BALLS	BALLY ONE BALLS
Buccaneer \$ 89.50	Citation \$269.50
Round Up 89.50	Gold Cup 115.00
Floating Power 89.50	Jockey Special 94.50
Carnival 59.50	Special Entry 59.50
Samba 55.00	MISCELLANEOUS
Dallas 94.50	Holly Crane—New and Used Write
Baby Face 94.50	New Smoke Shop \$239.50
Paradise 44.50	Mercury Athletic Scale 74.50
Gizmo 64.50	Williams Star Series 215.00
USED BELLS	Q.T. Pool Game, A-1 Shape 160.00
Mills Three Bells \$ 99.50	USED SHUFFLE GAMES
Silver Moon, P.O. 42.50	United Shuffle Skill \$ 79.50
Bally HyBoy 165.00	Chicago Coin Rebound 75.00
Gold Nugget, 5-25c 225.00	Chicago Coin Bang 82.50
Keeney Two-Way 5-25c Super Bonus 289.50	California Shuffle Pins Write
Keeney Single 5c Super Bonus 160.00	SPECIAL DISCOUNTS GIVEN ON QUANTITY ORDERS OF 5 BALL GAMES
Arrow Bell—Like New 425.00	
Bally Big Top, 5c Free Play 45.00	

LAKE CITY AMUSEMENT CO.
 1648 ST. CLAIR AVENUE • Cherry 7067 • CLEVELAND 14, OHIO

ACT NOW! TERRIFIC DEAL

Headquarters for 10c BELGIAN TYPE POOL TABLES, factory reconditioned and refinished like new. Finest hardwood construction. Good for years of profits. Original cost was \$325 00. Ea. \$89.00

No extra charge for crating 1/3 deposit required
FALCON COMPANY
1676 Twelfth St. Detroit 8, Michigan

CORRECTION

Price quoted in last week's ad on used Gliders was incorrect. Correct price should be \$90.00.

NATIONAL COIN MACHINE EXCH. CHICAGO

WANTED

USED BOWING ALLEYS
G. J. CUMMINGS

851 Trestle Glen Road Oakland 10, Cal.

12 CITATIONS at \$260.00

Like New, Perfect Condition
NASTASI COIN MACHINE CO.
1010 Poydras Street New Orleans, La. MA 6386

Milw. Shuffle Game League February Meet Draws 5,600

(Continued from page 105)
vision of three judges chosen by the players, location owner and one representative of the amusement association.

Official Okay

No simple task, the tourney was the results of many hours of work and planning. Proceeding cautiously. Beck first presented his plan to the local authorities. When he received an official okay in writing, he swung into action.

Organize Association

Next step was organizing the Amusement Alley Association, the organization which officially sponsors the tournament, with himself at the head. Location owners were then sold on the idea of participating in the tournament by Joe and his sales staff. Convincing them was tough at first, especially when they were told that the spots must guarantee Mitchell Novelty \$15 each week for every Shuffle Alley machine installed.

Many also doubted that the \$1,000 prize money would be forthcoming.

Promotion was an important factor. Over \$300 was spent for printing entry blanks and rules sheets, streamers, cards and posters. Beck drew up an original entry blank which he had copyrighted. He spent hours interviewing local bowling alley proprietors for their ideas and experiences in running successful tournaments in tenpin alleys. Newspaper and radio publicity was purposely shunned until it was felt that the games were really successful.

Upped Biz

Was it all worth while? "The tavern keepers are very happy about it," Beck said. "It upped their attendance tremendously and certainly increased machine play. We spot checked locations every night to see if players were actually participating as fully as they are in other sports. In one location, at the eliminations, 35 out of 38 registered players showed up. At another, 29 out of 36 appeared. I believe that the turnouts showed genuine interest and that this type of competition will definitely pay off all the way around."

Another appreciated feature of the operation was the swiftness of the play involved. Each game takes only about two minutes, so the location owners can usually run off their entire slate of competitors in one or two evenings. Spots were queried when the contest was in its planning stages as to which nights they preferred for tournament activity. Most of them suggested their slowest evenings, Tuesday and Thursday—so these nights became tournament nights.

As soon as results were totaled, winners were notified to appear at the locations where they had played their high scoring games to pick up their prize money. Printed lists of all winners' names were posted prominently at all locations to stimulate interest in the March competitions, which promise to be even a bigger success than the initial tournament in February.

D. C. ARCADES

(Continued from page 105)
legit shows. Negotiations are now under way for turning over a grind house, the Strand, for plays.

The combined seating capacity of the two theaters is around 3,600. If Washington's stage-starved population fills the two spots, a fair proportion of the crowds can be counted upon to wander into the arcades as they are about the only respectable looking places on the block. Taverns, flop houses and fourth-run movies make up the rest of the street.

Of the Ninth Street arcades, two are topnotch—clean, brilliantly lighted and well attended. Another pair are just a shade below the leaders, while the final two are on the smaller side.

BRENNAN JOINS

(Continued from page 105)
General Vending will mark its 25th anniversary this year as one of the oldest and largest coin machine distributing organizations. The business was started by Harry Hoffman and George Goldman in 1925 as a scale and nut vending machine operation, and the company put out the first pinball games in Baltimore.

Blumenfeld had his own operation in Baltimore from 1933 to 1940 when he joined Hoffman and Goldman to form General Vending as a distributing company. The firm built its own 15,000 square foot building in 1946. It represents Rock-Ola, Gottlieb, Williams, Jennings, Universal and other manufacturers in Maryland, Virginia and the District of Columbia.

General was one of the organizers and charter members of the National Coin Machine Distributors Association in 1948 and Blumenfeld has served the association continuously as its national secretary.

Trade Groups Take Part in CMI Show

(Continued from page 105)
they intend to display coin machine equipment at the show.

One of the first groups to announce it would be represented at the CMI show was the National Association of Automatic Phonograph Owners of the Republic of Mexico. This organization wrote CMI officials: "Our association will be officially represented at the CMI show by our president, David L. Romero, distributor of Rock-Ola products in Mexico."

Hanna, N. Y. Rep

Joseph A. Hanna, president of the New York State Coin Machine Dealers Association, wrote the following to CMI's show committee: "I personally plan to attend as president of both the Utica (N. Y.) and New York State Coin Machine Dealers Association. In behalf of the coin machine men in New York, I extend to you their sincere wishes for a most successful convention."

Hanna is head of the Hanna Distributing Company, Utica, and has been singled out by that city's Chamber of Commerce for civic honors on several occasions.

Other groups which signified they would have suitable representation at the CMI June event were the South Dakota Phonograph Association, headed by Mike Imig, Yankton; the Denver Music Operators' Association, headed by Wolf R. Roberts, and the Washington (D. C.) Coin Machine Association, whose representation was assured by Horace Biederman, secretary-treasurer.

Show Chairman Dave Gottlieb disclosed that early response to the convention had forced CMI to reserve more rooms at the Stevens. He said: "Some 1,500 double rooms and 64 suites have been set aside for those attending the three-day CMI annual show. All reservations for rooms should be made direct to the hotel with mention the requests are for the CMI Show."

PUCK PATER

(Continued from page 121)
advertising to boost his shuffleboards. George, who also operates a route of juke boxes, is bringing some of his music promotion knowledge to the shuffle field in order to work up higher and steadier puck play.

John Moss, head of Monarch Shuffleboards' Detroit office, is back from a visit to Chicago, where he observed play is on the upswing. He states that shipments from the local office are beginning to show an increase in volume.

UNITED SHUFFLE ALLEYS \$209.50
GOTTlieb'S JUST 21 Sensational 5-Ball!
MILLS BLACK CHERRY BELLS \$99.50
GENCO GLIDER \$89.50
5c WIRELESS WALL-O-MATICS \$25 EA.
AMI MODEL A \$395.00 MODEL B \$495.00
WURLITZER 1080 \$295.00
SEEBURG 146 \$295.00 147 \$375.00 148 \$450.00
BALLY SPEED BOWLER
CHICAGO COIN BOWLING ALLEY
UNIVERSAL TWIN BOWLER
GOTTlieb BOWLETTE
SHUFFLE - PINS \$29.75

HOME OF PERSONAL SERVICE
Atlas NOVELTY COMPANY
2200 N. WESTERN AVE. PHONE ARmitage 6-5005 CHICAGO 47
Division of ATLAS MUSIC CO.
Assoc) ATLAS MUSIC CO., 2219 FIFTH AVE., PITTSBURGH 19
Offices) ATLAS MUSIC CO., 221 NINTH ST., DES MOINES 9

IT'S TERRIFIC! Transform any shuffle game into the latest with actual miniature bowling pins that light up! Only 2 minutes to change over with a ROYAL SHUFFLE-PIN CONVERSION Complete with clearance rake and replacement back lining. Just plug in—no soldering. Only \$29.75 Write, wire or phone orders! When ordering specify name of game. Immediate Delivery!
WRITE! Gottlieb Bowlette Genco Bowling League Chicago Coin Bowling Alley Universal Twin Bowler Evans Shuffle Ten Strike Keeney Ten Pins Keeney ABC Bowler Rock-Ola Shuffle Lane Bally Speed Bowler Exhibit Shuffle Bowl MODERNISTIC DESIGN! NEW 1950 SHUFFLEBOARDS Complete with all WRITE Maple Tops SHUFFLEBOARDS Reconditioned like new! 12 ft., 18 ft., 22 ft. Guaranteed—Write Genco GLIDER Reconditioned \$69.50
STILL GOING STRONG! FIVE JACKS 1c COUNTER GAME Fast action—big appeal! 1, 2 or 3 coins played at a time. 5 winning traps, 5 big award pockets! No servicing. Foolproof. Only 16x10x15 inches. 100% mechanical. Write, Wire or Phone for Complete Information and Prices. Immediate Delivery!
CONSULES Mills 3 Bells, Late \$249.50 Evans Casino Bell, 5/25 \$289.50 Jumbo Parade, P.O. \$55.00 Jumbo Parade, Comb. \$79.50 5¢ Jennin. Silver Moon \$65.00 Keeney Single Bonus, 5¢ \$179.50 Keeney Twin Bonus, 5/25¢ \$269.50
SLOTS { WRITE WANT TO BUY CITATIONS AND LATE 5-BALL FLIPPER FREE PLAYS
MONARCH COIN MACHINE CO. 1545 N. FAIRFIELD AVE., (PHONE ARmitage 6-1434) CHICAGO 22, ILL.

COLUMBIA DOUBLE JACKPOT BELL SPECIAL SELOUT PRICE \$69.50 Changeable right on location in a few moments' time to 1-5 10-25¢ play. Cabinet rebaked to give new machine appearance. Size: 18 3/4" high 14 1/2" wide 12" deep. 1/3 deposit with order, balance C. O. D., F. O. B. Chicago. ABC NOVELTY CO. Phone: EVerglade 4-3823 2009 W. IOWA ST. CHICAGO, ILL.

WANTED USED MILLS STANDS State quantity, price and condition. East Coast Music Co. Darling, Del. Co., Penna. Phone: Valleybrook 2565



Bells are a club tradition!

America

is a nation of clubs. America's strongest link to patriotism is clubs such as the American Legion, Veterans of Foreign Wars, Amvets, Elks, Eagles, Moose, etc. The only "ism" existing in their clubrooms is *Americanism*. Bell machines have been an American tradition in clubs since 1889.

Over 10,000 clubs in the United States, fraternal, patriotic and civic type, use Mills Bells to defray the demands made upon them by local charitable institutions. Orphanages, hospitals, cancer clinics, blind institutions and crippled children's wards are the heavy beneficiaries to the profits derived from the Bells which are in operation in these clubs. Many of these clubs would not be in existence today if it were not for the revenue they receive from Mills Bells.

Our service organizations in this country, as well as in occupied zones, are also deriving great benefits from Mills Bell revenue. Many maintain their entire social and athletic expenses from their Mills Bell profits as well as enjoy the much needed fun and relaxation that these Bells bring into their recreation centers so far from home.

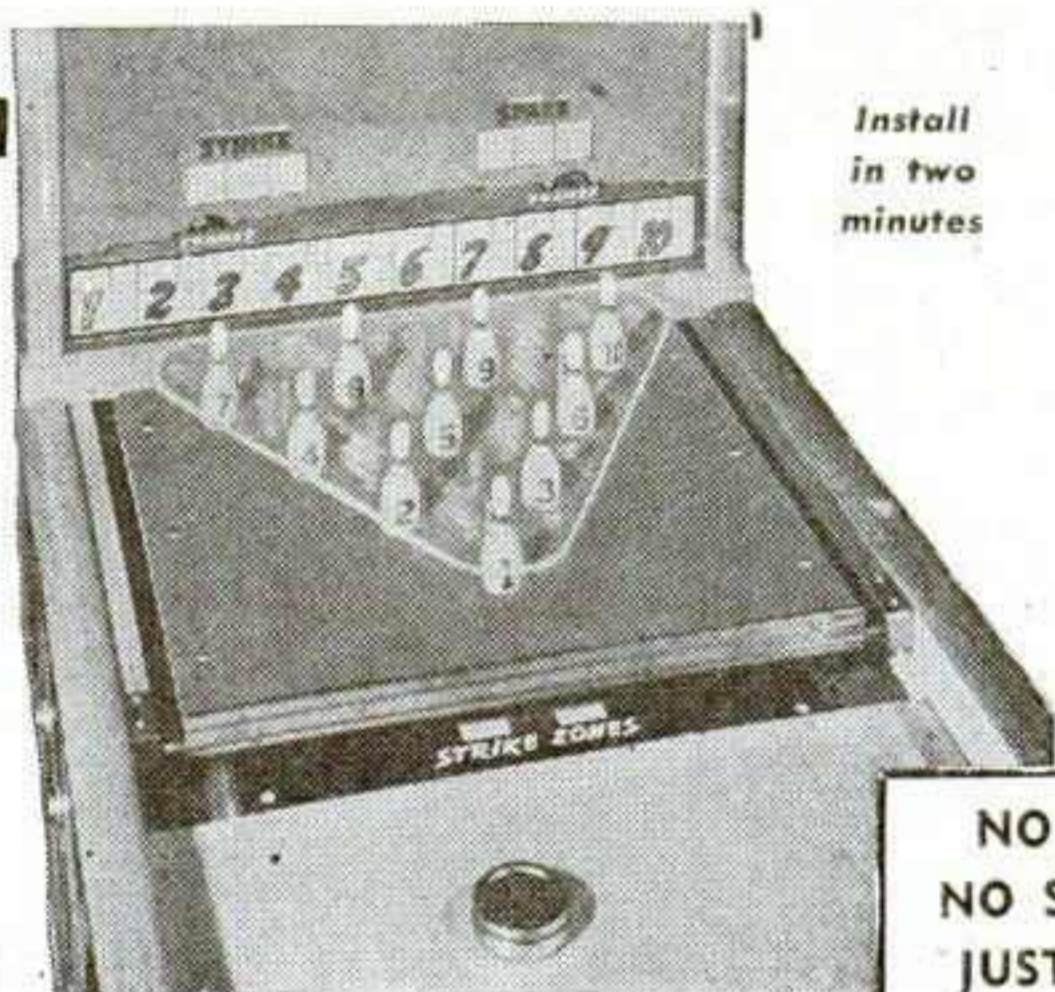
Clubs need Bells to maintain a steady revenue; their members favor and enjoy them in their clubrooms. Bells are definitely the biggest single, as well as most constant, contributor to worthy causes in the communities where they operate. They channel more monies into local charity drives than any other single unit in the United States, whether that unit be human or manufactured. We are proud of the Mills Bell and the job it is doing in the clubs of America!

BELL-O-MATIC CORPORATION

WORLD'S EXCLUSIVE DISTRIBUTOR: MILLS BELL PRODUCTS, 4100 FULLERTON AVENUE, CHICAGO 39, ILLINOIS

ACCEPT NO SUBSTITUTES! ROYAL DELUXE SHUFFLE PINS

Is the only complete unit adaptable for



Install
in two
minutes

United
Genco
Keeney
Rock-Ola
Chicago Coin
Universal
Williams &
Bally

SHUFFLE TYPE
GAMES

NO WIRING!
NO SOLDERING!
JUST PLUG IN!

No Exposed Wiring

A QUALITY PRODUCT AT
A LOW PRICE!

Royal DeLuxe Shuffle Pins saves glass replacements, covers worn playing fields, and its beautiful illuminated numbered pins are protected by a plexiglas shield. The unit is instantly adjustable to fit any size cabinet and comes complete with clearing rake and break lining strip to replace worn-out rebound shield.

EXCLUSIVE DISTRIBUTORSHIPS AVAILABLE
WRITE, WIRE OR PHONE

ROYAL PRODUCTS, INC.

ROY BAZELON

MANUFACTURERS

AL SEBRING

926 W. IRVING PK. CHICAGO 13, ILLINOIS PHONE: GRACELAND 7-2676

COINMEN YOU KNOW

Washington:

(Continued from page 123)

of the reasons for its popularity, according to Richardson, is that there's good profit in it for the owner.

From **Bill Schwartz**, of the Washington Music Guild, comes word that the Winters Distributing Company of Maryland gave Washington coinmen their first official glimpse of the new Wurlitzer 1250 March 2. It was put on display at the Guild's open meeting which also saw the installation of this year's new officers.

The staff of the Atlas Amusement Company is richer by several new mechanics. **Anthony J. Cicala**, of that firm, reports that the mechanics have been hired to service the shuffleboard machines which he has distributed in the Washington and Maryland area.

Two more banks in the Washington metropolitan area are featuring Shermack stamp vending machines as a special service to their customers. **James Whitaker**, of Whitaker Bros., distributors of the Shermack machines, says that he's installed the venders in the Bladensburg and Avondale branches of the Citizens Bank of Riverdale.

Harvey Goldman, of Capitol Amusements, Inc., reports that his new arcade at 631 Pennsylvania Avenue S.E. is doing a fair business in its first few weeks of existence. The new game 21 and Shuffle Alley are particularly popular. The opening of the Capitol Arcade in southeast Washington marks another "first." So far, it's the only amusement center in this fast growing section of the district.

From **Harry Schwartz**, of Schwartz Bros., distributor of juke box records, reports that more Washington nickels are sliding down the chute for "God's Country," and "Call of the Wild Goose" than any other records. Both are Mercury releases.

Washington's recent spell of cold and rainy weather didn't find much favor with local coin men. For instance, **R. A. Brodesser**, president of Automatic Fountains, Inc., says that cold wintry blasts do not exactly stimulate thirst. Brodesser's firm supplies carbonated beverages. **John Rainer**, sales manager of the Coin Meter Washington Company, Silver Spring, Md., also is unhappy about the weather. Rainer's firm puts Westinghouse coin washing machines in the basements of new apartment developments and, when it rains, says Rainer, construction on new housing comes to a standstill. With the onset of spring, he's hopeful that construction will spurt ahead and provide new opportunities for coin washing machine business.

Paul Robertson, Meter Wash Company, Hyattsville, Md., agrees that the bad weather has cut into the distribution of coin washing machines, altho perhaps not as significantly as some other companies have felt it. Robertson's firm distributes Bendix as well as Westinghouse machines.

One coinman in these parts who isn't bothered too much by the weather or seasons is **Harry H. Hoke**, of Hoke Coin Machines. He says it's a two-way proposition as far as the average coin amusement machine is concerned. In the summertime, Hoke points out, he's got machines at the beach resorts. As far as the city trade is concerned, Hoke says it doesn't matter much what the temperature is outside. If business is on the upswing, it will be on the upswing regardless of what the weatherman says.

Competition in the cigarette vending machine is getting keener, but Kenny's is moving ahead. That's the report of **Walter E. Brickman**, president of the Leader Distributing Company, Silver Spring, Md. Brick-

man finds the Kenny cigarette machine more in demand than ever before, with calls for it coming in from all over. Sales recently have increased from 10 to 25 per cent. Brickman attributes part of the Kenny machine's popularity to the fact that, "the pack of cigarettes you see in the machine is the pack you get." Brickman also reports that production and distribution of the machines are matching the increased demand.

Jack Wolf, of the Fun Arcade, reports that **Simon Gerber** is recuperating rapidly after a long siege of illness. Gerber's friends will be glad to know he's expected to be fit as a fiddle soon.

Los Angeles:

(Continued from page 123)

the next session of the State meeting of operators to be held sometime in April in Milwaukee.

Gordon Horlick, of the Williams Manufacturing Company, planned out for Chicago after a Coast business survey. . . . **Dudley Trojan**, of the Trojan Novelty Company, was making the rounds and checking over some new equipment. . . . Ditto for **Bill Bradley**, Covina operator. . . . **Roy Jones** was down from his Inyokern headquarters.

Jack Leonard, of the Badger Sales Company, reports a good reaction from operators on the new light-up pin conversion sets he has for all types of shuffle alley games. He's also showing off the new portable coin sorter turned out by Klopp Manufacturing Company. Incidentally his two children celebrated moving into the family's new apartment in the Ambassador Hotel district by coming down with chicken pox. . . . **N. P. Craver** was up from his San Diego headquarters to look over some new games. . . . Ditto for **Mr. and Mrs. John Mallett**, Claremont.

Bill Leuenhagen, of the W. H. Leuenhagen Company, is showing off the Eichel Electronic Terrestrialscopes, the dime play telescope. . . . **Pete Peterson**, of Delano, was making the rounds, renewing acquaintances on Pico Street.

Bill Schrader and **Denny Dennison** are in the East with some new coin machine plans. . . . **Gary Thompson**, of Thompson Brothers, was up from Long Beach. . . . Another recent visitor was **Norman Christ**, who hails from Lompoc.

Ed Wilkes, of the Paul A. Laymon Company, is really pushing the Bally Speed Bowler and Gottlieb's Just 21. . . . **Tex Mitchell** was down from Fresno making the rounds and looking over the latest in coin machine equipment.

Larry Jackson, one of Pico Street's platter salesman, really garnered his kennel club a lot of local publicity on the Spring Spaniel field trials last week. . . . **Jud Lilley** made one of his frequent trips in from Montebello.

Phil Robinson, of Chicago Coin, is getting a lot of favorable comment on the firm's Band Box. . . . **Ray Tisdale**, La Crescenta coinman, is still on crutches recuperating from his recent operation, but he's getting along fine, he tells friends. . . . **Cecil Ellison** was in from Lancaster. . . . **Jack Arnold**, Barstow operator, was on Pico Street lining up some new equipment that will lure the tourist dimes this summer. . . . Another visitor was **Tony L. Simon**, who operates in Bryn Mawr.

Detroit:

(Continued from page 122)

Detroit, and replaced all units with standard type juke boxes. The passing of an era in the industry is marked by the end of the installation, which was originally established by AMI a number of years ago.

NOW DELIVERING

in

NEW YORK AND NEW JERSEY

Bally's New

SPEED BOWLER

The Greatest
Shuffle Bowler
Of Them All

ORDER TODAY!

RUNYON SALES COMPANY

593 TENTH AVE.
NEW YORK 18, N. Y.
LOngacre 4-1880

123 W. RUNYON ST.
NEWARK 8, N. J.
Bigelow 3-8777

354 S. WARREN ST.
TRENTON, N. J.
TRenton 5-6593

BREAKING ALL PRODUCTION RECORDS!

BOWLING ALLEY

Chicago Coin's

BOWLING ALLEY

NOW IN ITS 19th WEEK



IT HAS BEEN THE "CASH BOX" ANSWER TO AN OPERATOR'S DREAM



PLUS THESE EXTRA FEATURES

- **CORK LINED RAILS** for Bank Shots and Silent Play
- **PICK UP SPLITS** for added "REAL BOWLING" thrills

AT NO EXTRA COST

Chicago Coin Machine Co.

1725 Diversey Blvd.

Chicago 14, Ill.

EXCLUSIVE NORTHERN OHIO DISTRIBUTOR FOR THE FINEST IN ALLEYS:

UNITED'S Double Shuffle—CHICAGO COIN'S Twin Bowling—KEENEY'S Ten Pins—EVANS' Shuffle Ten Strike—UNIVERSAL'S Twin Bowling—GENCO'S Bowling League—EXHIBIT'S Shuffle Bowl—GOTTLIEB'S BOWLETTE

ARCADE EQUIPMENT

Table listing arcade equipment prices: Boomerang \$50.00, Bally Big Inning \$185.00, Battering Practice \$75.00, Chicago Coin Hockey \$85.00, Chicago Coin Pistol \$135.00, Chicken Sam (conv.) \$95.00, Drivemobile \$150.00, Evans Ten Strikes \$69.50, Exhibit Dale Gun \$100.00, Exhibit Merchantmen \$75.00, Exhibit Silver Bullets \$185.00, Goatee \$100.00, Grotchen Metal \$195.00, Heavy Hitter \$50.00, Jack Rabbit \$100.00, Keeney Air Raider \$100.00, Mother-In-Law Gun \$95.00, Mutoscope Football \$225.00, Pusher-Type Rotaries \$225.00, Quizzer \$100.00, Panorams \$185.00, Scientific X-Ray \$85.00, Poker \$100.00, Sky Fighters \$100.00, Solar Horoscope With Scrolls \$85.00, Silver Gloves \$225.00, 10th Inning \$50.00, Tommy Gun \$85.00, Undersea Raider \$95.00, Vitalizer \$95.00, Western Baseball \$65.00, Williams All Stars \$125.00, World Series \$95.00

FIVE BALL PIN GAMES

Table listing five ball pin games: Buttons & Bows \$110.00, Banjo \$39.50, Bermuda \$44.50, Blue Skies \$74.50, Build Up \$39.50, Carnival \$59.50, Carolina \$89.50, Caribbean \$44.50, Catalina \$55.00, Cinderella \$59.50, Contact \$34.50, Cover Girl \$49.50, Crazy Ball \$99.50, Grand Award \$45.00, Humpty Dumpty \$44.50, Major League \$115.00, '49 Majors \$85.00, Moon Glow \$69.50, Morocco \$65.00, Paradise \$89.50, Ramona \$59.50, Robin Hood \$59.50, Sally \$45.00, Samba \$45.00, Screwball \$44.50, Shanghai \$39.50, Short Stop \$39.50, Singapore, with Flippers \$39.50, Star Dust \$59.50, Summertime \$49.50, Stormy \$39.50, Swannee \$69.50, Trade Winds \$59.50, Treasure Chest \$29.50, Thrill \$59.50, Triple Action \$49.50, 1-2-3 \$79.50, Temptation \$39.50, Wisconsin \$39.50

SHUFFLE-TYPE GAMES

Table listing shuffle-type games: Bank Balls, 9 Ft., 12 Ft., 14 Ft. \$95.00, 3 Bally Big Inning \$175.00, 6 Bango Shuffle Skill \$59.50, 2 Chicago Coin Basketball \$195.00, 2 Chicago Coin Midget Skee Ball \$165.00, 3 Chicago Coin Rebound \$75.00, 5 Cleveland Coin Genco Glider \$125.00, 1 Keeney Line-Up \$125.00, 9 Ft. Miniature Shuffle \$65.00, Premier 9 Ft. Barrel Roll \$75.00, 4 Scientific Pitchem & Battem \$165.00, 2 Seven Hi Pool Tables \$95.00, Supreme Alley, 9 Ft. \$75.00, 10 United Shuffle Skills \$59.50

CIGARETTE MACHINES (Used)

Table listing cigarette machines: National 950's \$85.00, National 9A's \$85.00, National 930's \$65.00, Unedapak 500, 9 Col. \$65.00, Unedapak 500, 15 Col. \$75.00, DuGrenier Challenger, 7 Col. \$85.00, Rowe Imperial, 6 Col. \$55.00, DuGrenier W's, 9 Col. \$55.00

TERMS:

1/2 deposit with all orders, balance C. O. D.

EXHIBIT'S SHUFFLE BOWL

Converts any Shuffleboard to a Bowling Game—strikes—spares—etc.; all bowling thrills—automatic puck return—WRITE.



M.S. GISSER, SALES MANAGER

"THE NATION'S COIN MACHINE MARKET"

CLEVELAND COIN MACHINE EXCHANGE, INC.

2021-2025 PROSPECT AVE. CLEVELAND 15, OHIO ALL PHONES: TOWER 1-6715

Wis. City Sets New Tax Sked, Covers Shuffle

MADISON, Wis., March 4.—Madison city council has passed new license regulations covering the amusement machine industry. Walt Frederickson, of Blackhawk Distributing Company, represented the industry during the hearings.

The new tax schedule calls for a \$100 basic license for each coin machine operator. Each amusement game is taxed \$15 and shuffleboard games rate \$10 per unit. The old tax on all games formerly ran up to \$35 each, and there was no tax levied on shuffleboards until the recent action.

Locations owning and operating shuffleboards are not considered coin operators and are exempt from the tax.

Mrs. John Chrest Dies

CHICAGO, March 4. — Lavinia Chrest, widow of John Chrest who, before his sudden death June 8, 1948, was executive vice-president and general sales manager of Exhibit Supply Company, died here Sunday (26). Services were held Tuesday (28) and interment was in Newport, Ky.

Chicago:

(Continued from page 123) ited Golden Gate Novelty, Advance Automatic Sales as well as other firms along the city's coin row. He also called on several distributors in the Pico Boulevard area of Los Angeles where many have headquarters. Among them were Badger Novelty, Sicking, and the Paul Laymon Company. While in Southern California Mencuri took time out to run down to Long Beach and sit down with arcade men there. Visitors at Exhibit Supply last week included Sam Taran, Taran Distributing, Miami and Tampa, and Martin Bromley, in from Hawaii.

At First Distributors, Joe Kline and Wally Finke report that they are doing a rushing business with shuffleboard conversion units. They handle the M & T Lite-a-Pin, Royal Deluxe Shuffle Pins, Supreme's shuffle kit and the Keeney conversion. The first three are available for all sizes of shuffleboards while the Keeney unit is designed for Keeney's Pin Boy and the Bally Shuffle Bowler. Kline and Finke are asking their operator friends to bear with them while they catch up on orders. Several groups of Southern coinmen began arriving in Chicago Thursday (2) for the music convention at the Palmer House which began Monday (6).

Ben Coven, Coven Distributing, is pleased over the reception Bally's Speed Bowler has received. Coven says the big points of the game are its fast action and the way it retains peak play appeal week after week on location. Ben regards his service staff consisting of Lee Taylor, Howard Parker, Frank Chersnowski, Francis Long and Walter Gorman as engineers because they are so thoro. The Coven service staff takes pride in its record of handling 90 per cent of all work and returning it to location within 24 hours.

World Wide's Al Stern recently completed a week-end to remember. First his son, Mark, was elected vice-president of the junior class at Senn High School. Just after Al had received this good news, Mark was rushed to Michael Reese Hospital for an emergency appendectomy. The surgery was handled by Dr. M. L. Parker, and Mark is making a fine recovery. Monty West was deluged with congratulatory messages from the trade on his recent elevation to the sales manager post at World Wide.

Indianapolis:

(Continued from page 122) Coin Bowling Alley and the new Genco Five Ball Game. . . . Jack Simon, distributor, Los Angeles, was a visitor here with his family. Mrs. Lottie Berman is the head of Sicking, Inc.

A two-alarm fire swept thru the Peak Nut Company, 621 Vermont Place Tuesday (28), doing damage estimated at \$75,000. Candy stock in a first-floor storeroom was damaged by water. . . . Fred W. Gigax, 73, former vice-president and general manager of Capehart, Inc., Fort Wayne, Ind., died Saturday (25), in Windsor Village. He had been ill four months.

New York:

(Continued from page 122) when they were unable to get plane reservations. . . . Mendy Mendelson, business manager of the Associated Amusement Machine Operators of New York, was bedded down with an attack of the flu late last week. . . . Charlie Lipton, of National Rejectors Service Company, visited the DuGrenier plant, in New Bedford, Mass., last week.

George Federow, who reps a French manufacturer of amusement equipment, is here on an extended visit. One of his purposes is to gauge possible American acceptance of a new arcade game he has designed.

Bill Goetz, of Capitol Automatic, has recuperated from a virus infection. . . . Harry Berger, of West Side Distributors, was away from his office last week nursing an attack of the flu. With many local music ops vacationing in Florida, the automatic Music Operators' Association (AMOA) called off its general meeting scheduled for February 28. The group won't reconvene until after the MOA confab. Al Denver, prexy, will call for the next confab to order March 28.

National to New Quarters

PORTSMOUTH, Va., March 4.—National Amusement Company, local firm specializing in pinballs, has moved to larger quarters at 521 Crawford Street, according to Jack Sufirin, member of the firm.

MERCHANDISING PAYS

(Continued from page 20) those customers are immediately notified by mail. The store's mailing list, indexed according to individual preferences, accounts for a goodly measure of the total sales.

P.A.'s by Artists Another major factor in the successful promotions staged was the appearance of Mario Lanza. The Lanza appearance created record history for the town.

Apart from the fact that Lanza had come to town in connection with the premiere of his movie, "That Midnight Kiss," the singer also happened to be a resident of South Philadelphia where the Petrella store is located. A large amount of display material was utilized, making for most attractive windows with posters plastered all over the neighborhood. The crowd attracted was literally a miniature mob scene.

The important part of the appearance, according to Petrella, was the fact that Lanza's influence was translated into sales beyond the day of his visit. Not giving the record fans a chance to forget, Petrella organized a Mario Lanza Fan Club among the record buyers. The club's membership increases each week and now has a total of 400—all pre-sold record buyers for Lanza's waxings.

The idea has gone over so well that Petrella is planning to develop similar fan groups for other artists. Moreover, other dealers in the territory are borrowing a note from Petrella and creating fan clubs in their own respective neighborhoods. And as Petrella puts it, the fan club "is about the best platform I can have for carrying on some "record conversation" with my customers."

Bally SPEED BOWLER The Ultimate* in Shuffle Bowling Games We Guarantee SPEED BOWLER to out-earn any competitive bowling game! *Has every desirable feature that can be built into a Shuffle Bowling Game. LIBERAL FINANCING Exclusive Distributors in Wisconsin, Indiana and Northern Illinois COVEN distributing Co. 3181 ELSTON AVE. CHICAGO, ILL. Phone: INDEPENDENCE 2210

The American Foundation for The Blind Lights the Way for Those Who Walk in Darkness

Indie Pubber Leads Fight On Music Trade Barrier

(Continued from page 17)

fendant flickeries be enjoined from retaining their ownership or control of pubberies, or from acquiring such interests in the future by direct or indirect means. It is also asked that as long as the pubberies are picture-owned, they be enjoined from publishing any music obtained thru monopolistic practice, and that a receiver be appointed to sell rights, copyrights, etc., obtained by such practices.

Film Music Control

According to the complaint, 60 per cent of the music usable in films is owned by the "captive" pubbers. It also states that these 14 pubbers receive 37 per cent of the performance royalties divided up annually among the 300 publisher members of the American Society of Composers, Authors and Publishers (ASCAP). Nearly 90 per cent of the copyrights suitable for films are licensed thru ASCAP. This ASCAP take is defined in the complaint as the second largest source of publisher income, after sheet sales. (Synchronization rights are rated fourth.)

In a recount of the "plugging" system, the Morris brief points out the importance of song exploitation thru the film medium, claiming that, with an audience of 30 to 40 million, this is the most lucrative song-selling medium. It further follows, states the brief, that film songs get the heaviest air play and public performance, and consequently stand the strongest chances for success. The result has been that top tunesmiths have been forced to play ball by signing their film material over to flick-associated publishers, to the exclusion of the indies. The complaint states that the flickeries therein named produce 80 per cent of the important films, and 63 per cent of the features produced, including Westerns. The same companies control 60 per cent of the music available for films. As a result of this condition, deals made with indie publishers can be forced thru at about one-half the value of the material, or the indie may not be able to sell at all.

Breakdown

A breakdown of the \$1,700,000 damages follows: For inability to exploit via synchronization of material in films, and resultant royalties from public performances of the film, in excess of \$20,000 per year, for the past six years, or \$120,000. Under provisions in Section 4 of the Clayton Act, the plaintiff could be entitled to treble damages, or \$360,000. For losses thru low-price fixing by controlling interests, \$10,000 annually, for the past six years, a treble-damage total of \$180,000. For losses thru film-company monopolization of writer services, another \$540,000. Here it is claimed that the flickers have insisted on publishing rights to commissioned scores, and on future publications of a large portion of the top tunesmiths.

A charge of secondary boycott is levied against Warner Bros. in connection with writers Julie Styne and Sammy Cahn, with a treble-damage figure of \$450,000 asked. Morris charges that the cleffer team signed a five-year pact with him in 1945, but when Warners sought the team for a flick score it refused to negotiate unless it got the team lock, stock and barrel. Claim is that Styne and Cahn were coerced into boycotting Morris, then were forced to grant the publishing rights to Warner affiliates. Morris contends that he would have gotten at least six of the tunes, representing a minimum profit of \$150,000.

For lost license fees thru restraint of fair competition, \$180,000, treble damages for the six-year period, are sought from Loew's, 20th Century and Universal. Charge is that these flickeries pooled their copyrights, and by cross-licensing for film use managed to monopolize a phase of the music publishing industry and restrained

Morris's own selling.

The Morris complaint also takes a jab at Loew's affiliate, MGM Records, charging that this diskery shows a preference for the music published by Loew's affiliate pubberies. It also calls attention to the practice of various flickeries which issue artists' contracts controlling all of the artists' professional appearances and performances in all entertainment fields. These artists, it is maintained, are required to exploit certain music, and in many cases the indie publisher can't even show his stuff.

When Order Reaches Court, What Then?

Obstacles Galore

(Continued from page 16)

plan, or it could include Alden-Rochelle, Inc., the plaintiff in the Leibell affair. In the event the decree gets court approval, those changes in ASCAP's operation which require revisions of the Society's by-laws will have to be put to membership vote—another possible obstacle.

It is reported that the motion picture exhibitors are disposed to go a'long with the new plan, which will apparently allow ASCAP to license (and collect for) film performance—but the licensing will be done with the film producers, not with the exhibitors as was the case in the past. The feeling is that the producers will naturally pass the cost of performance fees on to the exhibitors, who will then find themselves paying for tunes as before, but in a different manner. Despite this prospect, the trade is given to understand that the flick industry favors ASCAP's having the right, rather than seeing it revert to individual pubbers and writers. The latter alternative would make song clearance a complicated, difficult matter.

Which 60-20-20?

The rebellious young songwriters are another story. The 60-20-20 split reportedly set for incorporation into the decree is not the 60-20-20 they were originally told they were getting. The difference lies in the limitations to rise and fall in the 1,000-point scale, with the possible rate of fall much slower than the possible rate of ascent. Writers at the top cannot drop more than 100 points between the 1,000 top and the 500 halfway mark. From 500 down they can drop only 50 points at a clip until they hit the 100 mark, after which they can drop only 25 points at a time. On the other hand, they may rise 200 points at a time until they reach the 500 mark, after which they can climb only 100 points per year. The young Turks are steamed at this set-up and also at the 12 per cent slice which may be set aside from the 60 per cent based on five-year performance average. This fund may be used at the discretion of ASCAP for "those writers the values of whose works is not reflected in actual performances"—which the Turks translate as "the Beverly Hills pensioner set."

What Power Turks?

Whether the rebels can change the impending classification plan remains to be seen. They are being given credit in some quarters for having stopped the Meyer plan, but the Department of Justice is reportedly satisfied with the new plan, with Federal Court the next stop.

Coin Machine Show

MAY 22-23-24, 1950

hotel sherman

For Room Reservation

Write

Vince Shay, Hospitality Committee
Bell-O-Matic Corporation
4100 Fullerton Ave.
Chicago 39, Ill.

Headquarters for Shuffle Game Conversions!

KEENEY CONVERSION

Factory designed conversion. Light up plastic pins. Made especially for Keeney PIN BOY and Bally SHUF-\$21.50 FLE BOWLER..

M & T LITE-A-PIN

All Plastic—Transparent base of clear plastic. Watch the puck sail all the way. Sizes \$20.00 for all games...

SUPREME SHUFFLE LIGHT

Light up plastic Pins. Veneer base. Clear plastic shield protects pins. Quality at a price! Fits all games. \$21.50

Reconditioned SPECIALS

United SHUFFLE ALLEY \$189.50
Genco BOWLING LEAGUE, 9 1/2 Ft. 194.50 With Royal DeLuxe Shuffle Pin Conversion Installed. 219.50
Genco GLIDER ... 75.00
Exhibit DALE GUN 85.00
Bally Hot Rod Write

ROYAL SHUFFLE PINS

Finest construction. Masonite and veneer panel adjustable to fit all games. Plexiglas shield to protect pins..... \$29.75

NEW SHUFFLE GAMES

Keeney TEN PINS
Evans SHUFFLE TEN STRIKE
Chicago Coin BOWLING ALLEY
Universal TWIN BOWLER
United SUPER SHUFFLE ALLEY
Keeney PIN BOY
Rock-Ola SHUFFLE LANE
WRITE FOR PRICES!

Exclusive Distributors for J. H. KEENEY & CO. in INDIANA

Distributors for H. C. EVANS in ILLINOIS

Be FIRST with FIRST!



FIVE BALLS

Just 21 Write
BARNACLE BILL \$ 75.00
ALI BABA 62.50
COLLEGE DAZE 119.50
MARDI GRAS 52.50
HUMPTY DUMPTY 52.50

TERMS: 1/3 Down, Balance Sight Draft.

FIRST Distributors

"Joe" Kline & "Wally" Finko

1748 W. North Ave., Chicago 22
Tel.: Dickens 2-0500

FOR YOUR PEACE OF MIND, GIVE A PIECE OF CHANGE TO THE NATIONAL COMMITTEE FOR MENTAL HYGIENE

PLEASE NOTE

Top Manufacturers always select Established, Reliable Distributors!

Reputable, reliable distributors cannot be **UNDERSOLD** because their PRODUCTS are **SERVICED** and **GUARANTEED**

YOUR BEST BET

Whether Buying or Selling! Do business with established Firms!

WILLIAMS TWIN SHUFFLE
8 ft.—9½ ft. Authentic bowling score for two players. The only twin with underneath puck return!

CHICAGO COIN BOWLING ALLEY
Here's a game well known to operators everywhere. Plenty of action and appeal!

ROYAL DELUXE SHUFFLE PIN
The best by proven test! Two minute installation for every shuffle game. Has everything!

EXHIBIT SHUFFLE BOWL
THE TRIED-TESTED-PROVEN SALVATION OF THE SHUFFLEBOARD OWNER

Converts ANY size shuffleboard to a bowling game. 1 to 5 players—10¢ per game. Slug-proof coin chute. All the thrills, action of regular bowling. Automatic puck return. Now delivering in Illinois & Iowa.

EXHIBIT CAMPUS
Here's a new, exciting 3 Ball. Plenty of action and appeal. Hitting the top already in profits.

ROCK-OLA SHUFFLE LANE
Features galore! Outstanding cabinet design. 8 or 9½-ft. models. Don't overlook this money game!

EXHIBIT DALE SHOOTING GALLERY
Completely reconditioned! Sample, \$90
Lots of Five, \$85
Lots of Ten, \$75

RECONDITIONED SHUFFLE GAMES

Guaranteed Perfect

United SHUFFLE ALLEY, 8 ft.	\$190
Genco BOWLING LEAGUE, 8 ft.	235
Genco BOWLING LEAGUE, 10 ft.	245
Bally SHUFFLE BOWLER, 9½ ft.	245
Keeney LINE UP, 8 ft.	125
Genco GLIDER, 8 ft.	85

MISCELLANEOUS EQUIPMENT

Chicago Coin PISTOL	\$125
1948 TELEQUIZ	175
Exhibit SILVER BULLET	175
Miniature SHUFFLE	45
Packard 21000 SPEAKER	75
TOTAL ROLL	25
ADVANCE ROLL	45

All Originals—Postwar—Fully Guaranteed

• SLOTS •

1948 PACE ONE DOLLAR JENNINGS	\$200.00
1949 MONTE CARLO, 50¢	300.00
1949 STANDARD CHIEF, 5¢	150.00
1949 STANDARD CHIEF, 25¢	150.00
1949 DELUXE CHIEF, 5-10 or 25¢	150.00
MILLS	
BONUS BELL, 5-10-25¢	\$150.00
JEWEL BELL, 5-10-25¢	125.00
JEWEL BELL, 50¢	195.00
MELON BELL, 5-10-25¢	145.00
BLACK GOLD, 5-10-25¢	145.00
BLUE BELL, 5-10-25¢	175.00
BLACK CHERRY, 5-10-25¢	95.00
BOX STANDS FOR ALL SLOTS	17.50

• CONSOLES •

Keeney TWIN BONUS, 5 & 25	\$275
Keeney SINGLE BONUS, 5 or 10	185
Bally MULTI-BELL, 5 or 25	345
Bally DOUBLE-UP, 5 or 25	250
Bally DRAW BELL, 5 or 25	135
Bally DELUXE DRAW BELL, 5 or 25	185
Bally SPOT BELL, 5 or 25	425
Bally CLOVER BELL, 5 & 25	Write
Evans BANGTAIL, J.P., 5	295
Jennings CHALLENGER, 5 & 25	250

SLOT SAFE STANDS
Chicago Metal Deluxe Revolv-a-round
TRIPLE \$248 DOUBLE \$192
TERMS: 1/3 down, balance sight draft.

BALLY SPEED BOWLER
We're making delivery on this sensational game. Cuts playing time in half. PHONE TODAY!



Phone: Everglade 4-2300 Chicago 47 2330 N. Western Ave.

FROM OUR OWN OPERATION

LEXINGTON, Like New	\$249.50
KEENEY BONUS 3 WAYS, Like New	249.50
BALLY TROPHY, P. O., Clean	94.50
BALLY JOCKEY CLUB, P. O., Clean	84.50
BALLY TROPHY, P.O., Clean	44.50
BALLY ENTRY, P. O., Clean	39.50
KENTUCKY	Write
PHOTO FINISH	Write

WANT LATE 5 BALLS USED SHUFFLE ALLEYS CASH OR TRADE

CENTURY DISTRIBUTORS
401 WEST GALER SEATTLE 99, WASH.

WANT TO BUY USED UNITED OR CHICAGO COIN SHUFFLE ALLEYS
HYSOL MUSIC CO.
997 Clarkson Ave. Brooklyn, N. Y. Dickens 2-9530

WANT TO BUY!
Post War Phonos of all kinds; also Post War Seeburg 3-Wire Boxes. State quantity, condition and price.
SEACOAST DISTRIBUTORS
1200 NORTH AVE. ELIZABETH, N. J. PHONE: BIGELOW 8-3524

Turning Back the Clock

15 Years Ago This Week
CHICAGO, March 2, 1935.—Manufacturers of juke boxes met during the 1935 Coin Machine Exposition to form a musical instrument division of the National Association of Coin-Operated Machine Manufacturers. Ed Johnson, sales manager of the J. P. Seeburg Corporation, was elected chairman of the new division.

It was planned that the music division would operate along the same lines as the skill games division of the association. Lending impetus to the music move was the "impressive comeback of coin phonographs staged during the exposition."

Another group set up during the coin convention was the National Association for Sportland Owners. Said to be the first organization of its kind in the world, the formation was initiated by representatives of the Amusement Men's Association, Inc., of New York.

One of the accomplishments hoped for was to influence manufacturers to design games better suited to Sportland use. Most current (1935) games were declared to need major changes before being placed in operation in a Sportland.

Little Nut Vendor Company, Lansing, Mich., was putting heavy sales spiels behind its two-model line of venders. One was of usual design, with glass globe, base, etc., but second model, in the form of a house, had a coin chute below the front window and delivered nuts thru a side basement window. "Nut House Rates 1-cent" was the legend carried on the roof. The firm described its equipment as table venders.

Cigarette venders made a big splash during the coin show. Five makes were on display, with leading contenders displayed by Rowe Manufacturing Company, Stewart & McGuire and National Vendors.

Among the famous personages visiting the 1935 coin show was Will Rogers. He showed special interest in the coin-operated hobby horse displayed by ABT Manufacturing Company. The day following Rogers' visit, his syndicated newspaper column was devoted entirely to the coin machine convention.

10 Years Ago This Week
CHICAGO, March 1, 1940.—Music operators were debating pro and con about the new Rock-Ola Spectravox Tone Column machine. A tall column, an integral part of a wider base, contained disks, mechanism, selection buttons and panel. "The upper part was an actual tone column that separated high and low notes of the musical spectrum and reproduced them with third dimensional effect," Rock-Ola stated. A torchier type flood lamp, mounted on top of the column, drew attention with a broad beam of light, directed toward the ceiling. Featured was the dial-a-tune selector panel.

Seeburg Corporation was cheerful about the reception being accorded its new Hi Tone Symphonolas. Sales director Carl T. McKelvy, following the firm's National Demonstration Week, attributed the reception to the new color illumination and the ear-level tone projection. From Wurlitzer word of top acceptance on its new Victory Model 850 was forthcoming.

Pulling in the most coin for juke ops were these wax releases: *Frenesi*, *I Hear a Rhapsody*, *Stardust* and *I Give You My Word*. Among the potential comers in juke platters were *High on a Windy Hill*, *So You're the One*, *You Walk By*, *It All Comes Back to Me Now* and *New San Antonio Rose*.

Campbell Wier, president of Dispensers, Inc., Baltimore, reported his firm had installed Frigidrink cup venders in 12 theaters in Wilmington, Del., plus reaching an agreement with Warner Bros. permitting installations in cities where the chain operated theaters.

The vender, manufactured by Frigidrink Corporation, New York, had a 300-cup capacity, featured a slug rejector, a counting device and a built-in cup disposal chamber. Dispensers, Inc., also made cup vender installations in bowling alleys and similar public-type spots, in addition to blanket placement in most Baltimore theaters.

Proving that the coin machine age had extended its convenience and services to students was the diversified installation in the Honesdale Catholic High School, Honesdale, Pa. A juke box and a peanut and candy vender were winning applause from pupils and teachers alike.

An announcement from AMI (Automatic Instrument Company) told of the repurchase of all of its exclusive franchises and the setting up of a distributor system. Henry T. Roberts was elected vice-president and general manager, with Arthur W. Freese named vice-president and works manager. Officials also announced the firm had completely withdrawn from the operating field and was offering its equipment for use by all operators. Headed by President E. E. Rullman, AMI planned to open a Chicago plant in addition to its Grand Rapids facilities.

Elect Casola Head Of Ill. Amusement Assn. for 3d Term

ROCKFORD, Ill., March 4.—Louis Casola has been elected president of the Illinois Amusement Association (IAA) for the third consecutive term. Organized in 1948, the IAA membership includes 14 firms operating pinball games and phonographs in Winnebago County.

Other officers elected were John Dockhus, vice-president, and Harold Hildebrand, secretary-treasurer. Recording secretary is Marvin Woolf.

IAA members' territory covers Northern Illinois and Southern Wisconsin. The membership represents approximately 1,500 amusement games and phonographs.

The association meets on the first Monday of every month at 8 p.m. at 208 North Madison Street, Rockford.

Q-Ball Play-Offs In New Location

NEW YORK, March 4.—Mounting interest in the weekly television tournaments aired over WOR-TV by the American Q-Ball Congress has led to a change of location for the semi-final play-offs. The six finalists that compete in the show are to be chosen, via the elimination path, at tourneys held each week in the Oak Ballroom of the Capitol Hotel. Q-Ball headquarters, former scene of the semis, no longer can accommodate the contestants.

Competitors will meet at the hotel Monday nights, beginning March 14. The television programs are broadcast Fridays. Winning players are awarded trophies and merchandise prizes.

Fischer Sales Sets Output on Cue-Ett

TIPTON, Mo., March 4.—The Fischer Sales & Manufacturing Company here is in production on Cue-Ett, a coin-operated pool table game. The firm will market the game thru distributors now being appointed.

Jack Sufirin, National Amusement Company, Portsmouth, Va., pinball specialists, announces that the firm has moved to larger quarters at 521 Crawford Street.

CLEARANCE SALE!

**GUARANTEED
FACTORY
REBUILT
5c, 10c, 25c**



**AUTOMATIC JACKPOTS
OR
GUARANTEED JACKPOTS**

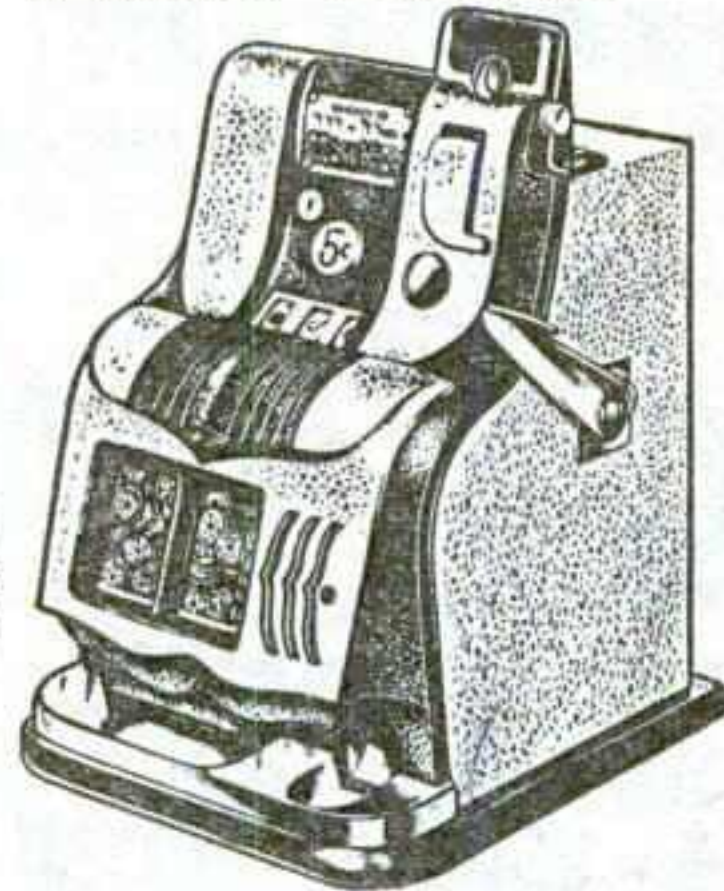
WITH TOKEN PAYOUT and METER

**LOOK LIKE NEW!
OPERATE LIKE NEW!**

**\$95.00 to \$150.00
MONEY BACK GUARANTEE**

BUCKLEY MANUFACTURING CO.
4223 W. LAKE ST. CHICAGO 24, ILL.

MILLS' NEW 1950 BELLS



MILLS' NEW VEST POCKET BELL
Operates on 3-5 Mystery Payout System,
5¢ Play\$65.00 | 25¢ Play\$89.50
WRITE FOR QUANTITY PRICES.

MILLS' NEW QT
A "Pony-Size" Bell. Weighs only 25 lbs.
5¢ Play, \$115.00; 25¢ Play, \$137.50
WRITE FOR PRICES.

"21" BELL BLUE BELL BLACK BEAUTY BONUS BELL TOKEN BELL
5¢-10¢-25¢-50¢ PLAY WRITE FOR PRICES.

GUARANTEED RECONDITIONED MACHINES

5-BALL FREE PLAY GAMES

Gems	\$17.50	Havana, w/f	\$37.50
Step Up	17.50	Sky Blazer, w/f	37.50
Second Front	17.50	Mexico, w/f	37.50
State Fair	22.50	Rocket, w/f	37.50
Playboy	22.50	Monterrey, w/f	42.50
Maisie	22.50	Yanks, w/f	44.50
Suspense, w/f	27.50	Bermuda, w/f	44.50
Tornado, w/f	29.50	Cinderella, w/f	54.50
Ballyhoo, w/f	29.50	Trinidad, w/f	54.50
Manhattan	34.50	Cover Girl, w/f	84.50
Rio, w/f	32.50	Major '49, w/f	99.50
Singapore, w/f	37.50	Williams Quarterback	169.50
Tropicana, w/f	37.50		

CONSOLES

Bally Draw Bell, 25¢	\$224.50
Bally Draw Bell, M.B., 5¢	144.50
Bally Reserve Bell, 5¢	249.50
Bally Draw Bell, 5¢, R.B.	179.50
Bally DeLuxe Draw Bell, 5¢	189.50
Jumbo Parade, Comb.	124.50
Mills Four Bells	89.50
Mills Jumbo Parade (Cash)	69.50
Mills Jumbo Parade (F.P.)	69.50
Keeney Super Bell, 5¢	69.50
Keeney Bonus Super Bell, 5¢	189.50
Evans Races (Comb. F.P. & Cash)	349.50

ARCADE EQUIPMENT

United Shuffle Alley	\$199.50
Undersea Raider	69.50
Red Ball Pool Table	99.50
Exh. Dale Gun	114.50
Exhibit Vitalizer	69.50
Evans Bat-a-Score, Free Play	224.50
Skill Thrill Gun, 1¢, New	27.50
Exhibit Silver Bullet	149.50
Mutoscope Movie, Iron Model	69.50

1-BALL FREE PLAY GAMES

Victory Special	\$49.50	Longacre	\$32.50
Special Entry	69.50	Thorobred	32.50
Jockey Special	89.50		

GUARANTEED RECONDITIONED MILLS BELLS
New Box Stands. Single, Double and Triple Safes for All Bells.
Jewel Bells, Black Cherry Bells, Bonus Bells,
Blue Fronts, Brown Fronts, Q. T. Bells,
Vest Pocket Bells. . . . WRITE FOR PRICES.

We Have in Stock at All Times

EVERY NEW COIN MACHINE MANUFACTURED

Write for Circular and Price List. 1/3 Deposit With All Orders.

SICKING, INC.

America's Oldest
Distributor
Established 1895

1401 CENTRAL PARKWAY
CINCINNATI 14, OHIO

Associated with

SICKING DIST. CO., 2833 W. Pico Blvd., Los Angeles, Calif.
SICKING INC., 927 Ft. Wayne Ave., Indianapolis, Ind.

CLEARANCE SALE ON USED PHONOGRAPHS

ALL EQUIPMENT COMPLETELY RECONDITIONED
ALL IN EXCELLENT SHAPE

46M Seeburg	\$279.50	W4L56 Nickel, Dime and Quarter Wireless Seeburg Wall-o-Matic. Ea.	\$ 50.00
47M Seeburg	359.50	1015 Wurlitzer	265.00
48ML Seeburg	459.50	1100 Wurlitzer	400.00
(Can not be told from new)		1422 Rock-Ola	175.00
W1L56 5c Wireless Seeburg		1426 Rock-Ola	225.00
Wall-o-Matic. Ea.	28.50		

Also a large assortment of prewar Seeburgs, Wurlitzers and Rock-Olas at extremely low prices. Write for complete lists.

EXCLUSIVE SEEBURG, WILLIAMS & GOTTLIEB DISTRIBUTORS



Remember
IN NEW ENGLAND
IT'S TRIMOUNT

40 WALTHAM STREET
BOSTON 18, MASS
Tel. Liberty 2-9480

"SHUFFLE ALLEY" CONVERSION

NO WIRING NECESSARY

INSTALL ON LOCATION IN 3 MINUTES!

ALREADY WIRED - - - JUST PLUG IT IN! A SENSATIONAL MONEY MAKER

GIVES PLAYERS REAL PINS TO AIM AT

\$19.50 EA. 1/3 DEPOSIT WITH ORDER,
BALANCE C.O.D.

PHILADELPHIA COIN MACHINE EXCHANGE

344 N. BROAD STREET

PHILADELPHIA 30, PA.

BARGAINS

CITATION	\$225.00	JOCKEY CLUB	\$ 75.00
LEXINGTON	225.00	JOCKEY SPECIAL ...	75.00
GOLD CUP	100.00	SPECIAL ENTRY ...	50.00
TROPHY	100.00	BALLY ENTRY	50.00

ARROW BELL—BRAND NEW

PHOTO FINISH—CONVERTIBLE

PHOTO FINISH—F. P. OR P. O.

ALL GAMES CLEANED AND CHECKED

WESTERN DISTRIBUTORS

3126 ELLIOTT AVENUE

SEATTLE 1, WASHINGTON

COIN RADIOS

Buy Direct From the Manufacturer and Save!

Steel Cabinet—Modern Design—Coin Rejector—\$39.50 list F.O.B. factory.

1/3 Deposit, Balance C.O.D. Write—Wire—Call for quantity discount—Send for full story.

COIN RADIO & TELEVISION CO.

500 WEST 52ND ST.

DEPT. B

NEW YORK CITY


SHUFFLEBOARD WAX	2 OZ. CANS 28¢ EA.	6 OZ. CANS 23¢ EA.	12 OZ. CANS 22¢ EA.	12 GR. CANS 21¢ EA.	24 GR. CANS 20¢ EA.	48 GR. CANS 19¢ EA.
----------------------------	-----------------------	-----------------------	------------------------	------------------------	------------------------	------------------------

DISTRIBUTORS & JOBBERS! THESE ARE THE LOWEST PRICES OBTAINABLE!

PUCKS	Sets of 8	100 Sets	50 Sets	25 Sets	10 Sets	Less Than 10	1/3 Dep., Bal. C.O.D.
		\$5.75	\$6.75	\$6.95	\$7.45	\$7.65	F.O.B. N. Y.

MUNVES SHUFFLEBOARD HEADQUARTERS 615 10TH AVE., NEW YORK, N. Y. PHONE: PLAZA 7-2175

NEW **SENSATIONAL!**
GIVE 'EM ACTUAL BOWLING WITH KEENEY'S "TEN PINS"

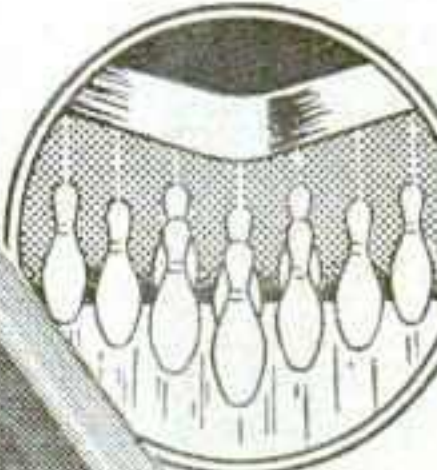


PLAYER ACTUALLY BOWLS BALL AT TEN PINS!

Hook Shots — Straight Shots

- * STRIKES
- * TURKEYS
- * SPLITS
- * DOUBLES
- * SPARES
- * RAILROADS

and PINS RE-SET AUTOMATICALLY!



100 TEN PINS

10 FRAMES 10¢
 OFFICIAL BOWLING SCORING

SIZE:
 8 Ft. Long
 2 Ft. Wide



THIS IS IT! 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!

J. H. Keeney & CO. INC.
 2600 W. FIFTIETH STREET
 CHICAGO 32, ILLINOIS

READY FOR LOCATION . . .
MUSIC AT NEW LOW PRICES!

WURLITZERS		SEEBURGS	
1100	\$395.00	1475	\$340.00
1015	265.00	147M	365.00
1017 HIDEAWAY	250.00	146M	295.00
500-A	69.50	H-246M	295.00
600-A	59.50	REX	49.50
750-E	129.50	MAJOR	69.50
780-E	89.50	R.C. 8200 LOTONE	119.50
850	89.50	R.C. 9800 HITONE	99.50
800	89.50	R.C. 8800 LOTONE	119.50
VICTORY 24	39.50	COMMANDER	59.50
		R.C. ENVOY	99.50
		CLASSIC	99.50
		COLONEL	69.50
ROCK-OLA 1422	199.50	8200 CONVERSION	79.50
400 PACKARD HIDEAWAY	89.50	CASINO	69.50
AIREON 1200-A WITH COBRA TONE ARM	89.50	146M CONVERTED TO 148	365.00

MUSIC ACCESSORIES

WURLITZERS		SEEBURGS	
3020 WALL BOX	\$32.50	320 WALL BOX	\$ 7.50
2140 BAR BOX	32.50	4008 SPEAKER	25.00
3031 WALL BOX	15.00	4000 SPEAKER	15.00
219 STEPPERS	22.50	4005 SPEAKER	15.00
215 TRANSMITTERS	12.50	4005-A SPEAKER	15.00
216 RECEIVERS	12.50	4003 SPEAKER	15.00
212 MASTER UNIT	30.00	241 OUTDOOR SPEAKER	25.00
		4009 SPEAKER	\$15.00

W1-L56 WALL BOX	\$25.00	D.S.20-1Z BOX	\$17.50
3W2-L56 WALL BOX	32.50	WRS-10 BOX	7.50
		M.R.V.C. VOLUME CONTROL	\$22.50

Terms: 1/3 Deposit, Balance Sight Draft

Exclusive AMI Distributors in Kentucky, Indiana and Southern Ohio

FIRST WITH THE LATEST

"The House that Confidence Built"

SOUTHERN AUTOMATIC
MUSIC COMPANY, INC.

ESTABLISHED 1923

624 S. Third St., Louisville 2, Ky. 228 W. 7th St., Cincinnati 2, Ohio
 240 Jefferson St., Lexington 2, Ky. 603 Linden Ave., Dayton 3, Ohio
 3011 E. Maumee Ave., Ft. Wayne 4, Ind. 325 N. Illinois St., Indianapolis 4, Ind.

There is No Substitute for
United's Original
Super Shuffle-Alley



For Immediate Delivery in this territory

MAINE
 NEW HAMPSHIRE
 VERMONT
 MASSACHUSETTS
 RHODE ISLAND
 CONNECTICUT
 NEW YORK
 NEW JERSEY
 DELAWARE
 MARYLAND
 D. C.

CONTACT
YOUR LOCAL JOBBER
OR

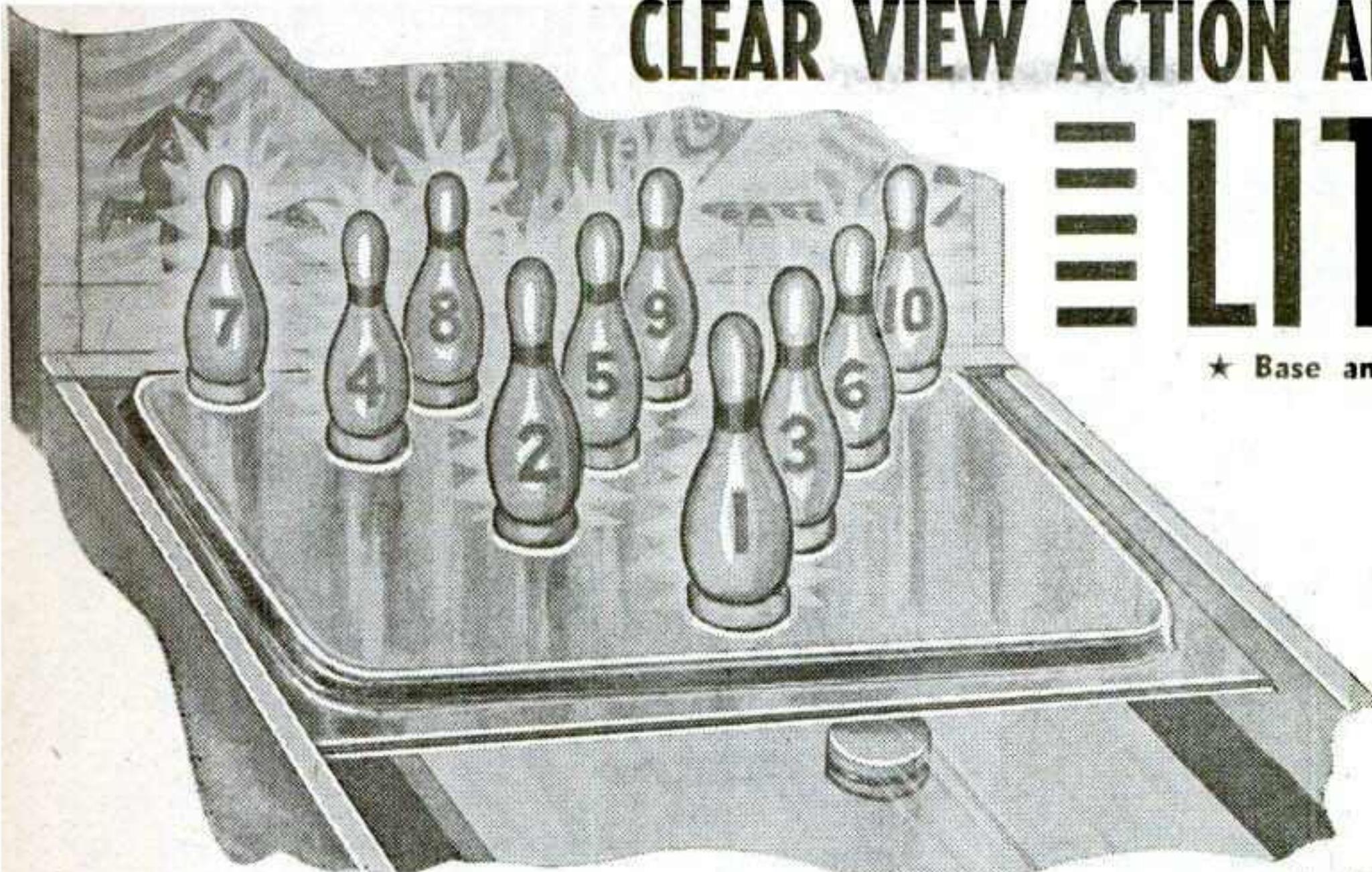
DIRECT FACTORY AGENT

DAVE SIMON
SIMON SALES, INC.

627 TENTH AVE., NEW YORK 18, N. Y., PHONE PLAZA 7-5660

CLEAR VIEW ACTION ALL THE WAY WITH ELITE-A-PIN

★ Base and Bowling Pins Illuminated



**JUST PLUG IN—
NO SOLDERING!**

Made to fit United, Genco, Bally, Keeney, Rock-Ola shuffle games.

Please specify game for which "Lite-a-Pin" conversion is to be used.

- CLEAR PLEXI-GLASS BASE
- COLORFUL PLASTIC PINS
- ALL PINS NUMBERED
- COMPLETE WITH WIRING AND PLUG
- ABSOLUTELY NO WOOD

**ONLY
\$20.00
COMPLETE UNIT
F.O.B. CHICAGO
1/3 DEPOSIT
Immediate Delivery**

**DISTRIBUTORS
WANTED**

It takes only a few minutes on location for operator or mechanic to install "Lite-a-Pin" unit on your shuffle game. No soldering—just plug in to light box.

The money-making unit operators everywhere have been waiting for.

IT'S TERRIFIC!

IT'S TREMENDOUS!

IT'S OUTSTANDING!

M & T SALES CO. Manufacturers
2845 W. FULLERTON AVE. CHICAGO 47, ILL.

GET ON THE BANDWAGON TODAY!

THE WORLD'S GREATEST COUNTER GAMES



"MARVEL" and "AM. EAGLE"

Both "Marvel" and "American Eagle" come fully equipped with Token Payout and are available in two models: 1) Non-Coin Operated (Tax Free) 1¢ or 5¢ Play and, 2) Coin Operated, 1¢ or 5¢ Play.

"BUDDY"

Features Cigarette or Fruit Reels. Comes fully equipped with Two Cash Boxes (one for location, one for operator) Plus Coin Dividers. Can be had in 1¢ or 5¢ or 10¢ Play.

"CUB" and "ACE"

"Ace" features Poker Reels and is priced low. "Cub" features either cigarette or fruit reels. Mightiest mites in the money-making field. Come in 1¢ or 5¢ or 10¢ Play. Order by the dozen.

**WE STOCK PARTS FOR
ALL DAVAL GAMES**

WE CONVERT
your Coin Operated "Marvel" and "American Eagle" to Non-Coin Operated (Tax Free) Models.

COMET

INDUSTRIES, INC.

2845 FULLERTON AVE., CHICAGO 47, ILL.
(Tel.: Dickens 2-2424)

WILL TRADE

Monarch, American and Rock-Ola Shuffleboards. Also overhead and wall model scoring units for Kilroys, Cyclones, Humpty Dumptys, Tornados, Rockets, etc. Or will sell for any reasonable offer

ALLIED COIN MACHINE

766 Milwaukee CHICAGO, ILL.
Phone: MOORE 6-2110

NAPKIN DISPENSER

Quizzette



No. 76 is:
Every Eleven and One-Half
Seconds
YOUR QUIZ NO. 77
What wedding anniversary is
the crystal?
For Correct Answer See Next Quiz.

No. 77 is:
The Fifteenth
YOUR QUIZ NO. 78
What team in the American
League is the only one never to
have finished in the last place?
For Correct Answer See Next Quiz.

No. 78 is:
The Detroit Tigers
YOUR QUIZ NO. 79
How many amateur radio operators
are there in the United
States?
For Correct Answer See Next Quiz.

URNS NAPKIN COST INTO A PROFIT!
For Restaurants, Lunch Counters, Snack Bars

PLAYS 500 DIFFERENT QUIZZES AT A PENNY EACH
Has two chromed free napkin dispensers, available in several standard sizes. Profits from plays should more than pay for napkins. A penny plays the Quizzette. Answer comes on next card with another quiz. Interesting—Educational.

CUTS NAPKIN COSTS • BRINGS EXTRA PROFITS

GET QUIZZETTES ON YOUR LOCATION!
Don't miss this 2-way opportunity to make extra money. Quizzette will do it. Phone, wire or write for additional interesting information.

CONTINENTAL SERVICE & EQUIPMENT CO.

3830 Holbrook Ave. • Telephone TRinity 3-5060 • Detroit 12, Mich.

WICO HAS THE NEW M AND T ALL PLASTIC LITE-A-PIN

**SENSATIONAL
STIMULATOR
THAT BOOSTS
SHUFFLEGAME
EARNINGS**

**ORDER NOW FOR
IMMEDIATE DELIVERY**

WICO CORP.
2913 N. Pulaski Rd.
Chicago, Illinois

**GIVE TO THE
RUNYON CANCER FUND**

GENCO DOES IT AGAIN!

SCREWBALL was **SENSATIONAL**

CAMEL CARAVAN was **TERRIFIC**

RIP SNORTER was a **SMASH**

and **NOW . . .**

SOUTH PACIFIC

Tops them all

WATCH FOR DETAILS!

★★★★★ EVANS' COALTOWN

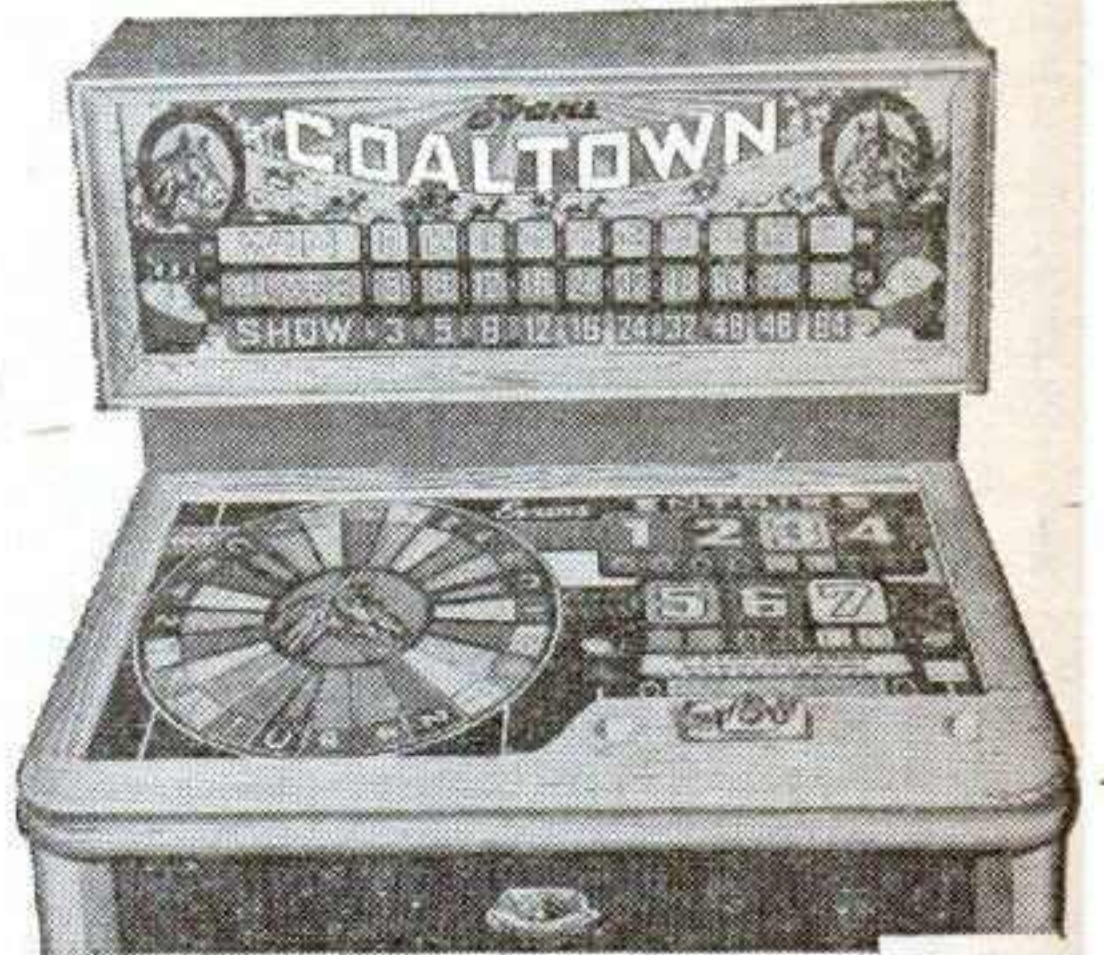
Greatest Free Play Console Ever Built!
Especially Adaptable for Free Play Territory!

EARNS UP TO
4

TIMES AS MUCH AS ORDINARY GAMES—BY ACTUAL TEST— WITH FEATURES LIKE THESE!

- ★ **GUARANTEED ODDS of 24 for 1** on the first 4 coins played with additional possibility of higher odds!
- ★ **ODDS "IMPROVER"!**
- ★ **400-REPLAY HIGH SCORE!**
- ★ **EXTRA ENTRIES—** up to 6 selections each race!
- ★ **FAST CONSOLE PLAY! FLASHING LIGHT ACTION!**

5c, 10c OR 25c PLAY. SINGLE COIN ENTRY. LUXURY CABINET.



Don't take less! COALTOWN takes in not a few coins, but as many as player desires to improve his Odds and Entries. When player has obtained desired Odds and wishes to improve his Entries, the Odds Holding Button, when pushed, will hold the Odds. Additional coins may be inserted until desired Entries are obtained. Multiple Coin play at its best—and most profitable.

ORDER COALTOWN FROM YOUR DISTRIBUTOR OR WRITE FACTORY DIRECT. ALSO AVAILABLE IN FREE PLAY CONVERTIBLE OR STRAIGHT CASH PAYOUT MODELS.

DISTRIBUTORS: Distributorship available in some Free Play Territories.

H. C. EVANS & CO. 1528 W. Adams St. Chicago 7, Illinois

SEE EVANS' CONSTELLATION AD ON PAGE 118

SHUFFLE ALLEYS

AUTOMATIC SCORING

- "KEENEY'S" TENPINS AND PINBOYS
- "UNITED" SHUFFLE ALLEYS
- "GENCO" BOWLING LEAGUES
- "CHICAGO COIN" BOWLING ALLEY

PROMPT DELIVERY

SLOTS—SAFES

New and Used

5¢ Blue or Brown Fronts	\$ 69.50
10¢ Blue or Brown Fronts	74.50
25¢ Blue or Brown Fronts	79.50
5-10-25¢ Melon Bells	85.00
5¢ Black Cherrys	94.50
10¢ Black Cherrys	99.50
25¢ Black Cherrys	104.50
50¢ Black Cherrys	195.00
50¢ Jewel Bells	245.00
50¢ Pace—like new	175.00
5¢ Standard Chiefs	149.50
10¢ Standard Chiefs	159.50
25¢ Standard Chiefs	169.50
5¢ New Vest Pockets	69.50
5¢ Mills Q.T., A-1	65.00
10¢ Mills Q.T., A-1	69.50
5¢ Columbias	79.50

New Mills and Jennings Slots and Consoles:
New Safes—Single, Double, Triple Revolv-
arounds.

ARCADE EQUIPMENT

Specials

Voiceograph, Like New	\$325.00
Photomatic, Refinished, A-1	269.50
Chi Coin Rebounds	119.50
Pitch'em and Batt'em, Floor Sample	269.50
Total Rolls, A-1	49.50
2 Bang-a-Deers, A-1	99.50
Chicken Sams, A-1	59.50
New Chi. Coin Pistol	249.50
Lite Leagues, A-1	49.50
6 Buckley Treasure Isle Diggers, A-1	99.50
New United Shuffle Alleys	345.00
New Genco Gliders	295.00
Undersea Raiders, Bally	99.50
Sky Fighters	79.50
Keeney Submarine	79.50
Goalee Like New	99.50
Skee Alleys 9 Ft.	89.50
Exhibit Dale Guns	165.00
Bat a Ball Sr., New	49.50

Write • Wire • Phone • ADAMS 7254

CENTRAL OHIO COIN MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

MATCH THIS BARGAIN IF YOU CAN

Cabinet Refinished, Amplifier, Mechanism Rebuilt, Ready for Location

Wurlitzer 800	\$ 84.50	Kirk Hi-Boy Guesser Scale	\$69.50
Aireon DeLuxe, Wurl. Mech.	109.50	Wurlitzer, Seeburg Rebuilt Motors	6.95
Wurlitzer 850	79.50	New Tubes 6J5, 6L6, 70L7	70% OFF LIST
Wurlitzer 700	99.50	Wurlitzer Coin Drive Motors	\$9.95
Wurlitzer 780	89.50	WRITE FOR COMPLETE PARTS LIST	

One-Third Deposit—Balance C. O. D.

GAYCOIN DISTRIBUTORS

In Business Since 1933—Ask Any Successful Operator

4866 WOODWARD AVE.

TEmpLe 2-7300

DETROIT 1, MICH.

EVERYTHING IN COIN MACHINES

EMPIRE'S SUPERMART WORLD'S LARGEST COIN MACHINE DISTRIBUTING HOUSE

LET US PUT YOUR NAME ON OUR MAILING LIST

NEW PIN GAMES

GOTT, JUST 21 BALLY HOT ROD

NEW ONE BALLS

UNIV. PHOTO FINISH... \$645 BALLY CHAMPION, F.P. 645 BALLY KENTUCKY, P.O. 645

New Phono Specials

WURL. 1100 ... \$565.00 WURL. 1080 ... 445.00 EVANS' CONSTELLATION, 40 Selec. ... Write

NEW SKILL GAMES

UNIV. TWIN BOWL'R \$345.00 UN. SUPER SHUFFLE ALLEY ... 375.00 CHI. BOWL'G ALLEY ... 345.00 GEN. BOWL'G LEAG. ... Write

New Rebuilt Slots

CRISS CROSS, BLACK BEAUTY H.L., BLUE OR JEWEL BELL, 5-10-25¢ \$165.00

BARGAIN BOX M & T Life-a-Pin Conversion With Plexi-Glass plate base for United Shuffle Alleys ... \$20 for complete unit.

NEW COUNTER GAMES BUDDY, Cig. Reels ... \$24.50 DAVAL CUB, 1¢ Cig. ... 21.50 ABT CHALLENGER ... 47.50

NEW SLOTS MILLS BLACK BEAUTY, H. L.; BLACK GOLD, H. L.; BLUE BELL, MELON BELL, BONUS BELL, 21 BELL

SLOT SAFES, STANDS, ETC. CHICAGO METAL REVOLVAROUND SAFES - DE LUXE Single-\$132.00 Double-\$192.00 Triple-\$288.00

NEW CONSOLES UNIV. FEATURE BELL UNIV. ARROW BELL, Twin Multiple BALLY CLOVER BELL

NEW VENDORS ACORN VENDOR ... \$13.95 ATLAS DE LUXE 1¢ ... 14.50 ATLAS 5¢ BANTAM TRAY VENDOR ... 14.50

SPECIALS! EXHIBIT DALE GUN ... \$94.50 CHICOIN PISTOL, Floor Sample ... 149.50 GENCO GLIDER ... 99.50

SLOTS MILLS BLACK CHERRY, 5-10-25¢ ... \$99.50 50¢ BLACK CHERRY ... 149.50 JEWEL BELL, 5-10-25¢ ... 119.50

WANT TO BUY Any and All Late 5-BALLS Send List and Prices ALL PARTS for United Shuffle Alley IN STOCK

UNITED Super SHUFFLE ALLEY Exclusive in Illinois, Michigan, E. Iowa and N. W. Indiana. GOTT. BOWLETTE Fast-Exciting-63" Long

UNIVERSAL TWIN BOWLER CHICAGO COIN BOWLING ALLEY BALLY SPEED BOWLER EXHIBIT SHUFFLE BOWL

Reconditioned Refinished UNITED SHUFFLE ALLEY \$210.00

ONE BALLS CITATION, F.P. ... \$295.00 TROPHY, P.O. ... 195.00 GOLD CUP, F.P. ... 150.00

RECONDITIONED 5 BALL Maryland ... \$159.50 St. Louis ... 149.50 El Paso ... 144.50

Mardi Gras ... \$59.80 Virginia ... 59.80 Ballerina ... 59.80 Spinball ... 59.80

ARCANE UN. SHUFFLE ALLEY ... \$210.00 HOLLYCRANE, Like New ... 395.00 EXH. ROTARY MDSER ... 299.50

EXTRA SPECIAL! NEW MILLS MELON BELLS, 10-25¢ ... \$175.00 WATLING ROL-A-TOP, 5-10-25¢ ... \$49.50

CONSOLES UNIV. ARROW BELL, Fl. Sample ... \$500.00 5-25¢ TWIN BONUS SUPER ... 275.00

Empire Coin MACHINE EXCHANGE 1012-14 MILWAUKEE AVE. Phone: EVERGLADE 4-2600 CHICAGO 22, ILL.

10¢ COIN COUNTERS Highly Polished Copper - a MUST if you operate Shuffle Games - \$2.00 EACH

SUBSCRIPTION ORDER FORM The Billboard 2160 Patterson St. Cincinnati 22, Ohio Please enter my subscription to The Billboard for one year, \$10.

Rx - PRESCRIPTION for PROFITS! SETTING THE PACE FOR NEW ENGLAND The WURLITZER Twelve Fifty NEW all the way through ... designed and priced for today's market



Williams TWIN SHUFFLE

1st BOWLING TYPE SHUFFLE GAME with AUTHENTIC SCORING for 1 or 2 PLAYERS!

GETS DOUBLE THE EARNINGS!

1 PLAYER 10c
2 PLAYERS 20c

2 CAN PLAY AT THE SAME TIME, WITH ALTERNATING FRAME-BY-FRAME SCORING FOR EACH PLAYER!

REAL GUTTERS!

8 Ft. or 9 1/2 Ft. LENGTHS
2 Ft. Wide

STRIKES • SPARES
DOUBLES • TURKEYS
RAILROADS
SPLITS • ETC.!

TERRIFIC for Competitive Play!

2 DOORS ON SIDE OF CABINET FOR EASY SERVICING!

RECESSED COIN CHUTE AND PUCK RETURN TO PROTECT PLAYER.

- AUTOMATIC PUCK RETURN
- PUCK LOCKED IN AFTER EACH GAME
- IDEAL SIZE FOR ANY LOCATION!

SEE IT—BUY IT AT YOUR DISTRIBUTOR NOW!



CREATORS OF DEPENDABLE PLAY APPEAL!

CREATORS OF DEPENDABLE PLAY APPEAL!

4242 W. FILLMORE STREET CHICAGO 24, ILLINOIS

WE ARE DELIVERING GOTTlieb'S SENSATIONAL NEW

BOWLETTE

A Shuffle Bowling Game ONLY 63" LONG—65" HIGH 20" WIDE

ASSURES BIG-LOCATION EARNING POWER IN A SMALL SPACE!

EXCLUSIVE FACTORY DISTRIBUTOR FOR NORTHERN ILLINOIS Entire State of IOWA NORTHERN INDIANA

IMMEDIATE DELIVERY!

PHONE—

BUckingham 1-6466 BUckingham 1-6666 BUckingham 1-6990

NATIONAL COIN MACHINE EXCHANGE 1411-13 DIVERSEY BLVD. (Phone: BUckingham 1-6466) CHICAGO 14



JOE ASH

SHUFFLE ALLEY CONVERSION KIT WITH PLASTIC PINS THAT LITE UP!

- Lucite guard protects pins from breaking
- Can be installed on location in 5 minutes
- Kit includes rake and back cushion
- Completely wired
- Instructions included

SPECIFY GAME YOU WISH TO CONVERT
Immediate Delivery \$29.75 COMPLETE

PUCKS \$7.95
Chrome plated, Case hardened Set of 8

SHUFFLEBOARD POWDER WAX \$7.50
Finest grade, Keeps your boards in top condition Case of 24

1/3 With Order—Balance C. O. D. Send Us Your Name for Our Mailing List.

ACTIVE AMUSEMENT MACHINES CO.

666 N. BROAD ST. PHILADELPHIA 30, PA. FRemont 7-4495

58 FRELINGHUYSEN AVE. NEWARK 5, N. J. Bigelow 3-4300

"YOU CAN ALWAYS DEPEND ON ACTIVE — ALL WAYS"

free buyers guide for operators

RECONDITIONED PIN GAMES READY FOR LOCATION

Buccaneer	\$75.00	Kilroy	\$17.50	Strat-O-Liner	\$17.50
Carolina	75.00	Malsie	15.00	Show Boat	85.00
Defense	15.00	Majors of '49	65.00	Robin Hood	97.50
Dynamite	15.00	Marjorie	15.00	Tampico	32.50
Gun Club	17.50	Sea Isle	17.50	Triple Action	32.50
Gobs	17.50	Screwball	52.50	Virginia	42.50
Humpty Dumpty	27.50	Spellbound	15.00	Yanks	29.50

GOLD CUP, 1-Ball \$99.50

NOW DELIVERING NEW EQUIPMENT

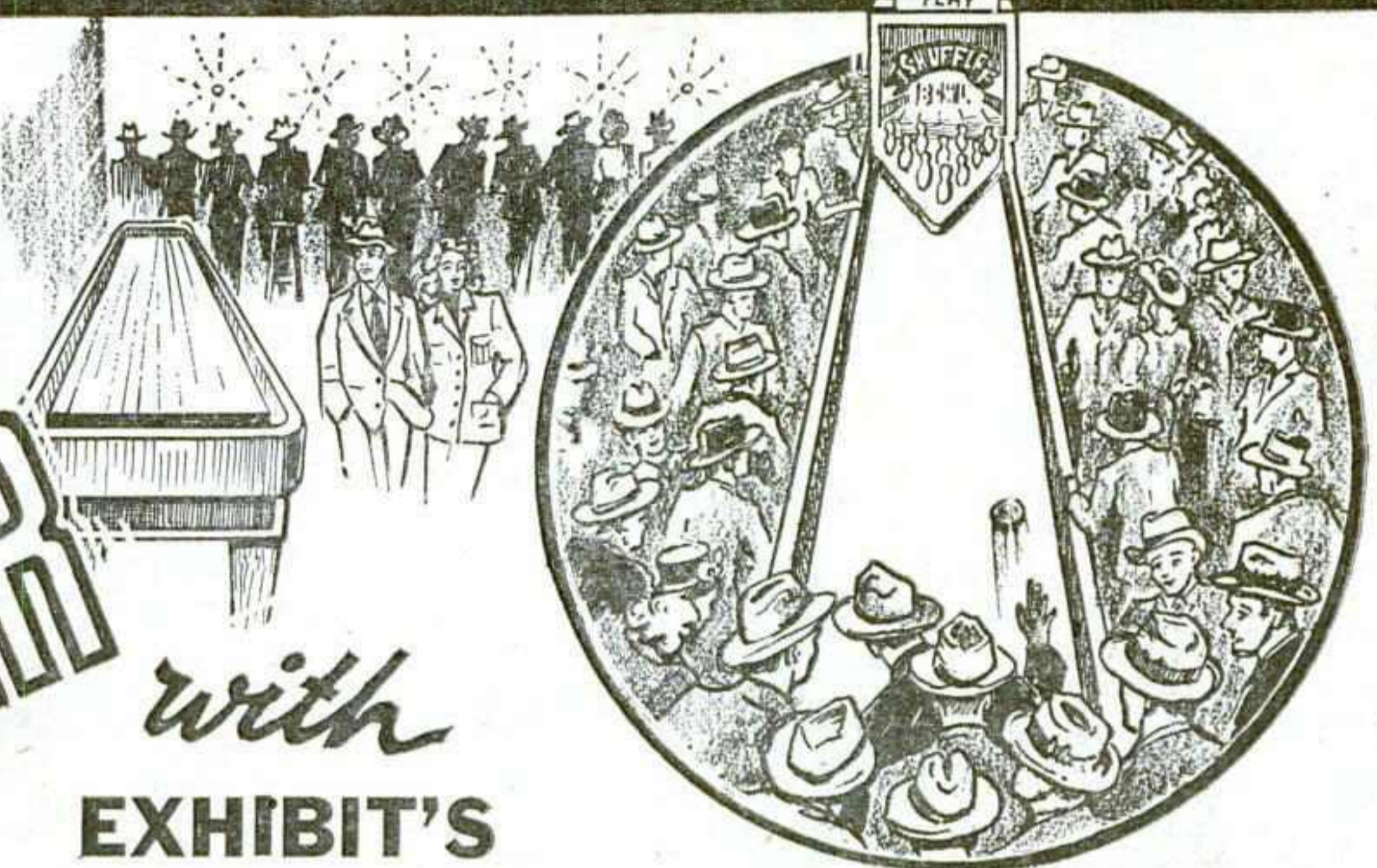
NEW MILLS VEST POCKETS \$65.00
Keeney's Electric Cigarette Vendor Mills "21" Bell Regular, also new Chrome "21" Bell Mills Blue Bell, Mills Black Beauty New Regal Cabinets for all Mills Bell Machines Downey-Johnson Coin Counter

On Display! See It Today! KEENEY'S PYRAMID 2-Way Bonus Bell. Here's the New 5c-25c Double-Quick Profit Producer.

ROY MCGINNIS CO. 2011-MARYLAND AVE., BALTIMORE 18, MD. PHONE: BELMONT 1800

EARNINGS INCREASED to \$8-\$10-\$12-\$15 PER DAY
OPERATORS with SHUFFLE BOARDS TELL US!

BEFORE
and
AFTER



with
EXHIBIT'S

'SHUFFLE BOWL' WHEN INSTALLED ON YOUR SHUFFLE BOARD

—from WICHITA, KANSAS

"Several weeks ago we installed a 'SHUFFLE BOWL' unit. We have much praise for this game. Our shuffle board was taking in less than \$10.00 weekly. For the last twenty-seven days our average has been better than \$14.00 per day."

—from CHICAGO, ILL.

"On our Rush Street location where we installed 'SHUFFLE BOWL' on the shuffle board, I am happy to tell you this location grossed \$100.00 in ten days, and on another location that was absolutely dead we also installed 'SHUFFLE BOWL' and received for our share \$55.00 in less time. We now have something that has revived the shuffle board business."

These letters are typical of many received most every day.

EXHIBIT'S 'SHUFFLE BOWL' ASSEMBLY IS ALSO AVAILABLE FOR REBOUND SHUFFLE BOARDS SEE YOUR EXHIBIT DISTRIBUTOR FOR DELIVERIES

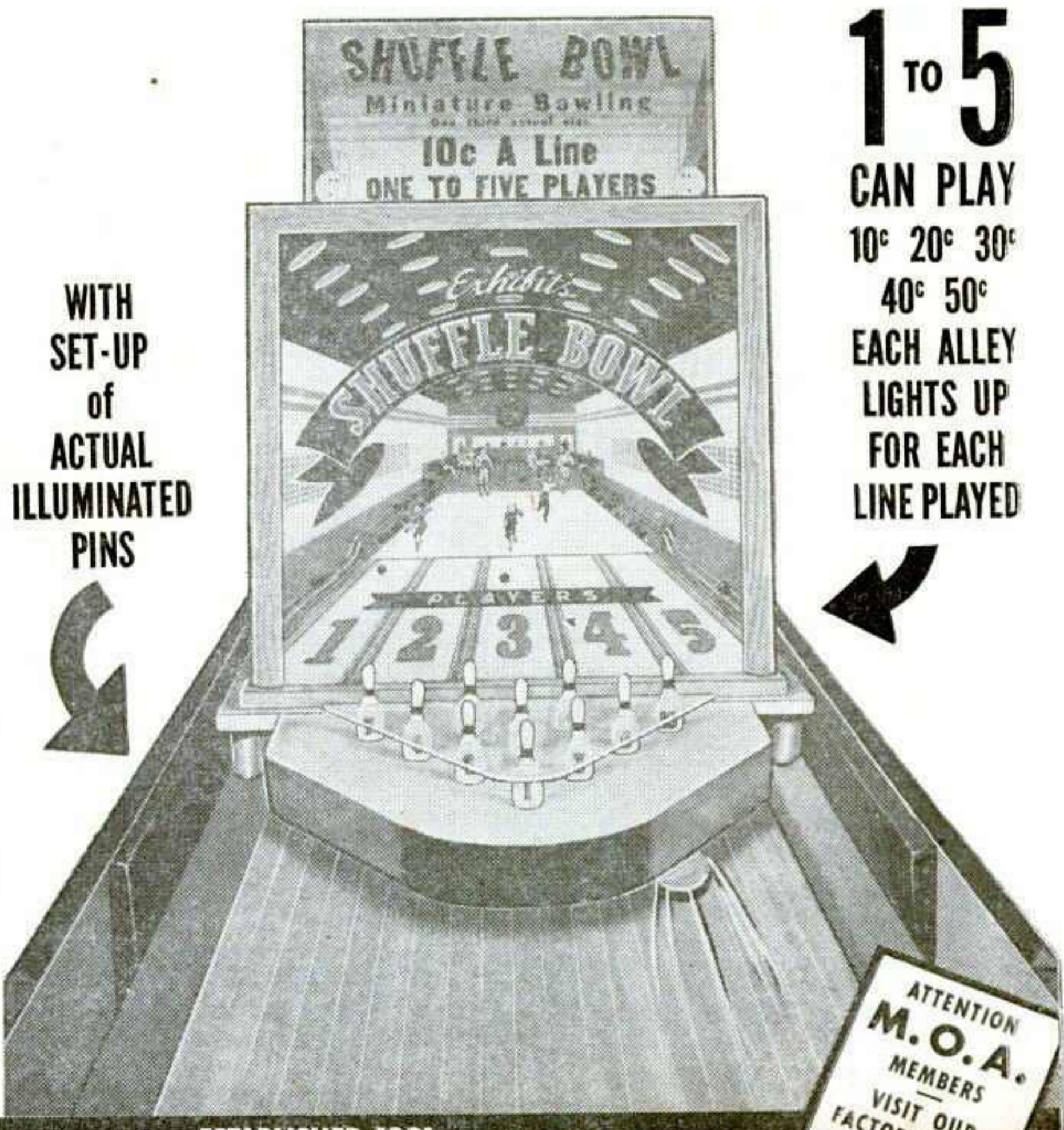
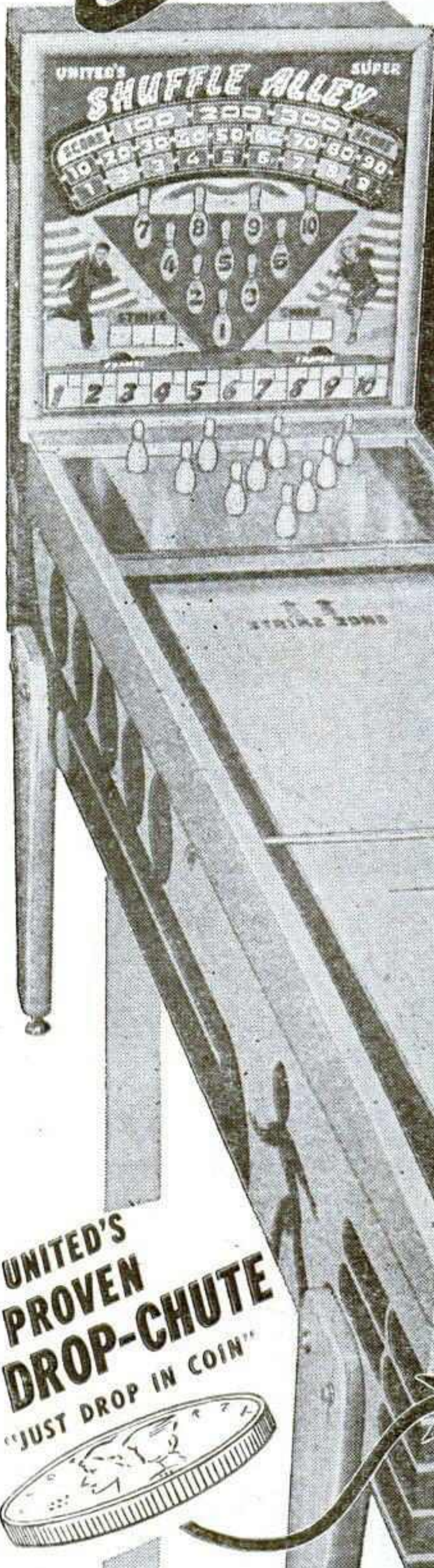


EXHIBIT SUPPLY CO. ESTABLISHED 1901 4218-30 W. LAKE ST. CHICAGO 24, ILL.

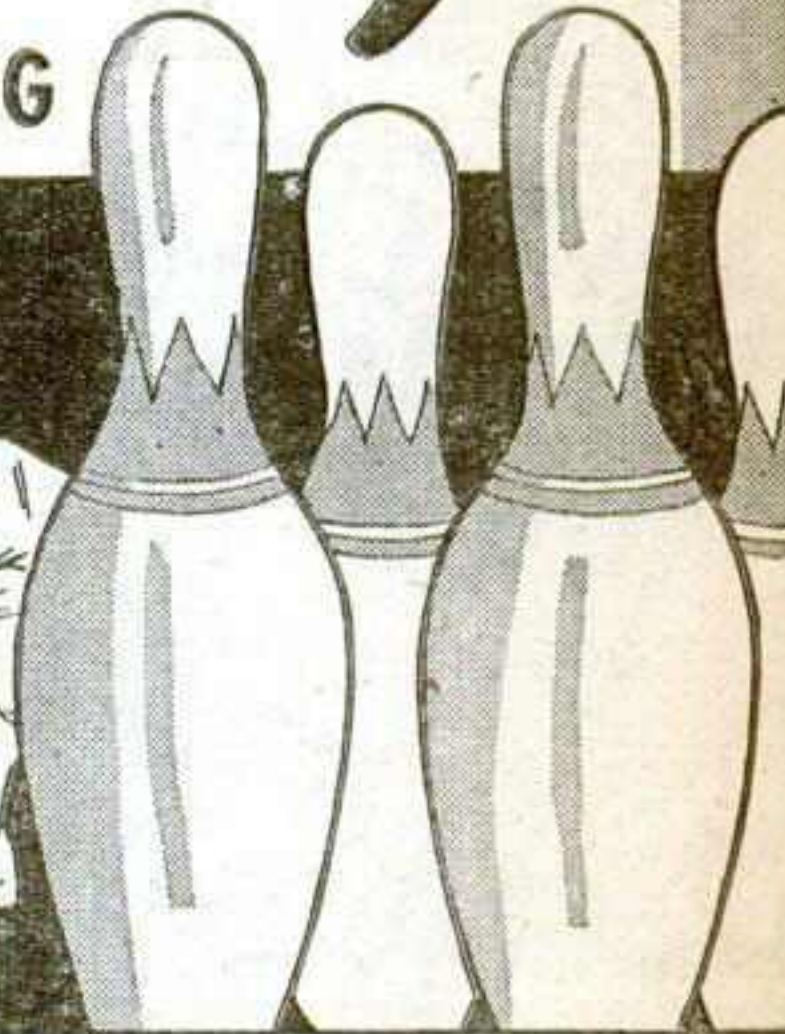
UNITED'S
Super Shuffle-Alley
 PATENT NO. 2,192,596
 REGULATION BOWLING SCORING



NEW ANIMATION!

LIGHTED

**UPRIGHT
BOWLING PINS**



**COMPLETE
ACCESSIBILITY...**

**Entire
Play Field
Hinged**

**TWO SIZES
8 FT. OR 9 1/2 FT.
LENGTHS
EACH 2 FT. WIDE**

**NEW MODERNISTIC
CABINET DESIGN**

**UNIVERSAL APPEAL
FUN FOR EVERYONE**

**EXCELLENT FOR
COMPETITIVE PLAY**

**PUCK RETURNS AUTOMATICALLY...
LOCKED IN AFTER EACH GAME**

SEE YOUR DISTRIBUTOR

**UNITED'S
PROVEN
DROP-CHUTE
"JUST DROP IN COIN"**



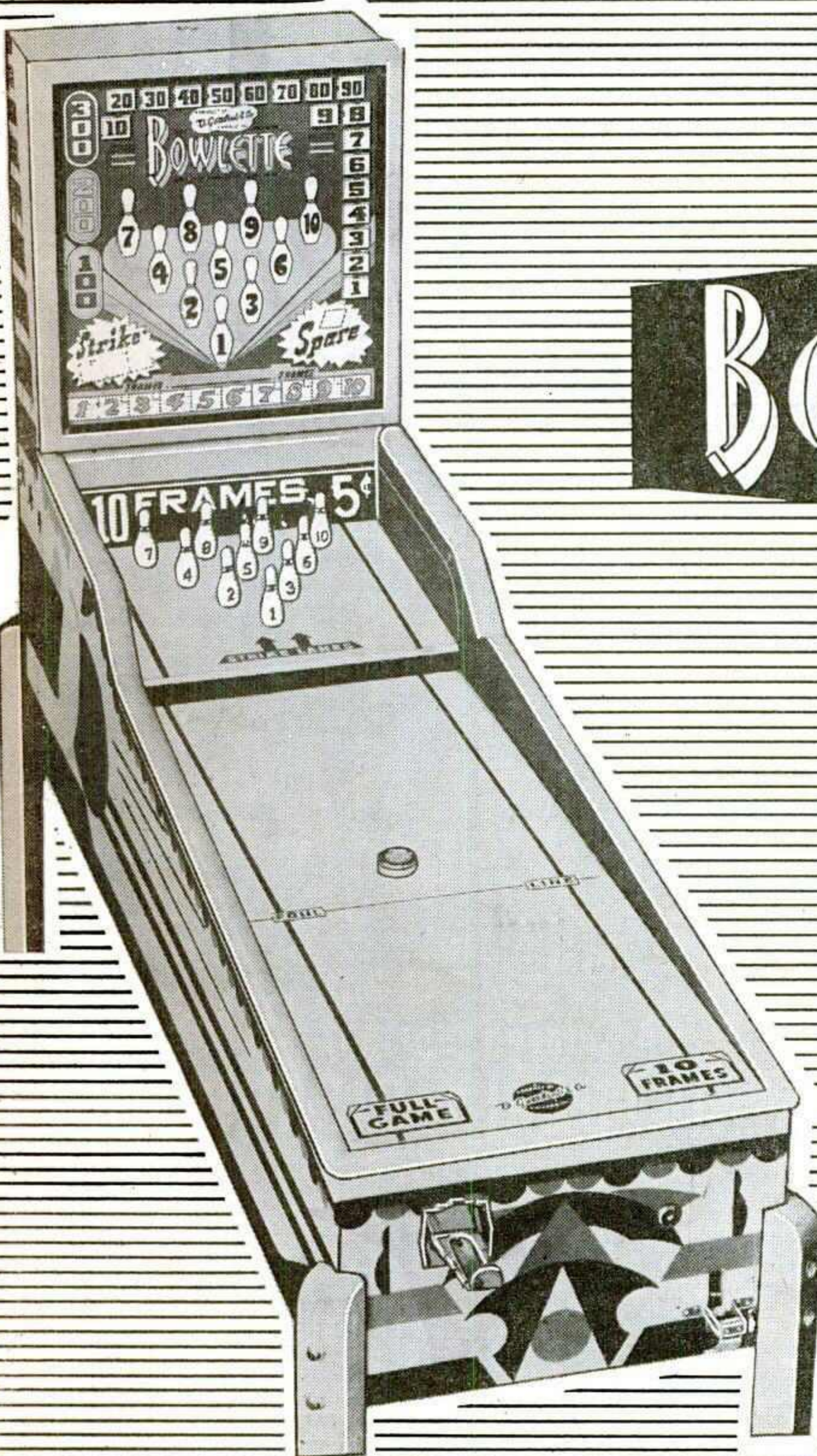
UNITED MANUFACTURING COMPANY
3401 N. CALIFORNIA AVENUE, CHICAGO 18, ILLINOIS

BY POPULAR DEMAND!

D. Gottlieb & Co.

PROUDLY PRESENT

BOWLETTE



**ONLY
63" LONG—
65" HIGH—
20" WIDE!**

**ASSURES
BIG-LOCATION
EARNING POWER
IN SMALL
SPACE!**

**THRILLS OF BOWLING!
SUSPENSE OF BOWLING
SCORING!**

**All Built into a Game
that "GOES" ANY-
WHERE—Is Welcome
EVERYWHERE!**

**SMOOTH—QUIET—
FAST PLAY!**

**ORDER FROM YOUR
DISTRIBUTOR
TODAY!**

More Appeal — More Play than Games up to Twice as Big!

**ACTUAL STANDING LIGHTED PINS!
STRIKES — DOUBLES — TURKEYS
SPARES — RAILROADS — ETC!**

**FULL GAME — 10 FRAMES!
FAST PLAY! Average game
requires only 2 minutes!**

**AUTOMATIC PUCK RETURN
PUCK LOCKED IN AT END OF PLAY
COMFORTABLE TABLE HEIGHT
—encourages extended play!**

**GOTTLIEB'S FAMOUS
TROUBLE-FREE
MECHANISM!**

"There is no substitute for Quality"

D. Gottlieb & Co.

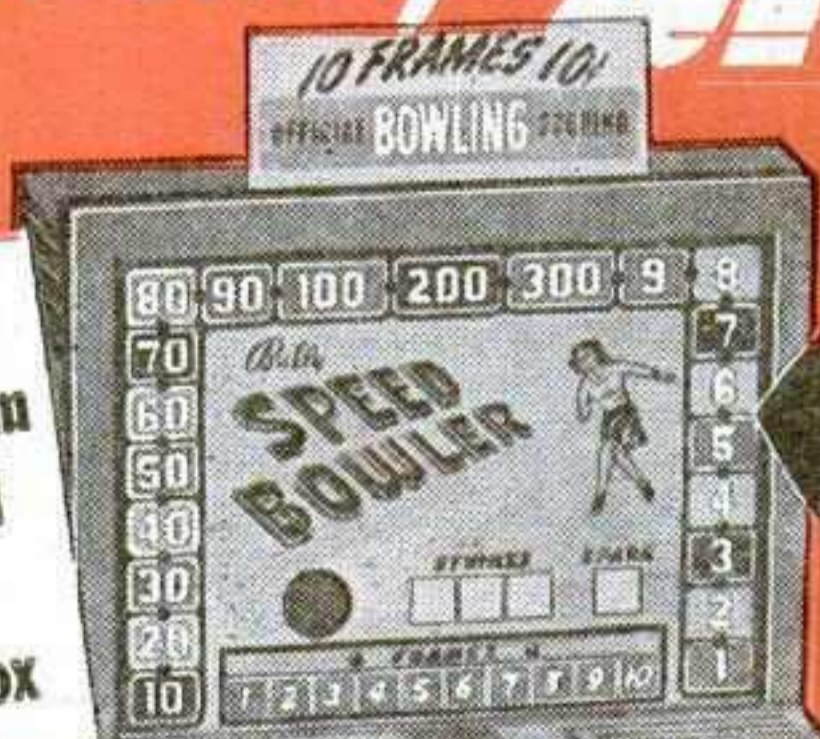
1140-50 N. KOSTNER AVE.
CHICAGO 51, ILLINOIS

NEW HIGH-SPEED TOTALIZER
CUTS PLAYING TIME IN HALF...
...DOUBLES EARNING POWER!

Bally® **SPEED BOWLER**

NEWEST SHUFFLE-BOWLING SENSATION!

Entire
Mechanism
Located
in
Back-Box

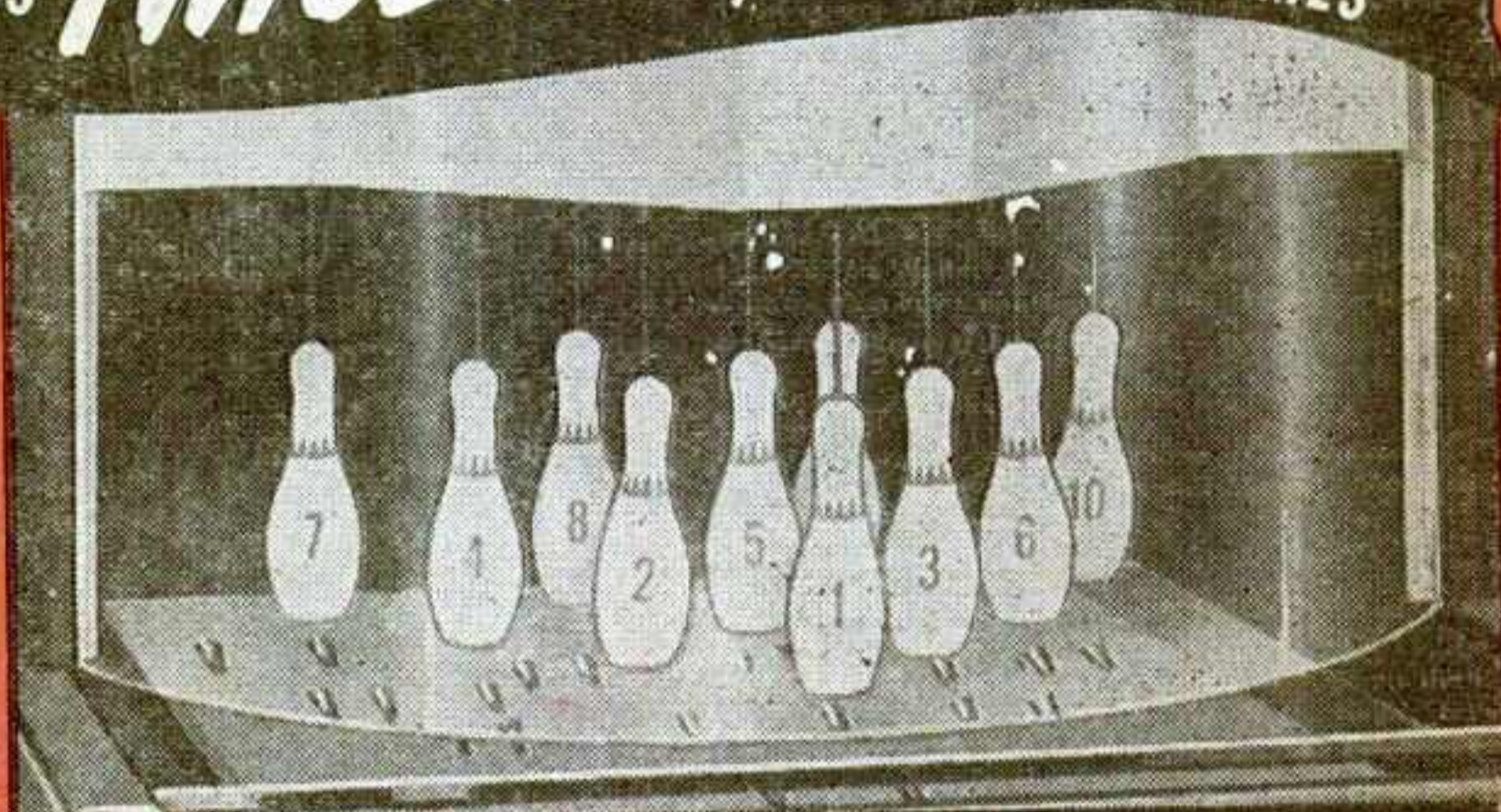


NEW
TOTALIZER
REGISTERS
SCORES

TWICE AS FAST

AS ORDINARY
SHUFFLE-
BOWLING
GAMES

PAT.
PENDING



Animated Upright **PINS**
ACTUALLY DISAPPEAR
 as roll-overs are hit... automatically reset

SEE US AT THE
ALL-INDUSTRY
SHOW
HOTEL SPENNA
CHICAGO
MAY
22, 23, 24

2 SIZES
 9½ FT. LONG
 8 FT. LONG
 (FOR CROWDED SPOTS)
 BOTH 2 FT. WIDE

**SLUG-REJECTOR
 COIN-CHUTE**
 Same as on Famous
 Bally One-Balls
 and Consoles

All the bowling-skill and shuffle-science of the record-smashing SHUFFLE-BOWLER... plus new, improved HIGH-SPEED TOTALIZER that registers the score twice as fast as on other bowling games, cuts playing-time in half, **DOUBLES EARNING POWER**... plus new, animated upright pins that actually flip out of sight as roll-overs are hit... plus **SLUG-REJECTOR** Drop Coin-Chute used on Bally consoles and one-ball games... plus new, simplified mechanism all conveniently located in back-box. For biggest bowling profits order **SPEED-BOWLER** now.
 Choice of two sizes:
 9½ ft. by 2 ft., 8 ft. by 2 ft.
 A gold-mine either way!

CHAMPION
 KENTUCKY
 CLOVER-BELL
 SPOT-BELL

Bally MANUFACTURING COMPANY
 DIVISION OF LION MANUFACTURING CORPORATION
 2640 BELMONT AVENUE, CHICAGO 18, ILLINOIS

HATS OFF

TO THE WINNER!

UNIVERSAL'S

TWIN BOWLER

... best money-maker of all!

BEAUTIFULLY DESIGNED CABINET

STREAMLINED SIMPLIFIED MECHANISM

CUSHIONED ALL AROUND FOR SILENCE

PUCK REBOUNDS INSTANTLY!

FAST! LESS THAN ONE
MINUTE PER GAME!

FULLY VISIBLE
MECHANISM

TWO PLAYERS
OR ONE

QUICK PROFITS!

DROP CHUTE

Can be
serviced on
location by re-
moving back door

UNIVERSAL'S
FEATURE
BELL

SINGLE HEAD MULTIPLE COIN

UNIVERSAL'S

FEATURE BELL

MYSTERY TYPE ADVANCING ODDS!

First CONSOLE WITH THE

"FEATURE FLASH"

PLAYER CAN "BUY" UP TO A
COMPLETE SET OF WILD SYMBOLS!

Instantly Convertible

- TOP SCORE: 500 POINTS
- JUMBO ELECTRIC MOTOR
DRIVEN ILLUMINATED REELS
- NEW CABINET DESIGN

UNIVERSAL'S
PHOTO-FINISH



MORE SCORING
OPPORTUNITIES
FOR PLAYERS

• MORE PLAY

• MORE
PROFITS
FOR YOU

FREE PLAY
Convertible to
1 or 5 Ball Play.
Also Available in
AUTOMATIC MODEL

CHUTE STANDARD—10c OR 25c CHUTE OPTIONAL

Order FROM YOUR
UNIVERSAL
DISTRIBUTOR



UNIVERSAL INDUSTRIES, INC.

Designers and Manufacturers of America's Most Profitable Coin Operated Equipment

5737 NORTH BROADWAY • Telephone Uptown 8-2345 • CHICAGO 40, ILLINOIS

why be satisfied
with anything less than
the 100% Music System



1000

Selections

5

BASIC MUSICAL CLASSIFICATIONS

POP FAVORITES	OLD FAVORITES	MILITARY & MARINE	POP TRUFFLE BROWN	CLASSICAL MUSIC
101	102	103	104	105
106	107	108	109	110
111	112	113	114	115
116	117	118	119	120
121	122	123	124	125
126	127	128	129	130
131	132	133	134	135
136	137	138	139	140
141	142	143	144	145
146	147	148	149	150
151	152	153	154	155
156	157	158	159	160
161	162	163	164	165
166	167	168	169	170
171	172	173	174	175
176	177	178	179	180
181	182	183	184	185
186	187	188	189	190
191	192	193	194	195
196	197	198	199	200

Only this music system has sufficient selections to permit programming under the five basic musical classifications. This is your musical menu with "music for everyone."

More selections—100—all visible at one time under five basic musical classifications. **More sales appeal.** **More operating economy!** **More Convenience**—the Wall-O-Matic "100" brings 100 selections right to guests' fingertips. Cataloged under 5 musical classifications... visible 20 selections at a time.

Seeburg
DEPENDABLE MUSIC SYSTEMS SINCE 1902
J. P. SEEBURG CORPORATION
Chicago, Ill.

