

# The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY • 25 CENTS

MARCH 25, 1950



Leading juke ops at the Chicago convention glad-hand Hank Williams on "Long-Gone Lonesome Blues," current follow-up to his "Lovesick Blues," top rustic music disk of 1949. Surrounding the MGM folk ace are, left to right: H. W. Lane, Minneapolis MGM rep; Robert Levine, Cleveland; Al Denver, New York; Sanford Levine, Cleveland; Mike Imig, Yankton, S. D.; Williams; G. S. Miller, Oakland, Calif.; Ray Cunliffe, Chicago; Fred Rose (rear), Acuff-Rose Music, pubber of Williams' songs; S. H. Levine, jukemen's legal counsel; Oscar Davis, Williams' p. m.; and Jack Cohen, Cleveland. Williams is featured weekly on "Grand Ole Opry" and is booked by the WSM Artists' Bureau, Nashville.



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?"

vocal by Bobby Beers and recitation by John McCormack

*and*

## "PENNY WISE and LOVE FOOLISH"

MGM-10628

### M-G-M RECORDS

THE GREATEST NAME  IN ENTERTAINMENT

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



# CLEANUP THREATENS AM, TV

## Group Plans 4-Track Parlay To Cover Horseracing on TV

NEW YORK, March 18.—A new plan for year-round video film coverage of horse races in New York, Boston, Chicago and Florida was in the works this week by K-C-R, Inc., package outfit. The plan is the opening gun of a plan to turn out films of several sports for airing shortly after the completion of the events.

The K-C-R group recently ran a three-week test on DuMont, during which they flew up films of the horse races from Florida for airing the same night. General Artists Corporation (GAC) is handling sale of the films.

New plan is for complete coverage of all eight races daily from the tracks operating in the New York area, including Belmont, Jamaica Aqueduct and Saratoga. Films will be available for airing no later than 7 p.m. nightly. Bill Corum, who is a partner in the enterprise, also will be seen on each show with a filmed interview made at trackside, with racing figures and celebrities. Each program will run 30 minutes.

A similar deal is also to cover the races in the tracks around Chicago and Boston during their seasons, which like that in New York, run approximately from April 1 thru November 15. During the winter season, from December 15 to March 15, the Florida races again will be covered and flown north if the coaxial (Group Plans Parlay on page 49)

## Tent Operetta Success Cues Canvas Legit

### Miami SRO Sets Tone

MIAMI, March 18.—Operetta-in-a-tent, the latest gimmick in outdoor legit, which was pioneered successfully by St. John Terrell in Lambertville, N. J., last summer, has been equally successful locally as a Treas- (See TENT OPERETTA, page 53)

## Toronto Expo Sets Danny Kaye

TORONTO, March 18.—Danny Kaye has been picked by the 14-day Canadian National Exhibition (CNE), the world's largest annual exposition, to head its grandstand shows. Selection of Kaye comes as an endorsement of the policy of Elwood A. Hughes, CNE manager, to present (See DANNY KAYE SET, page 58)

## Godfrey's 'Sleep' Disk Just a Bad Dream to CBS

NEW YORK, March 18.—Altho Arthur Godfrey is CBS's No. 1 star and No. 1 breadwinner, the network will not play his Go To Sleep record. The pancake was made by Godfrey and Mary Martin for Columbia Records, which, of course, is also owned by the network. The record previously had been banned by a New England station.

The CBS anti-Sleep stance hasn't been promulgated by any official dictum. It's just an "understanding," according to one source. In any event, the record is not to be spun either on CBS or on any of the CBS-owned stations thruout the country.

Lyrics of Sleep report a bed-time conversation between a man and his wife. Among other points, exception is believed to center on the closing lines, when one of the purported married couple says "Go to sleep, it can keep," and the other says, with an interesting inflection, "Oh, no."

## New Rule Exempts Contact Men From Wages-Hour Law

NEW YORK, March 18.—Publishers' contact men may be considered as administrative employees exempt from the provisions of the wages and hours law. This decision, handed down recently by the regional director of the U. S. Department of Labor, settles a problem which had been harassing music publishers, contact men and the contact men's union since the summer of 1948. At that time, an investigation for the labor department claimed that publishers' (See New Rule Exempts on page 15)

## RCA Victor Inks Berle to Two-Year Pact

NEW YORK, March 18.—Milton Berle this week was signed to an RCA Victor recording pact. The comic and TV star inked a two-year deal.

Berle's initial wax effort will include a new tune, co-authored by himself with Buddy Arnold. It is tagged I'll Know Your Mtwl'yun Times.

# Canada Burns Tax, U. S. Fiddles

## Sen. Butler To Try Exempting Niteries

WASHINGTON, March 18.—Sen. Hugh Butler (R., Neb.), a member of the Senate Finance Committee, will offer an amendment to the excise tax bill exempting ballrooms from the cabaret tax. The amendment will be offered when the bill reaches the Senate in the event the House fails to include such a provision.

Senator Butler inserted a statement in the Congressional Record this week outlining his opposition to the policy of the Bureau of Internal Revenue in levying the cabaret tax on ballroom operators. He indicated that the amendment he will offer will be similar to his bill of last session, S 730, which is still pending in the finance committee. Senator Butler pointed out that cabarets ordinarily do not charge an admission fee and that the 20 per cent tax is levied on the total food and drink bill of each patron.

"A ballroom or public dance hall (See SENATOR BUTLER, page 46)

## Ontario Cuts Benefit All Showbiz Ops

### Some Savings 50%

TORONTO, March 18.—Reductions in the Hospital Tax Act resulted yesterday (17) in the Province of Ontario eliminating all amusement taxes on tickets costing 15 cents or less, and reducing the levy on all other ducats from 20 per cent to 15 per cent. The information was contained in the annual budget report of Premier Leslie Frost.

The tax on amusements, which had been paid into the hospitals' aid fund, will be replaced this year with an outright gift of 25 per cent of their 1949 maintenance grants—amounting (See Canada Burns Tax on page 58)

## 'Half-Loaf' Idea Mulled in House

WASHINGTON, March 18.—Seeping from behind the closed meetings of the House Ways and Means Committee are reports of excise tax compromises which offer at least half a loaf to the amusement industry in place of the "no-bread" proposals of President Truman. Under consideration are cutting 20 per cent admissions tax to 15 per cent, trimming the cabaret levy from 20 per cent to 17 per cent, and including TV sets in the present radio tax but cutting the rate from 10 per cent to 7½ per cent.

The compromises are being proposed by a group of Democrats and Republicans on the committee who fear the loss of revenue from a complete return to prewar rates, and who also feel it is possible to go farther than the President recommended.

The heat is being put on the Democratic members to accept the compromises by a number of their colleagues from rural areas which (See "Half-Loaf" Idea on page 46)

## Coy in Stern Warning On Crime, Dirt

### Ad Agencies May Act, Too

NEW YORK, March 18.—A growing concern with off-color material in television, and the plethora of blood and guts kid shows and crime programs on radio was assuming large-scale proportions in the broadcasting industry this week. It came at a time when indications were that unless radio and TV, especially the latter because of its greater impact factor, take active steps quickly to police themselves, the Federal Communications Commission (FCC) would move in itself and, via license-renewal pro- (See COY CRIES on page 8)

## Coast Grunters Ink With MCA, Freeze Telemen

HOLLYWOOD, March 18.—Deadlock between local telecasters and wrestlers was even further from solution this week when it was revealed that the area's important grunt and groan artists had inked tele representation contracts with Music Corporation of America (MCA). At the same time, MCA said they wanted "about \$3,000" per night for tele rights to any important local card. Price, tagged onto time and facilities charges, would zoom packaged cost to approximately \$5,000 per night. One top tele programmer bluntly said "no sponsor has that kind of dough for local television," and predicted that there would be no takers at current prices.

It's understood that MCA will hold firm for a while price-wise in hope (See Coast Grunters on page 49)

## Boogie Decision Goes to Miracle

CHICAGO, March 18.—A court decision that sets an important precedent in the field of boogie woogie music copyright was handed down last week by Judge Michael Igoe in U. S. District Court here. Plaintiff in the suit was Shapiro-Bernstein, New York pubby, which claimed an infringement on their eight-to-the-bar ditty, Yancey Special, in Miracle (See Boogie Decision on page 49)

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# Richards Fights FCC Bias Charges in Hot L. A. Sesh

HOLLYWOOD, March 18.—G. A. Richards opened a seemingly long and bitter battle to retain the licenses of his three 50,000-watt radio stations (KMPC, WJR, WGAR), and the Federal communications Commission (FCC), in its field hearing here, started to review news-slanting charges brought against the station owner more than two years ago. Hugh Fulton is waging Richards's fight, and is opposed by FCC counsel Frederick Ford, with former Judge J. Frederick Johnson presiding as the commission's examiner.

In his opening statement, Fulton charged the FCC with attempting to revoke Richards's licenses on the basis of complaints from disgruntled former employees. He challenged the commission's right to refuse an applicant's license renewal because, he said, it dislikes him or disagrees with his politics. FCC, he said, allowed itself to be prodded into holding these hearings by James Roosevelt, who filed a complaint on California Democratic State committee stationery. The three stations in question are valued by stockholders at \$10,000,000 to \$20,000,000 and provided employment for hundreds of persons, Fulton said. He described Richards as a "diamond in the rough" who is not anti-Semitic but has a long record of contributions to Jewish charities.

### Claims Bias Not Aired

As the lines of defense crystallized during the first week, the point of whether any prejudiced material was broadcast loomed as a major issue. As documents claimed to be written in Richards's hand instructing news treatment were introduced, Fulton objected to their use as evidence, claiming there is no proof that this material was actually broadcast.

Ford, in his opening statement, said he had evidence showing that "these powerful stations were dedicated and used to further the interest of Mr. Richards, rather than the public interest, and that his policies were calculated to deprive the listeners of the full facts."

Clete Roberts, KMPC's former public affairs director, commentator and news caster, testified that Richards ordered newscasters to slant news stories against the Truman administration, members of the Roosevelt family, Henry Wallace, Bernard Baruch and Jews. For the most part, Roberts' testimony reiterated many of his charges first published in *The Billboard* March 6, 1948. Similarly, some of the documents presented in this case were exclusively revealed in that and succeeding issues of *The Billboard*.

Roberts testified that Richards ordered him to give prominence to stories involving Jews facing criminal charges, and to link those stories with reports on Communism "even though we had to dig into our files to find one to fit. Mr. Richards told me all Jews were Communists, and most Communists were Jews." He said that he was ordered to "eliminate all favorable news about Bernard Baruch because he was advising the administration to serve his own ends rather than the good of the country." In one instance, Roberts said, Richards ordered him to fabricate a story that Mrs. Roosevelt and Henry Wallace were preparing to run on the same ticket. He was ordered to play down Truman's part in the news, Richards referring to the President as "a necktie salesman in the White House," Roberts testified.

### "To Hell With FCC"

Roberts said he once cautioned Richards against violating the law by ordering news slanted, but Richards said, according to Roberts: "To Hell With the FCC . . . we'll go down with our flags flying."

Roberts testified that he and his newsmen often wrote their newscasts in a manner that would satisfy both Richards and "our conscience." He

said he was dismissed after devoting a broadcast to a personal interview with General MacArthur in which he reported that the general's physical infirmities could not stand the rigors of a national presidential campaign.

Fulton unleashed a blistering cross-examination against Roberts in an effort to punch holes in his testimony. Fulton's first target was Roberts's memory. He continued to pound away at portions of his testimony to see how well he could recall certain instances. An obvious master at the art of cross examination, Fulton tried to corner the newscaster on particulars concerning the MacArthur interview.

Fulton asked Roberts if he didn't feel he was deceiving his employer by going against Richards's instructions. Roberts insisted he ignored many of Richards' directives, with the full knowledge of the KMPC station manager, Robert Reynolds, but Fulton fought against Roberts's effort to draw Reynolds into the picture. He forced Roberts to state he knowingly disobeyed his employer.

### Richards Gave to Jews

Fulton, in a counter-attack at charges that Richards is anti-Semitic produced evidence showing that Richards personally donated \$500 to a Jewish charity, and that KMPC donated a \$25 check to a Jewish Denver hospital. Both donations were made prior to Roberts's discharge.

Fulton challenged Roberts's right to possess material, notes, scripts, etc., which Fulton claimed belonged in KMPC's files. A touch of humor entered the otherwise tense proceedings when Fulton asked the witness where this material was now kept. Roberts said it was under his daughter's bed or in the court room. Roberts refused Fulton's request to surrender the material he kept at home. After a flurry between counsel, Judge Johnson agreed to the issuance of a subpoena. Cracked Johnson: "Fulton wants to get under the bed." Roberts produced the material in question before the subpoena was delivered.

## Philly Federal Court Upholds Port Huron; Clears Four Stations

PHILADELPHIA, March 18.—Federal Judge William H. Kirkpatrick, in a summary judgement filed this week, absolved four local radio stations of libel charges growing out of political campaign speeches delivered last October by Republican City Chairman William F. Meade. Judge Kirkpatrick's ruling applied specifically to the \$50,000 damage suit brought against KYW by David H. H. Felix, local attorney. By agreement, however, the ruling also applies to identical suits against WFIL, WPEN and WCAU.

Judge Kirkpatrick held that the Port Huron decision of the Federal Communications Commission, which prohibits radio stations from censoring political speeches, covers speeches by campaigners not seeking office as well as those of actual candidates. The jurist ruled that when a political group leases facilities of a broadcasting station, "the use of the station is theirs, whether by the candidate himself, or someone in his behalf."

Felix contended that only an actual candidate in a political campaign could speak with impunity. He claimed that the four stations had libeled him when they broadcast transcriptions of Meade speeches in which, Felix said, he was personally and professionally "defamed." Felix was singled out by Meade when the GOP chairman was blasting the Americans for Democratic Action. Pending in local courts is Felix's \$50,000 libel suit against Meade.

## Frankly Speaking

CINCINNATI, March 18.—Jack Barry, emcee of Mutual's *Juvenile Jury*, which each week discusses some child's problem, encountered a problem of his own on this morning's stanza for which he had no answer.

The discussion centered around the mischievousness of children. Everything was moving serenely until one tot remarked that when she's bad her father says, "She oughtta be shoved up and made over." It stopped Barry cold and put the studio audience in hysterics.

## Pool Ops Shrug At City Warning Of Ban on Water

NEW YORK, March 18.—Despite the warning voiced this week by Chief Water Engineer Edward J. Clark that the possibility of closing swimming pools would be an "almost tragic necessity," local outdoor ops showed little concern.

Clark said that such a move would come close to being a health measure, and added that the action could be averted if the public saved more water now, or if rainfall was heavier than normal.

At Steeplechase Park, Coney Island, Manager James J. Onorato said that he wasn't worried, since his pool uses salt water. He said that if water curbs were imposed, his main trouble would come from lack of fresh water for showers at the park.

Onorato stated that if pools were closed, it would not send 10 per cent of the people deprived of bathing to Steeplechase. He felt that if people were deprived of neighborhood pools, they would remain at home and cool off in tubs and showers.

William J. Hicks, manager of Rockaway's Playland, suggested that it was cheaper for pools to sink their own wells than to depend on the city water supply. He said that the Playland management had put down three wells before the pool was abandoned, and found that their cost was no more than a two-year city water bill. He felt that the shuttering of pools would provide little if any boost for Rockaway's biz, since the cost of trans-

## Hope Show 19G At Cincy Arena

CINCINNATI, March 18.—The Bob Hope Show, including Les Brown's orchestra, Marilyn Maxwell, Tony Bennett, Earl, Jack and Betty, and a style show in a tie-up with the Shillito department store drew 6,915 paid admissions and grossed \$19,218.45 Thursday (16) night at the Cincinnati Garden. Tickets were scaled at \$1.25 to \$4.80 for the two-hour show. A not-too-spirited advance promotion undoubtedly hurt the gate. Local dailies gave the show a good plug.

From here the show hopped to Owensboro, Ky., where it played the new 7,000-seat Recreation Center Friday night. Before leaving for Owensboro Friday afternoon Hope announced that the advance at Owensboro had already topped 14G.

## D. C. Club Set for Rodeo

WASHINGTON, March 18.—The Variety Club of Washington will put on a rodeo at the National Guard Armory April 8-15 for the benefit of its welfare fund. Proceeds are to go to continue the club's work in behalf of the city's crippled children and needy.

# New Firm May Be Formed To Run DC Sesqui

### Truman Voices Hope

WASHINGTON, March 18.—The National Capital Sesquicentennial Commission is looking to Attorney General J. Howard McGrath for a legal go-ahead to grant a private, non-profit corporation the right to build and operate the Freedom Fair, slated to open here April 15, 1951.

McGrath is expected to rule within 10 days whether such authority can be delegated to a private corporation, and Sesqui officials are confident the mandate will be granted. The authority is seen essential to the exposition's timetable, since it would remove major hurdles to financing the project under direction of newly appointed Manager Paul M. Massmann.

The sesqui commission began anew on preliminary plans for the long-stalled fair in the wake of a meeting this week at which the Commission heard a pep talk from President Truman. Truman's message, read at the outset of the full Commission's meeting held Tuesday (14), voiced hope that the Commission's last remaining legal problems can be ironed out so that the fair can be launched. The President, who would have attended the meeting had he not already left the capital on vacation, declared in his message to the group:

"It has been found necessary to postpone the Freedom Fair for a year. Certain legal questions must be settled, and a suitable site chosen before a final decision can be reached on the eventual size and scope of the fair.

### A World Lesson

"I hope that all these problems will soon be resolved, for the Freedom Fair can, by its demonstration of the growth of our nation under free enterprise, do much to show the world the strength of our institutions." (See *NEW FIRM* on page 58)

## The Billboard

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# NAB THE AIR'S CATALYST

## NBC Hunts "Thinker" To Get Clinkers Out of the Chimes

NEW YORK, March 18.—NBC is looking for a "thinker." The web is currently on the prowl for a new AM program staffer whose principal function will be to create new program ideas. In NBC circles, the yet-to-be-selected staffer has already been given the nickname of "think-piece."

The new brain NBC is to hire fits into the web's pattern via the reorganization of its AM program department, effected this week. Under the new set up, Les Harris becomes production manager; Jim Kovach, manager of program operations; Mitchell Benson, package and talent manager; Joel Hammil, program submission supervisor; all of them continue to function under Tom McCray, who is director of the NBC radio program department.

At the same time, NBC appears to be adopting a policy of farming out some creative work. Deals already have been made with Lou Cowan to produce an AM variety show and Martin Stone a TV participation show. Arrangements provide retainers and production fees, with the packages remaining NBC property.

Under the NBC general reorganization, as outlined by Booz, Allen & Hamilton, the NBC "thinker" will be assigned to "create ideas for new

programs"; pay "particular attention to development of salable programs; supervise producers assigned to new programs," and "direct writers in preparation of original radio scripts."

## NBC Smokes Camels Off CBS Sat. Sked

NEW YORK, March 18.—Potency of NBC's *Saturday Night Revue* manifested itself this week at the opposition, as CBS and Camels decided to move the Ed Wynn show to a quieter haven. Underlining the reason for the move, it is applicable only to the 14 cities in which an NBC station is carrying the *Revue*. The new time slot for the kine airer in those cities will be 9 p.m. Tuesdays.

*Stage Door*, sustainer now holding down that Tuesday slot, is due to be rescheduled, with time not yet set. The other major CBS stanza bucking the NBC array of stars is Budweiser's Ken Murray show. This has been reported as shaky for some time.

## CBS Ogles Ameche; Seeks "Stork" Pilot

NEW YORK, March 18.—Don Ameche will probably be the next big name signed by CBS. The web is currently talking contract with the movie actor and is readying a situation comedy radio series with Ameche in mind.

The network is also negotiating a long-term with Garry Moore. The comedian's daytime audience participation show definitely leaves the air March 31, but CBS will retain Moore's services after that date.

CBS is in the market for emcees right now for its forthcoming *Stork Club* airer and a new audience participation series planned for Sunday afternoon. Jack E. Leonard was scheduled to host the latter program, but he backed out of the assignment this week. On the vocal side, CBS snagged *South Pacific* singer Bill Tabbert for a spot on its *Main Street Music Hall* series, beginning Sunday (23) afternoon.

## Powers Tops Heap? Third TV-er Signed

NEW YORK, March 18.—The sale of the Jimmy Powers sports show on WPIX, New York, to Howard Clothes this week, is figured as placing Powers, sports columnist of *The New York Daily News*, at the top of the heap insofar as money-makers among TV sports broadcasters are concerned. The Howard deal gives Powers three TV sponsored programs; in addition, he has an across-the-board AM sports show on WNEW, New York, which Howard also bankrolls.

In addition to his two Howard shows—the WPIX show starts April 17 across the board—Powers does fights for Gillette on NBC-TV Friday nights and Westchester County fights on WOR-TV Tuesday nights for Piel's Beer. He also does one-shot specials, such as Chevrolet's recent sponsorship of the Golden Gloves on WPIX.

## Ethel Waters Hit Causes Switch in Shooting TV Show

NEW YORK, March 18.—The unforeseen success of a Broadway play has caused Procter & Gamble (P&G) to switch its plans to shoot the TV film version of *Beulah* in Hollywood. It will be made in New York instead. Gil Ralston, executive TV producer for P&G, arrived here this week to set up a shooting schedule which is expected to run at least four months, supplying episodes for the series which debuts on ABC this fall.

Cause of the upheaval was the decision to sign Ethel Waters for the title role instead of Hattie McDaniel, as originally expected. Miss Waters, however, is playing in the legit hit, *A Member of the Wedding*. At the time she was inked several weeks ago, it was not thought likely that the play would build, and expectations were that she would be free shortly to leave for the Hollywood filming. Result of the excellent box office for the play has been transfer of the filming to New York.

## WOR-TV Eyeing Program Chief

NEW YORK, March 18.—WOR, New York, is currently considering hiring a program director for its television adjunct, WOR-TV. The new exec, if hired, would work under Julius Seebach, WOR's vice-president in charge of AM and TV programs.

No decision has been made yet by the station as to whether to hire the additional program exec. Feeling is, however, that the step may be necessary in view of WOR-TV's expansion and the multiplicity of detail involved in the dual programming chore now confronting Seebach.

If WOR does take the step, it will be a move away from its policy of complete AM-TV integration.

## Lever Won't Wash Hope From Its Hair

NEW YORK, March 18.—Lever Bros. this week refused to release Bob Hope from his contract, which has several more years to run, it was reported. The comic and his manager, Jimmy Saphier, requested release a week or so ago. Hope's current ticket calls for \$22,500 a week.

Lever Bros. some time ago authorized Music Corporation of America (MCA) to sell *Amos 'n' Andy*, which the account now bankrolls, if the agency could. Show has another year to go for Lever.

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

### NBC Gets Radio-TV Rights to Mooney Exploits

NBC has acquired exclusive radio-tele rights to the exploits of **Martin Mooney**, famed International News Service crime reporter. Radio show to be called "The Underworld" will be built by the web's Coast program topper, **Homer Canfield**, with star and writers still to be set.

### Heinz Set for 13-Week Tele Test on KFI-TV

H. J. Heinz Company, food products manufacturer, will make its tele bow via an extensive 13-week campaign over KFI-TV, Hollywood indie outlet. Deal calls for expenditure of \$1,000 weekly for duration of the test run, with money to be spent on saturation participation plugs over various KFI-TV airers. Only live commercials will be used to test product acceptance in this market. Campaign will be launched May 1 thru Maxon Agency.

### DuMont Expected To Unveil Super Tube

The formal opening ceremonies of the new DuMont cathode ray tube plant in Allwood, N. J., scheduled for Wednesday (22), is expected to be the scene of an announcement from **Dr. Allen B. DuMont** of the development of a super-large TV tube. The tube will have a viewing surface almost three times that of the 19-inch tubes now being marketed. DuMont is at present turning out small quantities of 14 and 16-inch rectangular tubes, tho no DuMont sets using the latter sizes have yet been announced.

### Da Silva Inked by KNBH for TV Series

**Howard Da Silva** is the latest film personality to take to video, inking deal last week to star in a new adventure series over KNBH, Hollywood NBC outlet. Show, called "Walter Fortune," will be aired sustaining locally and eventually inked for national release.

## Hang Jointly, Fail Tiffing, Miller Warns

### Stresses Unity

NEW YORK, March 18.—A call for more thinking on terms of an industry-wide level, rather than on the level of individual segments of the broadcasting industry, was sounded here this week by **Justin Miller**, president of the National Association of Broadcasters (NAB).

Miller made his comments during a discussion of NAB's present situation, which finds the association threatened by the possibility of two networks resigning; by a number of resignations since the recent dues increase (and even before that), and by the distant possibility that when, and if, Broadcast Advertising Bureau (BAB) becomes an independent entity, rather than an NAB adjunct, a new large-scale wave of resignations might develop.

Miller pointed out that NAB's membership consists of many competitive segments of broadcasting: Indies and networks, AM and FM, high-power and low-power stations, and now, to an increasing degree, TV. Each, admittedly, has its own problems, but all, as well, have common problems. Trouble is, Miller noted, that many approach NAB only from the standpoint of their own level of operations, apparently unaware that what may be injurious to one broadcaster may be injurious to all.

BAB eventually is to operate with complete independence. The general belief currently is that, when that happens, many broadcasters may subscribe to its services and leave NAB. Admitting this possibility, Miller declared that NAB's services were far too important—on the legislative, legal, labor and public relations fronts—to be dismissed so casually. But that even were mass resignations to occur, the dues structure of NAB would permit virtually full-scale operations.

Miller also anticipates an improvement in the membership situation. The NAB board has authorized appointment of an assistant to the general manager to focus on memberships, with the general manager to be selected and announced coincidental with the upcoming NAB convention.

## New NBC TV Show Plans Format Twist

CHICAGO, March 18.—A new production technique will mark the format of a new NBC TV sustainer featuring **Studs Terkel**, when it preems here April 6. The show, which replaces *The Black Robe* in the 7 to 7:30 time slot Thursday nights, will practically have actors writing their own scripts. Writers assigned to the show will merely outline sequences and story lines before rehearsals. Then, as rehearsals progress, the performers will ad lib their own lines to fit designated situations before the script undergoes a final editing for use on the air.

The program will be comparable to another NBC sustainer, *Saturday Square*, which centered around doings in a mythical urban neighborhood. **Ted Mills**, executive TV producer for NBC here, will handle overall supervision of the Terkel package, with **Ben Parks** as producer.

# TV Actors' Union To Start Negotiations With Webs; SAG in New Peace Appeal

NEW YORK, March 18.—The Television Authority (TVA), the vertical actor union covering television, plans to open negotiations with the video networks within a month or six weeks. This step will culminate two years of work and negotiations among the legit, radio, vaude, nitery and musical performers whose unions comprise TVA.

Clearance of the last obstacle in the path of TVA's demands got under way this week when with one exception the New York and Chicago branches okayed proposed salaries and working conditions. Los Angeles will meet March 20. The one item holding up completion of the proposed salaries for TV is the question of fees for standard vaude and nitery acts, which was referred back for further exploration by the TVA board and the American Guild of Variety Artists (AGVA). AGVA wants maximum protection for these acts, lest they burn up their material too quickly on video.

The scale approved by the New York TVA branch was higher than original drawn by the TVA wages committee (*The Billboard*, March 11). The original scale was roughly \$150 an hour, including rehearsals, for dramatic shows. The new proposed scale, okayed this week, comes to \$169 per hour. This is based on \$115 telecast fee, plus a minimum of six hours rehearsal at \$6 per hour.

For half hour shows, TVA wants \$85 plus six hours rehearsal, or \$121 minimum. For a quarter hour, TVA wants \$70 plus three hours' rehearsal, or \$88 minimum.

Next step, pre-supposing approval by the Coast branch, and settlement of the standard act question, will be for TVA to present its demands to the TV networks.

CHICAGO, March 18.—Local membership of the five unions which now constitute Television Authority (TVA), this week accepted and approved proposed wage, fees and working conditions which New York heads of the aggregate union presented at a meeting in the Hotel Sherman. Report to the local membership constituted consensus of recommendations forwarded about a month ago to TVA headquarters by members of Chi, Los Angeles and New York regions.

First report on agreed-upon TVA working condition policies was delivered in New York Monday (13). Chi meeting took place Thursday (16) and West Coast membership will hear a similar report Monday (20).

After it had approved suggested terms, local membership passed two resolutions for recommendation to the TVA board. First was that the board consider contacting execs of the Stage Managers' Association in New York with view to having managers included in TVA. Second was a suggestion that in final proposals to be made to networks and stations there should be a clause stating that performers must have at least one rehearsal with props and sets to be used in actual telecast.

## Rumor Harris-Faye To Lever or LS/MFT

HOLLYWOOD, March 18.—Reports were rife in Hollywood this week-end that the Phil Harris-Alice Faye air show had been resold by Barton, Batten, Durstine & Osborne (BBD&O) to either Lever Bros. or American Tobacco.

The Harris-Faye NBC Sunday night layout, which ends its Rexall sponsorship in June, may be bought to replace either Frank Sinatra's 5-a-week musical strip or the Bob Hope stanza, both of which are reportedly headed for cancellation.

HOLLYWOOD, March 18.—Screen Actors' Guild (SAG) warned the Television Authority (TVA) not to declare a jurisdictional war against the film unions, but appealed to the Eastern body to join SAG and the Screen Extras' Guild (SEG) in immediately launching collective bargaining drives to better wages and working conditions in video. Plea for co-operation was contained in a letter from the Guild's board of directors and its New York council to the TVA board, in which the film thesp org presented TVA with two alternatives: Guild's long-standing 50-50 partnership plan in which TVA serves as one partner and SAG-SEG as the other "in which each partner would have an equal vote with the other partner in the affairs of the partnership."

If TVA refuses to go for this, film unions have mapped an alternate plan for organizing the tele talent field. Plan calls for:

1. TVA to assume the responsibility of organizing the field of live television, Screen Actors and Extras guilds to assume the responsibility of organizing the field of motion pictures made for exhibition on television.

2. Close co-ordination by SAG-SEG and TVA of bargaining procedures in the two fields.

3. Mediation if necessary of any overlapping or "gray" area which may exist between the two fields.

4. Financial assistance by Screen Actors' Guild in the organization of the live television field.

Regarding a plan submitted to the film guilds by TVA, the Guild said: "Any partnership presupposes an equal vote by each partner. You are proposing an arrangement whereby one partner, TVA, could outvote the other partner, Screen Actors' Guild-Screen Extras' Guild, at any time and on any issue. Such an arrangement would not be an equal partnership and we suggest, in the interest of clarity, that it should not be referred to as such."

Guild said it did not consider a jurisdictional war as the only alternative to peace in the tele talent ranks. It warned the Eastern body that if TVA tries to claim jurisdiction over talent participating in films made for video, this "would be a declaration by you (TVA) of jurisdictional war against the film guilds." It pointed out that the energy and effort invested in trying to evolve a workable solution between the guilds and TVA "would be better expended in securing improved working conditions for all our members in live television programs and in television films." Guild pledged it would fight with all its resources in securing improved conditions in video and said it would demand payment for re-use of video film.

## Crosby Firm Given 2d P&G TV Pic Pact

HOLLYWOOD, March 18.—Procter & Gamble (P&G) this week awarded a new contract for 34 additional half-hour tele pix to be produced by Bing Crosby Enterprises. Completed films will be tele shown via the P&G Fireside Theater over the NBC coaxial network next fall and winter. Deal is the second series to be made by Crosby, with Frank Wisbar continuing as producer-director.

First films made by Crosby's firm include 10 half-hour pix which were completed in Hollywood last week. Taking up of option marks the second year for Fireside Theater, now rated among the 10 top tele shows and only all-firm series to consistently rank among the favored few.

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

### Woods Denies Barry Will Leave ABC

Trade reports last week that Charles C. (Bud) Barry had resigned his post as ABC program veepee were denied by Mark Woods, the web's assistant board chairman. Woods said that Barry's month-long vacation, begun two weeks ago, was three years overdue and followed a period of acute illness complicated by severe migraine headaches. Barry, he said, will be back at his old post three weeks hence.

### Three CBS TV Sustainers To Give Up Ghost

Three CBS TV sustainers will give up the ghost this month. Carol Irwin's Sunday package, "The Girls," bows out the 26, to be replaced by "Romance," a series dramatizing famous love stories. Abe Burrow's "Almanac" will give way to the new Toni show March 29, and Alan Young's Esso ailer will take over "Escape's" Thursday night spot after March 30. The Burrows show may be rescheduled.

### Fort Industry Company Buys 49 Films for TV

The Fort Industry Company and its vice-president, Richard E. Jones, signed what is believed to be the largest film venture in Detroit television last week when they closed a deal with Eagle Lion Pictures. WJBK-TV, the firm's station, purchased 49 first-run feature movies at a package price of \$1,225. The series of 1945, 1946, and 1947 releases include "Bluebeard," "Enchanted Forest" and "The Wife of Monte Cristo."

### Hint Agency Shift by Colgate

Reports current last week were that a large chunk of Colgate-Palmolive-Peet business would be changing agencies shortly. It is said the shift involves some \$3,000,000 in annual billings. The report could not be confirmed.

### Red Foley To Replace Eddie Albert Show on NBC

Red Foley, top-selling folk singer and star of NBC's "Grand Ole Opry," will start a new 9 a.m. split-network sustainer on NBC in a few weeks. He replaces the Eddie Albert show. The program will not be carried by WNBC, NBC's New York station.

### TPA and ITPA To Merge Into NSTP

Merger of Hollywood's Television Producers' Association (TPA) and New York's Independent Television Producers' Association (ITPA) is now a matter of formality. New org will be known as National Society of Television Producers (NSTP), with principal branches in Hollywood and New York. Committee to work out joint by-laws and regulations has been in session in Hollywood developing nationwide organization policies. Mal Boyd, TPA president-in-absentia and currently headquartered in New York, arrived on the Coast last week for a brief stay, during which he will present New York's recommendations for new augmented by-laws.

### Telamir To Do Flying Tigers Film Series for TV

The wartime exploits of the Flying Tigers will be filmed in a new tele series to be made by Telamir Productions of Monterey, Calif. Filmtone Studios, producers of "The Life of Riley," video pic, will shoot a pilot reel next week, doing location shots at the Lake Muroc air force base. Series is based on a Cosmopolitan magazine story by Larry Moore, will star Richard Denning and feature some original members of the Tigers.

## WLW Moves To Lick Summer Hiatuses With Ad Bonus Plan

CINCINNATI, March 18.—Radio's trend toward taking active steps to fend off a heavy loss of revenue due to summer hiatuses got another major boost this week when WLW here adopted a plan giving bonuses to advertisers remaining on the air thruout the summer. This step followed a move earlier by NBC, which is giving 52-week TV advertisers approximately 35 per cent extra discount. NBC is also considering a similar deal for AM network accounts.

Robert Dunville, president of WLW and its TV adjuncts, stated that the WLW plan gives AM advertisers up to 25 per cent bonus and TV advertisers up to 50 per cent.

The additional facilities do not reduce a spot advertiser's regular billing, Dunville said. What the plan offers, for example, to an advertiser spending \$1,000 a week on WLW, he explained, is up to \$250 weekly additional time. An advertiser spending the same \$1,000 on WLW television stations would receive a bonus in time of up to \$500, to be used during July, August and September.

Dunville declared that the bonus plan will be "more than justified if it helps solve the recurring summer problem of the hiatus, which

for years has meant poorer summer programming, added expense and three-month anarchy in schedules for broadcasters generally."

Harry Mason Smith, vice-president in charge of sales for Crosley Broadcasting, announced that the bonus plan will apply as follows on WLW:

For current 52-week advertisers 20 per cent of their gross billing in facilities during July, August and September.

For new accounts who broadcast any time between April 1 and September 30 for less than 10 weeks, 15 per cent in additional facilities; for 10 to 22 weeks, 20 per cent in additional facilities.

New accounts who will broadcast not less than five months between April 1 and September 30, 25 per cent in additional facilities.

Regular accounts who buy additional facilities will also be entitled to a 25 per cent facilities bonus. The plan is not applicable to network accounts.

On television stations WLW-TV, WLW-D and WLW-C, advertisers will be permitted to use either the established 40 per cent summer discount or the 50 per cent bonus in facilities, Smith stated.

# New Broadcast Measurement Bureau Ready

To Follow BMB

NEW YORK, March 18.—Four radio stations, and a group of several stations under one ownership, already have agreed to become incorporators of Broadcast Audience Measurement (BAM), the new corporation to be set up to succeed Broadcast Measurement Bureau (BMB).

The station and their managers are KRLD, Dallas, Clyde Rembert; WSGN, Birmingham, Henry Johnston; WMBR, Jacksonville, Frank King; WMRN, Marion, O., Bob Mason, and Clair McCollough, of the Steinman stations.

BAM was finally approved this week at a joint meeting of broadcasters, advertisers and advertising agencies. Its set-up will be comparable to Broadcast Music, Inc. (BMI), also owned by the broadcasters thruout the country. BAM, however, will also have stock ownership representing agencies and advertisers.

BAM's principal function at first, once organization is completed, will be servicing of BMB's second report, with BMB due to be dissolved by July of this year. Subsequently, BAM will try to come up with a formula for station-measurement satisfactory to as many segments of the industry as possible, so as to avoid a large-scale rejection of its findings and methods, as happened with BMB.

# Off Key Note Jams "Dr. Gino"

NEW YORK, March 18.—Crossed signals about who owns which rights this week caused the cancellation of a new web show before it got a single airing. Meanwhile, another program cut an audition disk at a different web, using most of the intended cast of the initial show. Involved in the mix-up were *Dr. Gino's Musicals*, which was to have debuted on ABC last Monday (13), and a revival of *Chamber Music Society of Lower Basin Street*, which cut its audition yesterday (17) at NBC. Both stanzas were based on small-group Dixieland jazz, with a pseudo-serious commentary.

With Gene Hamilton, who does an on-the-level commentary for ABC's *Carnegie Hall* longhair show, slated to handle the commentary, ABC had *Dr. Gino's Musicals* set and ready to hit the air. A last-minute check by the web, however, led to the conclusion that the format might prove an infringement on the old *Chamber Music Society* show, which had a long and honorable run in past years. In its place the web aired a platter show titled *Strictly From Dixie*, without the embellishments.

### "Society" Revival

Meanwhile, *Society* was in the midst of being revived. The packager, Gale, Inc., said it would cut the audition in conjunction with NBC, which is considering the show for use as a possible summer replacement. By some coincidence the cast on the audition was virtually the same as that announced for *Dr. Gino*, including an ensemble batoned by Henry (Hot Lips) Levine (who handled the original *Society* show), with fem warbler Martha Lou Harp featured. Arthur Treacher was to be the commentator on the disk, with comic Timmie Rogers guesting. The production is supervised by Gale's Robert K. Adams, former NBC production chief.

However, the fact that *Dr. Gino's Musicals* never hit the mike did not prevent the show from securing a rave review in one trade journal—not *The Billboard*.

# Webs Rediscover Baseball

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

## Miles Cuts Hill B.R. Down to Three a Week

Miles Laboratories last week decided to drop two of its five weekly airings of the Edwin C. Hill news comment on ABC. The Tuesday and Thursday stanzas of the 7 p.m., five-minute ainer were lopped off, but will be kept on sustaining by the web. Wade is the agency.

## McCann-Erickson Cooks Up Spots for AM and TV

Officials at McCann-Erickson Agency last week were busy with a heavy production load of radio and TV spots. A new series of radio spots was on the griddle for Tru-Val Shirts. On the video side, the agency received orders to build commercials for the Manufacturers' Trust Company and for Clark's Teabury Gum. The bank account is regarded as significant, since it has been enlarging the scope of its TV activities. The possibility is seen that it may eventually move into video programming.

## G. & W. Television To Feature Morris in "Merlini"

Film thesp Chester Morris last week signed with G. & W. Television Productions to play the featured role in a new TV mystery series, "Merlini." The role will enable Morris to revert to his old vaude days, when his magic act was billed as "The Mysterious Morris." The series is based on the novels and stories of Clayton Rawson, with Jack Bentkover scripting the adaptations. Story lines call for crimes to be of the "impossible" sort, requiring the deceptive talents of the magician to come to the aid of the gendarmerie. Agency pitches will begin this week.

## Livingston to CBS-TV, New York; Ward Joins Net

As part of general personnel revamping at WBBM-CBS, Chicago, Bob Livingston, former local sales manager, has been transferred to network TV sales in New York, and Howard Keefe, of network sales, has been replaced by Mac Ward, former MBS salesman. Livingston's successor has not been named.

## Iodice Buys Into Cohan's TV Package Firm

Pete Iodice, Detroit booker and agent, last week bought into Sandra Television Productions, Inc., package firm started by Lou Cohan, Chi agent. Iodice and Cohan will have equal shares of controlling stock. As a result of the merger, a Detroit office will be opened, but both principals will keep separate their talent booking interests.

## General Foods Plans AM Plugs for New Product

A series of quiet tests have been conducted by General Foods for a new product, Sugarcrisp. It's regarded as almost certain that a large-scale advertising campaign, centering around the use of radio, will be undertaken soon on behalf of the product. A budget of about \$1,000,000 is said to be set aside for initial introduction of the item.

## Sammy Kaye Starts Sunday Series on ABC

A new Sammy Kaye series on Sunday afternoons will make its bow on ABC next week (26) under auspices of the Treasury Department. The series marks the return of Kaye to ABC, where his old "Sunday Serenade" series was a fixture for some time before it shifted to CBS. The show will kick off without a New York outlet, with WJZ planning to start using the show about three weeks later, rebroadcast at a different hour.

## NBC Auditions Joel McCrea for Horse Opera

NBC is getting ready to audition a new horse opera radio series starring Joel McCrea, film lead. Program will be done in Hollywood.

# Hearings Planned on Plan For FCC "Service Charge"

WASHINGTON, March 18.—The Senate Expenditures Committee, which has been studying the idea of charging fees for Federal Communications Commission (FCC) services (*The Billboard*, March 18), plans to hold open hearings on the subject later in the session, Chairman John McClellan (D., Ark.) said this week after receiving an FCC report on various activities for which a charge could be made.

McClellan emphasized that the committee has arrived at no conclusions as to the feasibility of charging for services by the FCC or other agencies included in the current study, and that it will not do so "pending receipt and evaluation of all pertinent data."

The FCC's report to the committee listed six classifications of its activities for which charges might be made: Radio application filings; continuing regulatory or servicing activities; inspections; equipment tests

and approvals; bids for authorizations under Title 2 of the Communications Act and Cable Landing License Act, and miscellaneous filings which include petitions, motions, appearance and other papers filed in connection with hearings.

The FCC made no recommendations as to whether fees would be desirable nor concerning how big the fees should be, explaining that a complete Commission study of the idea has been held up by the pending reorganization studies.

McClellan stated that the expenditures group is "particularly interested" in equipment approval by the FCC. He said that performance characteristics communications facilities are subject to tests in FCC labs and, if specifications are met, an approval number is issued to the manufacturer. "The advantage to manufacturers in the acquisition of such FCC approval is obvious," McClellan said.

# CBS Latest, With Plan for Sat. Coverage

MBS, Liberty All Set

NEW YORK, March 18.—The third network to get into radio baseball coverage probably will be CBS, if negotiations under way this week-end mature. The web's move follows a deal by which MBS will cover the American League "game of the day" and the newly expanded Liberty Broadcasting System (LBS) will cover the top game in either the American or National League. The CBS blueprint calls for Saturday coverage of Brooklyn Dodger home games next summer.

Negotiations are under way for the Post cereals division of General Foods (GF) to bankroll the CBS coverage. This division currently sponsors half the Dodger games, both home and away, over WMGM, New York, along with Schaefer Beer. Red Barber would handle the mike chores on the CBS tilts.

Barber not only is CBS's director of sports, but also is said to be on the payroll of the Dodgers, making the tie-up a natural. With GF also footing half the bill on the local airings, there would be little in the way of Barber absenting himself from Saturday coverage for WMGM. The deal is being sparked by Clarence E. Eldridge, general manager of GF's Post (*See Rediscover Baseball on page 13*)

# Chi Papers Printing Video Program Logs

CHICAGO, March 18.—Indicative of a greater recognition of public interest in television, *The Chicago Tribune* and *Sun-Times* are now running each Saturday complete program listings of shows to be aired the following week. In addition, *The Tribune* is running a daily TV column by Larry Wolters and *The Sun-Times* is printing a TV column by Bill Irvin to run with Saturday's listings.

It is rumored that *The Daily News* plans a similar TV log printing move, which was started a few weeks ago by *The Herald-American*. Despite rumors that publishers are planning to drop paid highlight listings in radio logs, advertising execs of the papers say no such move is contemplated and that paid listings will be offered in TV sections.

# WLW

700 ON YOUR DIAL

THE NATION'S MOST MERCHANDISE-ABLE STATION

This One



7DG4-AN6-AWFN

# COY CRIES: "CLEAN 'EM UP"

## Voices Stern Warning on Dirt, Crime

### Ad Agencies May Act, Too

(Continued from page 3)

ceedings, haul the offending broadcasters on the carpet.

There were two major developments during the week. One was a flat pronouncement, by Wayne Coy, FCC chairman, that the Commission is getting an increasing number of listeners and viewer protests and warned radio-TV to clean house. The second was a move by one of the top advertising agencies in radio and tele to organize a clean-up movement, first by lining up leading agencies in support of such a move and then by calling upon the networks to get behind the move.

Trade circles this week were shocked by a routine used on the Arthur Godfrey hour-long Chesterfield show Wednesday (14) on CBS-TV. Godfrey and several guests appeared as street-cleaners, pushing brooms, with a tag line to the effect, "You've dished it out for years; now clean it up." The gag was pointed to as a classic example of the sort of unnecessary verbiage that has been bringing protests.

Coy, in an unusually candid talk at the University of Oklahoma's annual radio conference, put the FCC's attitude right on the line. TV has in-

## Henry White Named To TV Post at CBS

NEW YORK, March 18.—Henry S. White, president of World Video, Inc., package organization, this week was named associate director of TV programs at CBS, effective March 27. He joins Jerome Danzig, of CBS, who holds a similar title, in handling functions in the tele department. Herbert Sanford, of the CBS tele program department, was named assistant to the director of programs.

White will retain his stock in World Video, but exits from active work with the organization. His post will be filled by Richard H. Gordon Jr., formerly executive vice-president. John Steinbeck remains a veepee. Wallace A. Ross, publisher of *Ross Reports*, was named World Video's director of sales, effective April 1, and becomes a stockholder in the firm. White's place on the board of directors is to be filled in the future. Ross will retain supervisory control over *Ross Reports*, with Gerson Miller, former editor of *Telecast Magazine*, assuming the post of editorial director, and with Robert G. Estes, of the WMGM sales staff, becoming business manager.

tensified public reaction, he declared, and the off-color trend has become so marked that the FCC does not need complaints; "anyone who has ears and eyes can learn . . . what is going on." He added, "It seems to me that the question of just how bad poor taste can get before it verges into down-

(See Coy Threatens on page 49)

## Compatible TV Out Front As Color Tiff Crawls On

WASHINGTON, March 18.—As the color television hearings slowed down to a hobble here, developments at the Federal Communications Commission (FCC) this week made it increasingly clear that commercial color TV is still just a far-off glimmer, and that a majority of the commissioners are as dead set as ever against setting up "multiple standards" for the new medium.

A poll of commissioners showed the majority sticking to the principle of authorizing basic standards, with 525 lines compatible with present-day black-white reception and transmission, and operating on a band of six megacycles. There is a growing prospect that, if the FCC sits down to its long-pending decision before the current year is out, the standards will be authorized on a limited basis with the condition that a "trial-run" must be staged before commercial color telecasting can get into swing.

With Radio Corporation of America (RCA) readying to demonstrate its long-forthcoming tricolor tube, and Color Television, Inc. (CTI), promising developments of its own along that line, a new burst of activity is anticipated. But FCC Chairman Wayne Coy and most of his associates apparently aren't expecting a drastic change in the color TV situation. The inside word at FCC is that, judging from performances of the major color rivals, including (CBS), a lot of additional development will be needed before commercial color makes its bow.

### All Claim Success

The current situation, appreciably unchanged from recent months, shows RCA having an inside track because of its 525-line compatibility with

black and white. CTI is seen having a fighting chance on the same standards. CBS claimed this week that its system now can get 525-line definition horizontally.

CTI in demonstrations this week showed considerable improvement. Color fidelity and registration appeared much better than at previous showings, and somewhat less restrained than RCA's hues.

Meanwhile Sen. Edwin C. Johnson (D., Colo.), chairman of the Senate Interstate and Foreign Commerce Committee, at a press conference following CTI's demonstration this week, made it clear he is not advocating "multiple standards" for color TV. "I would only take multiple standards as a last resort," he said. At the same time the senator reaffirmed belief that color TV had advanced to a point where "it is not just around the corner but it is here."

At this week's hearing, Dr. Peter C. Goldmark, CBS engineering and research development chief, described a new development involving addition of a horizontal interlace principle making it possible, he said, for the CBS system to get "full 525-line definition in the horizontal direction."

The CBS field-sequential system with 405 lines, "calculated on the same basis as standard black-and-white 525-line pictures," permits better viewing than RCA's, Goldmark claimed.

CBS this week also hurled another broadside at the Radio Manufacturers' Association (RMA), filing a motion to strike out all of RMA's earlier testimony dealing with estimates of costs for color receivers. CBS insisted RMA is pursuing "a studied course of indifference."

## Herbert Calls Borden Switch 'Go' Sign for Non-Net Stations

NEW YORK, March 18.—Acquisition this week by WNEW, New York, of the bulk of the New York City radio budget to be spent by Borden's was cited this week by Ira Herbert, sales vice-president of the station, as a forerunner of things to come. What it portends, Herbert declared, is a growing awareness by some advertisers of the potency of non-network stations in delivery sales and of maintaining large-scale radio campaigns despite the growth of television. Borden's is going into local radio after dropping *County Fair* on CBS.

The WNEW Borden's show, a sizable chunk of business, is a half-hour noontimer across the board, with a package built by WNEW and featuring Allyn Edwards, Peggy Ann Ellis, Teddy Wilson and Roy Ross and his orchestra, with Ted Cott introducing. WNEW is the only station to get the live show in New York; other stations are getting participation. The WNEW show will also be used on wax thruout the country.

Herbert pointed to the Borden business as an instance of the strong position of AM in these days of "over-emphasis of television."

He coupled it with a 20 per cent revenue increase by WNEW since the beginning of the year, plus rate increases averaging 20 per cent on various participating shows by the station. "You don't raise rates,"

Herbert said, "unless your medium is delivering better than ever before."

The threat of TV to AM, Herbert declared, has been and is enormously over-estimated, and recent AM placements by national, regional and local accounts, some of whom have canceled TV campaigns, substantiate this, he feels. The growing problem of supplying talent for TV will only serve to increase this tendency, Herbert feels.

This coupled with video's enormous economic problem, from the standpoint of profitable station operation and the cost to advertisers, will maintain radio's healthy position as a mass medium, according to Herbert.

It is true, Herbert continued, that radio may have to make adjustments because of TV, but these will largely concern nighttime radio, primarily on a network level. Herbert has a bearish attitude toward daytime TV because of the fatigue and cost factor. He also declares that TV research is highly inaccurate because there is no substantial core on which to base results. The constant number of new viewers acquiring sets, he asserts, results in serious research distortion.

"If TV is so sensational," asks Herbert, "why isn't it sold out? And even if it ultimately does sell out, radio's cost per listener will insure continued advertiser support."

Among the **FM** winners  
in Billboard's Twelfth  
Annual Radio Promotion  
were two of the three  
**FM** stations sponsored  
by the **International Ladies'  
Garment Workers' Union:**

**KFMV** **FM**  
**94.7**

Second place for our Los Angeles station—growing like FM!

**WFDR** **FM**  
**104.3**

Third place for our New York outlet, only 8 months old!

**WVUN** **FM**  
**98.1**

Our Chattanooga station didn't place . . .

**But watch all three in '50!**



To  
**JACK  
BENNY**

voted

“The greatest  
radio personality  
during the  
last 25 years”

*... and he's only 39*

**Congratulations  
from CBS**

## AM Needs Fast Shot in Arm To Buck TV, McLaughlin Says

CHICAGO, March 18.—Rates will have to be cut, programs will have to be improved, and the industry must develop a greater recognition of the problems of national advertisers faced with making a choice between TV and AM advertising. These points, coupled with an advertising medium, were strongly made this week by John McLaughlin, advertising and sales promotion manager of the Kraft Foods Company, at a meeting of the Chicago Radio Management Club.

McLaughlin introduced his principal premises about radio and TV by stating: "I don't think there is any so-called cold war between the two mediums—because there is a place for both and always will be—but there must be a realignment of thinking, some changes in concepts.

After indicating the power of TV by saying that one commercial on one Kraft television theater had been responsible for 26,000 requests for a recipe book in two days, McLaughlin came into the heart of an advertiser's problem.

"Television," he said, "is growing so fast that it is frightening and it is offering a real threat to the present structure of radio. Right now the generally accepted figure is that television has captured about 30 per cent of the nighttime radio audience in television cities. I don't think we'd go too far out on a limb if we predicted that, by the end of 1950, television captured 50 per cent of the nighttime audience in our major markets.

"And that, Dr. Anthony, is our problem. How do we advertisers allocate our dollars between the two? Our dollars aren't rubber. Our advertising dollars will buy either television or radio, but I don't think that many of us can afford to buy

both in the major markets much longer at the current high cost.

Then lashing at present radio programming, McLaughlin stated: "I think the greatest need in programming is to provide your public with some fresh programs.

"The McCarthys, the Bennys, the Hopes have lost about one-third of the audience they commanded. And one by one we see the expensive shows being dropped because they aren't paying off. And radio frantically adds more giveaways to the giveaways, more quizzes to the quizzes, more mysteries to the mysteries.

"This isn't the answer. The answer is that as never before radio has got to go out and get the best creative thinkers in the country on their pay roll and come up with something brand new, something fresh, something that will fit itself into the daily lives of the people."

### Philly 'News' Plugs Features on WPTZ

PHILADELPHIA, March 18.—The Philadelphia Daily News, the city's only daily newspaper not owning a radio or television station, turned to the purchasing of TV time on WPTZ, the city's only non-newspaper owned station, to promote its comic strips and other daily features. The Evening Bulletin owns WCAU-TV and The Philadelphia Inquirer has WFIL-TV. Both newspapers restrict their TV advertising to their own stations.

The Daily News advertisement on WPTZ, according to the station, marks the first strictly-for-cash time purchase of TV by a Philadelphia daily. The newspaper time deals on radio have usually been on a space-for-time swap arrangement.

### WCA Debuts

HOLLYWOOD, March 18.—Local wags viewed MCA's acquisition of wrestlers with many a double take. One punster declared that "the octopus (MCA) has really gone in for strangle holds." Another suggested that MCA form a new corporation to be called WCA (Wrestlers Corporation of America).

### Crosley Seeks Cut In Music Personnel

CINCINNATI, March 18.—Crosley Broadcasting Corporation, operator of WLW and WLW-T here, is seeking a reduction in the number of musicians used by the stations in negotiations for a new contract now going on between the broadcasters and Local 4, American Federation of Musicians (AFM). The present agreement expires April 1.

Crosley stations are the only local outlets now using live music. WKRC, WSAI, WCPO and WCKY, other local stations, eliminated musicians when they found they could not meet AFM work demands. This action, it is estimated, has eliminated work for nearly 100 musicians here.

### Crawford Preps Big N. Y. Station Bally

NEW YORK, March 18.—Crawford Clothes, which has been out of the local radio scene for some time, is getting ready to shoot with a \$100,000 campaign on Metropolitan New York radio stations. So far placements have been made on WINS, WNEW, WMCA, WMGM, WAAT, WOV and WPAT, Paterson, N. J. Al Paul Lefton is the agency.

## Revamped FCC Plan May Take Effect May 12

WASHINGTON, March 18.—President Truman's reorganization plan for Federal Communications Commission (FCC) will go into effect May 12 unless vetoed by either the House or the Senate. The President sent to Congress this week 21 separate plans to give department heads and chairmen of regulatory commissions greater authority and responsibility in line with recommendations of the Hoover Commission.

The FCC plan makes the chairman directly responsible for day-to-day direction and internal administration. The full commission, however, still remains responsible for formulation of policy, issuance of rules, and adjudication of cases.

### DuMont Announces Projector for TV

HOLLYWOOD, March 18.—Comdr. Mortimer Loewi, DuMont television topper, this week disclosed perfection of a new high-speed projector which will greatly improve quality of kinescope showings. Here for confabs with Charles Glett, Don Lee Television veepee (DuMont's Hollywood affiliate), Loewi claimed that DuMont's new set-up will enable infinitely better kine definition and eliminate much of the criticism now heaped on tele transcriptions.

While in Hollywood Loewi met with Glett to work out plans for interchange of kines between the two coasts. Don Lee is now using about eight DuMont kine originations but is sending none eastward. With expansion of DuMont's skein westward, Don Lee emanations on kine will become increasingly important to DuMont's programming plans.

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**Five Boro Quiz**

Reviewed Wednesday (15), 7:30-8 p.m. Sustaining over WPIX, New York. Quiz master, Vivian Farrer. Director, Alex Courtney.

Five Boro Quiz is a shriveled version of Americana Quiz. The latter was about America and on a network; Boro is on one station, WPIX, and about New York City only. Its quiz master, Vivian Farrer, oddly enough, was herself a question answerer on the erstwhile network show. The program's a dull one tho, largely because the five youngsters, representing the various boros, inject no sparkle whatever into the proceedings. Their answers, which were all too infrequent on this show, are seldom more than monosyllabic, and since there is scarcely any scope for sight interest, Boro is boring.

**Courtney Tries**

Director Alex Courtney makes what attempts possible to inject visual gimmicks—the use of dioramas to reproduce early New York scenes, a gal vocalist to do tunes figuring in the question, etc. There's not enough, tho.

Miss Farrer is an attractive young lady who, with more experience and direction, may do well on this sort of show or wherever a femsee is needed. All things considered, she handles herself well, but she's much too audience conscious and shows it, via constant references to viewers and the cameras. *Jerry Franken.*

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**Radio and Television Program Reviews**

Designates Radio Review

Designates Television Review

**Wall Street**

Reviewed Thursday (16), 7:30-8 p.m. EST. Sustaining via WPIX, New York. Director, Cledge Roberts; moderator, Gilbert E. Busch. Panel members: Francis Adams Truslow, William R. Kuhns, Irving Samuels, Elaine Starr.

Wall Street is a public service show designed to acquaint tele audiences with the vast operations of the nation's business and finance via discussion sessions. Like almost all such broadcasts, the airer is mentally stimulating, but visually static.

Show (16) featured advertising man Gilbert E. Busch as moderator with a panel consisting of the New York Stock Exchange prexy; a small businessman; Elaine Starr, publicity director of WPAT, Paterson, N. J., and the editor of Banking magazine.

The stanza teed off with a brief film view of a typical day on the exchange, then segued into the live portion of the show for the panel period. In the course of the discussion, Miss Starr, representing the general public, referred to the confusion surrounding the mystery of what makes Wall Street run. The ensuing conversation supposedly cleared up this mystery, but we're still confused. For one thing, the small businessman asked a question about making an expansion loan at the beginning of the session and was given a collection of double talk opinions in lieu of an answer. What's more, the question was a hold-over from the preceding week. If it's not answered next week does he hit the jackpot?

However, Exchange Prexy Francis Adams Truslow's sincere easy manner in front of the camera should inspire a vote of confidence for the "Street." Even his complexities were impressive. Pace-wise, Wall Street would be a better show if more authoritative talk sparked the meet, and Truslow seems the logical one to deliver it. Right now he's kept out of camera range too much, and the value of his sales-wise personality is accordingly dimmed. *June Bundy.*

**Wayne Howell Show**

Reviewed Wednesday (15), 7:30 to 8 p.m. Sustaining over WNBC, New York. Producer-director, Clay Daniel. Cast: Wayne Howell; guests this show, Lisa Kirk, Kenny Delmar, Mary Hatcher, Russ Case, Frankie Lalne.

Disk jockey Wayne Howell, who airs a morning wax show Tuesdays and Thursdays for WNBC, has started a new weekly 30-minute evening show. The latest opus utilizes not only current recordings but taped interviews with the personalities who have made the records, while it might be suspected that this is an RCA Victor device to plug its releases on the o. and o. NBC outlet, this did not quite shape up in the premiere show.

One Victor artist, Lisa Kirk, was included in the group. The other companies represented were Decca (Kenny Delmar and Mary Hatcher), MGM (Russ Case) and Mercury (Frankie Lalne). No Columbia artists appeared.

The chit-chat with the artists was perhaps a jot above the usual level, with the comments based mainly on what the recording stars' favorite release is and why. It was to be expected that the latest was the favorite. The show undoubtedly should get a pretty good pull among the younger, wax-collecting set. As plain entertainment, it's got little beyond what can be secured from any record show. The switch from monolog to conversation, however, is a plus factor. *Sam Chase.*

**La Traviata**

Reviewed Sunday (12), 5-6:30 p.m. EST. Sustaining over the CBS-TV network. Producer, Henry Souvaine; TV version and stage director, Herbert Graf; TV director, Byron Paul; associate producer, Barry Wood; artistic director, Lawrence Tibbett; set design, Richard Rychtarik; music co-ordinator, Walter Ducloux; lighting, Gil De Stefano; make-up, Bob Jiras; costumes, Grace Houston; technical consultant, Leo Hurwitz. Cast: Lawrence Tibbett, Elaine Malbin, Brooks McCormack, Janet Southwick, Nancy Trickey, Luigi Velucci, Valfrido Patachhi, Manfred Hecht, Ben De Loache. Conductor, Fausto Cleve.

Television's coverage of studio-produced operas thus far this season have been one of the medium's bright spots. CBS-Henry Souvaine treatment of La Traviata was no exception. It was in the best of taste, capably sung and performed, with splendid production. Singing was in English, in a smooth, easily understood translation.

The outstanding performance was turned in by a 19-year-old neophyte, Elaine Malbin, in the lead role of Violetta. Miss Malbin proved to be an attractive lass with a lovely voice, real acting ability and good stage presence. Her TV debut can be chalked up as a real success, which only goes to prove that there's still room in the medium for more new people. Miss Malbin simply walked into CBS and auditioned for the role.

Brooks MacCormack as Alfredo and Lawrence Tibbett as Germont supported Miss Malbin. The opera was edited carefully for TV, and few feelings should have been hurt among those who insist on exact duplication. One major liberty taken was to supply a single break in the production. This came in what ordinarily would be a midway point in the second act.

**Fine Staging**

Obvious care was taken with the production itself. The overture was utilized as a melodic backdrop to introduce the principals visually, with Alfredo watching Violetta looking over blossoms in a flower shop, then seeing her seized with an attack, a premonition of what is to come in the opera. Following the drinking scene in the first act, the video version departed from the regular production practice by having the couple move into another room for their dramatic scene in which Alfredo professes his love. Here, a mirror hung over a fireplace enabled the viewers to catch a reflection of the dancers in the room just left.

What seemed to be another innovation took place in the scene shift to Violetta's country place. Here a gown change for Violetta was called for, yet inside of a mere second or two, Alfredo was seen facing the camera and kissing Violetta whose back was turned to the camera. It would seem the only way this could have been done was to have a stand-in taking Miss Malbin's place for this non-singing spot, and then, when the camera was off her, having Miss Malbin, in her changed costume, moving back into the scene.

**New Friends**

With CBS and NBC both doing noteworthy work in the opera field, there is little doubt but what this form of music should gain many new friends. But this does not necessarily mean opera-going friends, for the TV versions afford an intimacy and identification with the characters and action which cannot easily be obtained at the cavernous halls at which operas customarily are staged. *Sam Chase.*

**Today With Mrs. Roosevelt**

Reviewed Sunday (12), 4-4:30 p.m. Sustaining on NBC-TV network. Producers, Elliot Roosevelt and Martin Jones; NBC producer, Frank McCall; director, Doug Rogers; technical director, Alfred Jackson. Guests this program: Elsa Maxwell, Stanley Kramer, Tigle Woods, Henry C. Waldemede.

Eleanor Roosevelt, herself a significant personality apart from wearing the mantle of FDR, is giving the usual forum-type show some interesting twists in her Sunday afternoon TV series on NBC. The stress is on informality, with the broadcast originating at the Park Sheraton Hotel and a few non-debating guests on hand to sip tea and break bread before the show gets down to business.

Guests on the program caught were Tigle Woods, Federal Housing expediter, and Henry G. Waldemede, director of the National Association of Real Estate Boards. Also on hand for a few words apart from the topic were film producer Stanley Kramer and gadabout Elsa Maxwell.

The two main guests were seated flanking Mrs. Roosevelt on a couch, making for concise if limited camerawork as the arguments began to flourish on whether rent controls still are necessary. An interesting element was the introduction of some tenants and landlords to state their specific cases, these people pulling up chairs and sitting in on the confab. The arrival of these individuals perked things up considerably. Woods, of course, defended rent control, while Waldemede strongly condemned it. But it was the added starters, telling their experiences, that dramatized the arguments.

Mrs. Roosevelt seemed to take a much more active part in the discussion than she had on previous programs, and this is to be welcomed since she is certainly the focal point of the show. Some of the participants, however, got out of the "tea party" mood and began to make speeches at the camera. This should be discussed. (See Today With Mrs. on opp. page)

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**2,000 Plus**

Reviewed Wednesday (15), 9 to 9:30 p.m. EST. Sustaining via MBS. Producers, Sherman H. Dryer and Robert Weenolisen; director, Sherman H. Dryer; writer, Peter Barry; music, Richard Du Page; conductor, Emerson Buckley; sound, Walt Shaver. Cast: Luis Van Rooten, Mercer McLeod, Ralph Camargo, Cathleen Cordell, Arnold Robertson, Ken Williams, John Griggs.

Radio has suddenly discovered a fruitful new field in science fiction dramas. Not that the field itself is new, but with its customary slowness it has taken the industry a long while to get aboard. With all four webs rushing such radio shows, and with TV programs also being developed to compete with DuMont's *Captain Video*, the first of the fresh batches of AM stanzas to take the air was *Mutual's 2,000 Plus*, produced by the Sherman Dryer-Robert Weenolisen combine. It proved more than interesting, and exciting enough to herald the onrush of this type of show.

Tee-off program of the series was a story that took place in June of 2004, when all the protective radar towers on earth blanked out. Reason was a series of impulses sent by inhabitants of the planet Clagda, who, thru a Quisling, delivered an ultimatum for the earthlings to surrender to slavery or be wiped out by a sheath of flame which would envelope the globe, touched off by zeltanium ray.

Yarn had Commander Bart Lanier dig up an old scientist, who had been banished to the Gobi Desert, to get from him the needed formula to defend this planet. Needless to say, he got it. But not without first going thru a series of trials, including near-application of "artificially induced subjective amnesia," to wipe clear his mind, as a prelude to the old scientist impressing his own ideas on the adventurer's brain.

As might be expected, the show was

a sound-man's delight, with Walt Shaver handling such effects as a talking-brain adding machine, rocket ships in flight and taking off, plus hums and weird sounds of several types to account for other devices in the era to come. Music, too, was effective, as was acting and direction. A little romance also was worked in, to make the compote complete.

But this type of show cannot be laughed off, for too many things never even dreamt about a century ago are now fact. As one of the characters said, "All science is born in fantasy." The addition of other shows of a like nature is to be welcomed, quality of all undoubtedly will improve, with competition as a stimulus.

Sam Chase.

**The Hazel Scott Show**

Reviewed Friday, 7:45-8 p.m., EST. Sponsored by Sitroux Tissues thru the Franklin Bruck Agency via WABD, New York. Director, Barry Shear; writer, Virginia Lee. Cast: Hazel Scott, Ellen Fenwick.

Pianist Hazel Scott, she of the luscious looks and talented fingers, may be Harlem's answer to Faye Emerson. The lady's tres-tele-genic. The show itself is excellent in the lens department, but its ultra-formal continuity creates an atmosphere of tension that doesn't jibe with la Scott's earthy personality.

When the gal wrinkles up her nose and swings into *Honey Suckle Rose* or *Liszt's Second Hungarian Rhapsody* she's great albeit a bit over-coy; but she's just not the type to gaze soulfully into the camera while another fem waxes poetic.

In line with this, Sitroux Tissues commercials, as delivered by the slinky-voiced Ellen Fenwick, were also out of character. However, once Miss Fenwick's self-consciously refined comments are humanized and the cluttered set is simplified, the show should go places.

June Bundy.

**Little Band, What Now?**

Reviewed Wednesday (15), 6:15-6:30 p.m., EST, Monday thru Friday. Sustaining via WINS, New York. Producer, Ed Bender; writer, Irwin Lewis; announcer, Paul Sherman. Cast: R. D. Wilber and his orchestra.

*Little Band, What Now?* is a bright, unpretentious local ailer, featuring WINS' musical director, R. D. Wilber, and his ork, which should find ready acceptance from dinner-music dialers. Wilber's versatile eight-piece outfit scored high on musicianship with a brace of neatly paced instrumentals (blues ballads and Latin-American), plus a catchy rhythm item as an opening and closing theme. The latter sparked an up-tempo for the entire session.

The show's clever intro copy sustained the same spontaneity of spirit, but the over-all effect was dampened by the announcer's incongruously formal delivery. Emsee-wise, the breezy format needs a lighter touch.

June Bundy.

**REDISCOVER BASEBALL**

(Continued from page 7)

cereals division, himself a former baseball umpire.

Chances are that if the deal works out, CBS will find that, like MBS and LBS, it will be using mainly stations in non-major league cities and over rural outlets. Schedule conflicts on Saturday probably can be eradicated, altho CBS now has a commercial block between 1:30 and 3 p.m. William Wise, sponsor of *Get More Out of Life* at 2:30 p.m. is almost certain to go off the air for the summer. Borden's already has canceled *County Fair* at 2 p.m. *Give and Take* at 1:30 p.m. is the only other possible conflict, but the Dodgers may decide to start their games at 2 p.m. Saturdays, instead of the 1:30 weekday starting time. Otherwise, Toni doubtless would be shifted to another period.

**Glenn's House**

Reviewed Wednesday (15), 8-8:15 p.m. Sustaining on WPIX, New York. Director, Cledge Roberts. Cast: Glenn Rowell, Helen Ryan.

This show seems to be a TV version of a similar AM show Glenn Rowell is airing in Hartford, Conn. Rowell, of course, is the early day radio veteran, of Gene and Glenn. The TV offering is an unpretentious item, with Rowell and a gal singer, Helen Ryan, as his daughter, "at home" for guests. The latter are the viewers and the studio guest, this show Mitchell (Stardust) Parrish.

Unhappily, the attempts by Rowell and Miss Ryan to give the show a light and intimate air just don't add up, and this, coupled with an overabundance of palaver, detracts from what might otherwise be a pleasant song stanza. True enough video needs gimmicks, for warble sessions such as these, but the "at home" gimmick is threadbare.

The toning is okay, altho Miss Ryan, who has an appealing personality, butters it up to a poor effect by trying to be too cute. Hit-writer Parrish was handled badly just brought on to introduce a new number he's done. All very awkward.

Jerry Franken.

**TODAY WITH MRS.**

(Continued from opp. page)

couraged by the production staff, which should encourage the people arguing with each other, rather than at the home audience. Otherwise the illusion of peaking in at a private session is dissipated.

The show's ending was in keeping with the illusion. The people continued to talk with each other, off mike, as announcer Ben Grauer wound things up. In all, it's an impressive ailer and one which should earn a considerable audience on its own merit as well as from the name of its hostess.

Sam Chase.

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# EXCLUSIVE FRANCHISES OVER?

## Top TV Brass Seeks Remedy For Headache

### Only Smallies May Continue

NEW YORK, March 18.—Limited and exclusive franchising of TV dealers, tho desirous from the retailers' viewpoint, is creating plenty of headaches for several video manufacturers. Much trade talk these days concerning future franchising plans, and the talk is on all industry levels. In the opinion of some TV executives, limited franchising as it is now known will slowly disappear. Brands such as DuMont, Bendix, Magnavox, Stromberg-Carlson and Capehart are expected to be found in many more stores before the end of 1950.

Bendix, for example, this week announced the re-franchising of all dealers in an effort to "strengthen and broaden" its dealer organization. Magnavox is said to be opening new retailers in many territories, and Capehart and Stromberg-Carlson franchises are also available.

Typical, perhaps, of the problem facing the manufacturers is the DuMont dilemma—to take full advantage of production potential and add dealers or remain an "exclusive" TV line. Tho not critical, the DuMont problem is used to explain the expected demise of limited franchising.

#### DuMont To Unveil Plant

With the formal opening of DuMont's new cathode ray tube plant Wednesday (22), the company will announce that it can now produce 1,000,000 picture tubes a year. In addition, the new DuMont receiver plant opened a few months ago is said to be able to turn out a complete video set every 10 seconds. In neither plant, however, has DuMont even remotely approached production capacity because, it is pointed out, the limited number of retailers handling the line cannot possibly absorb the company's output.

It now remains for DuMont executives to decide whether it is more profitable to operate at limited production schedules for limited dealerships or to operate at near-full capacity for a larger group of retail outlets.

#### Other Angles

Added to the manufacturers' production problem—and the DuMont dilemma is said to be facing other producers—is the successful experiences which many retailers have had with private brand lines. In addition to exclusivity, private brand lines usually have the further advantage of a larger profit margin and a wider price range to fit all consumer pockets.

On the other side of the franchising picture are several smaller video manufacturers who can continue to operate profitably with limited dealerships. Pilot is said to be a typical example. The company carefully controls both production and distribution by operating a small plant and supplying retail outlets in the Boston to Baltimore territory only.

## New Motorola Line In Portable Radios

CHICAGO, March 18.—A complete new line of 1950 portable radios, including four basic models ranging from \$24.95 to \$39.95, was announced this week by Motorola, Inc.

## Brief and Important Phono and AM-TV Receiver News Digest

### TV Sets Reach 100,000 in Cincinnati Area

Approximately one family out of four in the Cincinnati 45-mile station area owns a television set, according to the mid-March survey figures released last week by Don Miller, head of the Crosley Broadcasting Corporation research department. Miller's report revealed that there are 100,000 video sets in operation in the area, with only 1,825 spotted in taverns and clubs. About 460 sets are being bought daily in the area. These figures, compared with national surveys, place Cincinnati in the 12th slot in TV set ownership in the nation. The Queen City ranks 17th nationally in population.

### Magnavox Introduces Rectangular Tube Set

Magnavox Company last week announced its first rectangular tube TV set, giving added impetus to the trend toward this type of picture tube. Magnavox's entry in the rectangular tube race is a 16-inch set, the Playhouse, which retails in mahogany for \$299.50. A console cabinet model, the set also features built-in antenna, signal leveler, contrast control and automatic picture synchronizer.

### Radio-Record TV Distributor Doings

R. A. Graef has been named sales supervisor of the radio-television department by the Radio Distributing Company, Detroit, coincident with the promotion of Charles A. Maurer to the post of vice-president and general manager of the firm. . . . The Sunland Music Company has taken over the distributorship of the MGM record line in Southern California, with headquarters in Los Angeles. Gordon S. Wolf heads the firm. United Music Sales, San Francisco, will continue to handle distribution in the northern part of the State. . . . A series of TV service clinics has been started by the Arvin division of Zenith Home Appliances, New York. . . . The Lou Sowa Record Company, Pittsburgh, MGM distributor in the territory, has filed a petition with the State of Pennsylvania to operate as a corporation. Under the new corporation, Lou Sowa will be president, with his wife Marguerite Sowa and Ralph J. Blice as other officers of the corporation.

### Notes on the Manufacturers

Morris J. Steelman, former head of Steelman Radio; J. L. Herold, former head of Herold Manufacturing, and Roland J. Kalb, recently Teletone plant manager, have formed the new Steelman Phonograph & Radio Company in New York. The company states that it will introduce a line of radio-phonos, phono sets and record changers soon. Prices on the line are said to range from \$9.98 to \$69.95. . . . George P. Lohman has been named RCA Victor home instrument field sales representative in the Cleveland area. Lohman formerly was with DuMont, and president of Haynes-Griffin, New York retail firm. . . . Video Station WRGB, General Electric's Schenectady, N. Y., station, reports 62,500 TV sets now in use in that area. . . . Joseph Schwartz, formerly with Emerson, has been elected president of Harmonic Manufacturing Company. Firm recently introduced a three-speed phono, retailing at \$29.95. . . . Sylvania's Colonial division reports further production expansion of both TV and auto radio sets with the hiring of 400 additional personnel in the next three months. . . . Hoffman Radio appointed S. L. Spraggins, vice-president in charge of manufacturing and John A. Rankin, vice-president in charge of engineering. . . . Hallicrafters added a new 12½-inch table model video set to the company's line. Retailing at \$189.95, the set comes in a simulated leather cover over a wood cabinet.

### GE Announces Six TV Sets, Lowest Price on 12½ Inch

General Electric announced six new video sets this week, including the lowest priced 12½-inch set yet made by the company. A 12½-inch table model will list at \$199.95, a 16-inch table model with rectangular tube at \$269.95, a 16-inch console with rectangular tube at \$299.95, and a similar set in period cabinet styling for \$329.95. Blonde wood models of the two lower-priced 16-inch sets will list at slightly higher prices.

## Riedel in TV Dicker For B-G Trade Name

CHICAGO, March 18.—A new TV receiver line, using the well-known trade name of Berkey & Gay, may be introduced in a few months. Edgar S. Riedel, former general sales manager of Raytheon Manufacturing Company and now a local investment banker who has been active in stock underwriting and refinancing transactions in the electronics industry, is negotiating for TV use of the Berkey & Gay name, which has been used in furniture making for years.

Riedel claimed that there has been interest in financial circles in a new TV set which would reap the benefit of the B&G trade name and following among over 26,000 dealers and department stores that have carried the furniture line.

## For'gn Technicians Tour U. S. Plants

WASHINGTON, March 18.—At the request of the State Department, the Radio Manufacturers' Association will act as host at a demonstration of American television to be held March 27-April 7 for a delegation of European technicians.

Technical demonstrations will open in New York, continue in plants and labs of TV set makers in New Jersey and Philadelphia, and concluding sessions will be held in Washington. Following the U. S. trip, the European group will see French, Dutch and British demonstrations in Paris, London, and Eindhoven (Holland) respectively.

## Retail Stores Report 89% TV Sales Gain

WASHINGTON, March 18.—The department store sales were off 5 per cent in January from a year ago, the radio-phono-TV sections of such stores reported sales gains of 89 per cent, according to a Federal Reserve Board (FRB) report this week.

Sales of other types of musical appliances and accessories were not so good, however. Of department stores surveyed, FRB reported that 142 stores, which keep separate records for a disk-instrument-sheet music department, found sales down 12 per cent. The 185 stores giving separate reports on the radio-phono-TV department came up with the 89 per cent rise, while the 226 department stores which lumped all these lines in one department reported an average gain of 57 per cent for the department.

Sparked by the high sales of radios, phonos and TV sets the house furnishings department turned out to be the sole major section of the nation's department stores to make a gain over January, 1949. While other major departments were showing decreases of 6 to 10 per cent the house furnishings department came up with a 7 per cent increase.

## Dollars for Ads Must Fit Need, NAMM-ers Told

CLEVELAND, March 18.—Advertising appropriations should be based on the job to be done, and not on a percentage of sales—either past sales or expected ones—according to John M. Wylie, president of the J. M. Wylie Piano Company, of Fargo, N. D. A member of the executive board of the National Association of Music Merchants (NAMM), he addressed the Central States regional conference of the organization at the Hotel Statler here.

Wylie spoke at the closing session of the two-day affair which ended Tuesday (14). He told reporters that the advertising expenditures of his (See Fit Ad \$ to Need on page 45)

## TV Set Output Continues Boom

WASHINGTON, March 18.—TV production is continuing to set new records, with February output hitting a record weekly average of 91,766 sets, the Radio Manufacturers' Association (RMA) announced this week. Total for the month thru February 24 was 367,065 sets—exceeded only by last November which contained five weeks.

Radio set output last month maintained the high level reached in the last part of 1949 with the result that the total of 1,117,458 radio and TV receivers reported to RMA for February was the highest for any four-week month since 1948. FM and FM-AM combo production of 86,455 sets, however, was slightly under that of January.

In a final tabulation of industry totals for last year, RMA reported that 3,029,000 TV receivers were produced along with 7,456,000 home radios and 3,964,000 auto sets. The figures include production of both RMA and non-RMA members.

# THE ABC OF ASCAP DECREE

## Ahlert To Brief Coast Scribes On Writer Plan

NEW YORK, March 18.—ASCAP Prexy Fred Ahlert will meet with Coast writers Monday (27) to lay the new consent decree on the line—with special reference to the revised writer plan. John Tasker Howard, ASCAP exec committee chairman, will be on the platform with Ahlert at the Beverly Hills Hotel. It is likely that Judge Patterson and ASCAP attorney Herman Finkelstein, both of whom guided ASCAP's interests thru the tortuous consent decree proceedings, will be present.

The high bracket Hollywood tunesmiths, guided by Wolfie Gilbert and Harry Ruby, are being given rueful credit by some members of the writers' classification board for having brought about the current plan, strongly based on performances. Writer officials—Fred Ahlert, Edgar Leslie and Stanley Adams—have been agitating for a revision for years. If the Coast crowd had unbent several years ago, New York members feel, the peace would be a lot softer on the old time writers.

Resistance on the part of Coast writers to the new plan will be meaningless. This is H-hour, the DJ has spoken, and unless the membership votes the changes, the consent decree goes out the window, with ASCAP following soon after. Insiders are certain there will be no trouble getting the needed majority.

According to ASCAP by-laws, the Coast meeting is held one month prior to the Society's annual meeting.

## London Issues First Catalog

NEW YORK, March 18.—The first complete London Records catalog, covering disks of all categories issued by the British-based diskery, is to be shipped out to dealers this week.

The 65-page book, listing all material issued up to January 1, lists pop, standard, semi-classical, classical and international material, and includes a special section devoted to long-playing disks. The listing, printed in England, will be made available to dealers at cost, and will be sold to consumers for approximately 10 cents.

A complete catalog of London's subsidiary Beltona Scottish line, 31 pages long, is also being distributed. A separate catalog of 45 r.p.m. disks is being printed here, and will be ready next week also.

## Spitzer, BMI End Pub Feud

NEW YORK, March 18.—Long-bruited deal between publisher Henry Spitzer and Broadcast Music, Inc. (BMI), was concluded this week. The pubber, who already owns a BMI catalog, Vogue Music, will build a new catalog apart from Vogue.

It had been reported that the negotiations involved an annual advance of \$50,000. This figure is believed to have been pruned when the deal was finally consummated, but the advance is understood to be quite a stiff one. Jack Ostfeld, professional manager for Barron Music, is known to figure in on the personnel end.

## Pro and Con Balance Shows Society's Strong Position; Protected Against States

Withdrawal Conditions Tough; Foreign Exclusives Out

By Jerry Wexler

NEW YORK, March 18.—Contrary to the wave of pessimistic rumors circulating among members of the American Society of Composers, Authors and Publishers (ASCAP) about the "ruinous" effect of the new consent decree, the Society, in the opinion of legalists close to the situation, emerges in a stronger position than it has been in for years.

Generally speaking, ASCAP now has Uncle Sam's stamp of legality, and can operate without the fear of harassment from users of music that has been dogging the Society for years. It had been the Society's hope for many years to get a government cachet of some sort, perhaps a law passed by Congress, or, as is now the case, a comprehensive consent decree.

Specifically speaking, ASCAP emerges with the following potentialities: (1) Film licensing. The film performance right, at first divested from the Society by Judge Leibell and subsequently "frozen" by him in a modified order, remains in ASCAP. ASCAP may not deal with flick exhibitors (and is, in fact, specifically forbidden to sue theater owners over matters relating to film performance of music), but may deal with the movie producers. The producers have the option of making a blanket licensing arrangement with ASCAP for the entire repertory, or of setting individual deals for single tunes or catalogs with the publishers.

The understanding is that the film firms will probably prefer to license thru ASCAP, for the sake of convenience and also because of freedom from liability arising from disputes over copyright ownership. Some indies and small studios may, of course, find it more economical to deal on a piece-work basis. On the other hand, ASCAP may not set a deal with the flick industry in toto, but must deal with individual firms. It should be pointed out here that synchro rights remain with the pubbers, as they always have, and will continue to be handled separately and distinctly from performing rights.

TV Status Clearer

(2) Better control of film usage is assured. The decree clearly separates synchro and performance rights, so that a film containing tunes cleared for

(See ASCAP COMES OUT ON TOP on page 44)

## New ASCAP Decree Model Pact

WASHINGTON, March 18.—Signing of the revised consent decree in the American Society of Composers, Authors and Publishers' (ASCAP) case this week culminated 18 months of negotiations between the Justice Department and ASCAP in what is considered one of the most complex cases ever handled by Justice's anti-trust division.

In legal circles here the revised decree is viewed as a model document of its kind, with kudos going to Attorney General J. Howard McGrath, Anti-Trust Chief Herbert A. Bergson and Sigmond Timberg, chief of anti-trust's judgments and judgment enforcement section. Timberg, who was in charge of the confabs and who prepared the amended domestic judgment and cartel judgment, was assisted by William D. Kilgore Jr. and Bert C. Dedman. The amended judgments are designed to serve as guideposts for ASCAP's reorganization, with the Justice Department in effect standing by to assure compliance.

Young Careerists

Like most of Bergson's top anti-trusters, Timberg and his two assistants in the ASCAP case, Kilgore and Dedman, are young Justice Department careerists. Bergson himself has been a Justice Department workhorse practically from the time he got his law degree at Harvard in 1933. Ever since he advanced to anti-trust chief in 1948, Bergson's team has been made up more and more of government careerists like himself.

Timberg was graduated from Columbia University in 1930, getting both a Bachelor of Arts and a Master of Arts degree and three years later getting his law degree. After a short time in private practice he went to the Department of Agriculture for five years, serving as head of the solicitor's division in the Soil Conservation Commission. He went from there to the Securities and Exchange Commission and thence to the Board of Economic Warfare.

Aided Communications Conference

During part of the war he was in charge of industrial organization of occupied countries. He joined the Justice Department in 1944, served for a time as special counsel to the Senate Military Affairs Committee and in 1945 went to London on leave to serve on the old Harriman mission there. In the same year he attended the Anglo-Tele Communications Conference in Bermuda, serving in a consultant capacity. In the fall of 1946 he became head of the judgments and judgment enforcement section of anti-trust.

Timberg has authorized numerous published pieces and is considered an outstanding legal authority on copyrights and trade-marks.

## Longhairs' Own Comps Cut on Five Col LP's

NEW YORK, April 18.—Columbia Records has released a series of five LP disks which shape up as one of the most impressive wax jobs on that speed. Series is titled *Great Masters of the Keyboard* and consists of actual renditions by noted composers of their own work. Included are performances of their own compositions by Debussy, Greig, Mahler, De Falla, Granados, Scriabin, Paderewski, Saint-Saens, Faure, Leschetizky, D'Albert, De Pachmann and others.

The LP series was made possible because Columbia secured access to the piano rolls of the old Welte Company, a German firm which, prior to the growth of radio and the phonograph, engaged extensively in this recording technique. The original Welte rolls, hidden thru World War II in order to preserve them, were traced by Columbia. Diskery, negotiating a deal with a surviving member of the Welte family, recorded the piano roll performances on tape, and then transferred them to LP micro-groove disks.

## New Rule Exempts Contact Men From Wages-Hours Law

(Continued from page 3)

contact men were covered by the wages and hours law; that pubbers had to keep regular records on such employees; that contact men must be paid time and a half for overtime, etc.

All parties concerned—the publishers, the contact men and their union, and the Music Publishers' Protective Association (MPPA)—contended that contact men should be classified as salesmen, and therefore exempt from the wages and hours law. A brief, outlining the opinions of the music interests, was filed by Sidney W. Wattenberg, of MPPA. Wattenberg and Walter Douglas, MPPA board chairman, had several discussions with the regional director, Arthur J. White, the latter finally setting forth his opinion as follows:

"The most we can say is that generally, based upon the information that you have submitted, contact men who perform their duties as you describe them, and otherwise meet all the requirements of Section 541.2 of regulations, Part 541, will be considered as administrative employees."

Douglas commented that "under this decision it appears that if a contact man receives \$75 per week or more, and otherwise qualifies as an administrative employee, he will not be subject to the provisions of the wages and hours law."

## 2 Longhairs Skip Col To Join RCA

NEW YORK, March 18.—Roster-raiding by RCA Victor and Columbia longhair departments resumed this week, with Victor the latest to draw blood. The newly signed Red Seal artists are cellist Gregory Piatrigorsky and soprano Helen Traubel. Miss Traubel's Columbia pact still has a short time to run, but she will join Victor on its expiration.

Both Piatrigorsky and Miss Traubel recorded for Victor previously. The cellist's first waxings, made by the Gramophone Company of England, were released here by Victor.

# Diskers' Careful 1949 Course

## Decca's Dip Leaves Bright Asset Ratios

### Reorganization Paid Off

NEW YORK, March 18.—Decca Records' annual report showed net earnings of \$803,870 for the year of 1949, and favorably reflected the benefits derived by the diskery from the revitalization of its organization to cope with the expected lower volume of business in the wax field.

The waxery racked up \$19,820,987 in net sales for the year, as against \$23,867,030 accumulated in 1948 when the net earnings totaled \$854,574. It is significant to note that, while net sales dipped about 17 per cent, the firm's net earnings dropped only 6 per cent.

The firm's current liabilities \$4,408,719.40, including a payment to the First National Bank of Boston on a \$4,000,000 loan of two years' vintage, was less at the end of the year than the diskery's cash in banks and on hand, which aggregated \$5,477,585.37. The diskery's total assets of \$9,483,034.49 created a ratio of 2.1 to 1 of assets against liabilities.

In his letter to stockholders, Decca prexy, Milton Rackmil, pointed out that the firm had worked to increase efficiency in production and distribution and had established an intensive artists and repertoire program. The firm's readjusted distribution system now numbers 18 wholly-owned branches and 33 independent distributors, giving the diskery the most complete national coverage in its history.

Rackmil told *The Billboard* that the diskery had made a small amount of money with its subsidiary Coral label, which was born in 1949, but anticipates greater returns from that source in the current year. He also said that the returns from the firm's publisher affiliations, which includes holdings in Supreme, Pickwick, Mood, Northern, New Era, Clarence Williams and other pubberies were slight. The Decca 1949 effort to invade the 49-cent direct sale disk line with the Vocalion label has been allowed to slide by quietly into an inactive status.

In his report, Rackmil told the stockholders that the board of directors "do not feel that it is to the best interest of the company to enter the 45 r.p.m. recording field at this juncture."

## Vogue Shops Works Auctioned; Saffady To Do Custom Job

DETROIT, March 18.—The wind-up of Vogue Recordings, which attracted attention when the "picture record" was brought out four years ago, was seen in the dispersal of physical property of the plant at auction here. Most of the equipment went in various sized lots to a number of bidders, but the studio equipment remained unsold.

The new firm of Savway-Sarasteel has been formed by Thomas Saffady, who headed the original Vogue company, to do a custom record-pressing job.

Another small record company reported its demise here this week—Balcora Records, owned by John D. Harmany. The company specialized in race, hillbilly and boogie numbers but had been relatively inactive for some time.

## New Writer Plan May Stir Senior Scribes to Action

NEW YORK, March 18.—With strong emphasis on performance in the new ASCAP writer plan, insiders foresee a flurry of activity by senior scribes who have been inactive for years.

"I've seen more old-time writers in the last month than I did in the last five years," reports one of Tin Pan Alley's august pubbers. "They're at the office every day with more songs, getting ready for the race for plugs."

Oscar Hammerstein, who stands only to benefit from the emphasis on performance, told a *Billboard* reporter last year when news of the impending plan broke that he was against a heavy performance system. "Writers who should be home writing will be out plugging their songs. Furthermore, they'll be shooting for quick hits, catering to the fad of the moment instead of concentrating on the quality of their songs," he said.

Others predict that performers will be going into partnership with songwriters on a wholesale scale now.

## Capitol Boost Brings Year's End to Black

### Working Funds Increased

HOLLYWOOD, March 18.—In its annual report to stockholders, Capitol Records, Inc., revealed that disk sales and company earnings took a sharp upward turn late in 1949, with biz conditions continuing to improve to date. Cap Prexy Glenn E. Wallich credited 45-r.p.m. disks with the sales revival, which, he said, came in the face of increasing competition from tele for a larger slice of the public's entertainment dollar.

Cap showed a loss of \$246,717 in mid-1949. Losses were sharply reduced in August, the third quarter showed a profit, and the fourth quarter was good enough to put the company in the black for the year.

For the year ended December 31, 1949, Cap sales totaled \$11,496,400, (See *Capitol Boost* on page 43)

## Race for Rights to "Lane" Points Up Pub Competition

HOLLYWOOD, March 18.—Competition between pubbers to snag salable material was forcefully illustrated this week by the race for rights to the new George Howe-Bobby Burns cleffing *Down the Lane*. For several days, ownership seasawed between Walt Disney Music Company and Broadcast Music, Inc. (BMI), with BMI finally getting the nod. At week's end, BMI professional manager, Julie Stern, had put the tune into top plug brackets and was lining up diskings by major platteries. To date, Russ Morgan has been set for a Decca disking, with Art Mooney, MGM, tentatively lined up, and others still not committed.

Ditty stirred interest early this week with the release of an Atomic Record version cut by Chuck Cabot. Cleffers Burns and Howe took record dubs to several pubbers, finally pitching the song to Fred Raphael, Disney music topper. Raphael took a 24-hour verbal option on the tune. Following day, after elapsed option

time, tunesmiths phoned Raphael for a verdict but found the pubber away from his office. Thereupon, songwriters took the work to Julie Stern, at local BMI office. Stern grabbed the song and closed the deal with a handshake.

To complicate matters, Raphael contacted Howe several minutes after the BMI deal had been made, declaring his interest and offering the lads \$1,000 advance and a 5-cent-per-copy deal. Faced with two conflicting bids, Howe and Burns stewed for another 24 hours before giving tune to BMI on ethical grounds. Attempt to settle the hassle were made by both Raphael and Stern, but deadlock resulted.

By week's end, excitement had waned, Raphael and Stern remained friendly, and tune team was richer by \$1,000 advanced by BMI. In addition, lads got a 5-cent-copy-deal, 50 per cent of the performing rights and full royalties on the Atomic Record version which was previously set.

## No New Writers' Plan Shown In ASCAP's Consent Decree

NEW YORK, March 18.—Tradesters who have been scanning the new consent decree for the long-heralded revised writers' plan have been baffled—there's not a sign of a new plan in the document.

However, there is a new writers' plan agreed on by the American Society of Composers, Authors and Publishers (ASCAP) and the Justice Department—and it's virtually a sine qua non of the decree. The decree's only hint of a new pay-off system is an innocuous reference reading "in the distribution of revenues to members primary consideration will be given to performance." By "primary consideration" is meant a detailed and complex plan for the distribution of writers' revenue—substantially the system described in previous issues of *The Billboard*. (The pubber distributing plan now in operation is okay with the DJ—any impending

changes in this quarter will stem from the pubbers' own wishes.)

### The Plan

Here's the plan: 60 per cent on sustained performance (an average of the last five years), 20 on current performance, and 20 on "accumulated earnings"—the new official term for "seniority." The seniority factor will be determined by multiplying the number of sustained performance points of the individual writer by the number of years he has been in the Society. A numerical scale of 1,000 points replaces the letter bracket system, with 25-point step intervals. Promotion and demotion will be based on sustained average, except that ascent and descent will be limited to a given number of points each year, with the theoretical rate of rise double the rate of fall. Between (See *No New Writers'* on page 48)

## Kiddie Land, Peter Pan on 45 Bandwagon

NEW YORK, March 18.—Two moppet record companies, Peter Pan and Kiddie Land, jumped on the 45-r.p.m. bandwagon this week. Kiddie Land, according to Vice-President Julie Marvin, has set up a special Small Gems series, in illustrated three-color packages, to retail at 64 cents, tax included. Six titles will be released immediately, and six more will follow in April. Two of these are entirely new productions. This fall, all new material will come out simultaneously on three speeds. Kiddie Land's first four long-playing 33½ r.p.m. disks were released 10 days ago. The LP disks compose the Treasure Chest series.

Peter Pan's 45 disks will be ready in early April, according to the diskery's president, Henry Lapidus. Altho the disks are already in production, release is being held up pending preparation of the packaging. The price has not yet been established, but Lapidus stated that it would be below the cost of any 45-disks now on the market, which is handled on a direct sale, big-volume-low-margin basis.

Meanwhile, Bernie Haas has joined Peter Pan as head of artists and repertoire, and as assistant to Lapidus in production and merchandising. Ralph Berson continues as national sales manager. According to Haas, the diskery is now out to grab top name artists of the entertainment fields for kiddie waxings. Haas was formerly president of Package Music, Inc., a kidisk production company which cut a number of album sets for RCA Victor. He was also associated with Al Goodman in the production of the latter's operetta albums for the same label.

Another kidiskery, Voco, producer of seven-inch picture records, entered the 10-inch field this week with a 49-cent disk.

## Pickwick Plans Dixie Catalog

NEW YORK, March 18.—The Pickwick Music catalog of Dixieland tunes which were popular on records and piano rolls of the 1920s will be reissued by Leeds Music. Al Brackman, Leeds exec, is now giving the catalog a once-over and is submitting the tunes to vocalists and record companies. Included in this week's batch were such old rhythm favorites as *Papa De Da Da, Cow Cow Blues, King Tut Blues, Mama Got the Blues, I'm Gonna Take My Bimbo Back to the Bambo Isle* and *Mississippi Blues*. These are aside from such Pickwick standards as *Baby Won't You Please Come Home* and *Sugar Blues*.

Pickwick's pool of ragtime piano specialties, popular in the days of piano rolls and now being plucked out of the catalog for current consideration, are *Carolina Shout, Keep Off the Grass, Scalin' the Blues, Darktown Capers* and similar items by pianist-composers Clarence Williams, Willie (The Lion) Smith, Fats Waller, etc.

## Mills To Cut Thomas Songs

HOLLYWOOD, March 11.—A brace of 18 comedy songs made popular by Danny Thomas will be published in folio form by Mills Music. To be tagged *Danny Thomas's Comedy Song Folio*, the tunes include the cleffings of Jerry Seelen, Carmen Dragon and Thomas.

Among them are such Thomas standards as *It's a Great Country, America, Toledo Joe* and *Archaeologist's Lament*. Deal marks the first anthology of Thomas originals.





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HE LEADETH ME  
Both Vocal with Ken Darby Choir  
and Organ Acc. **DECCA 14500**

**BING CROSBY**

MOTHER DEAR, O PRAY FOR ME  
O LORD I AM NOT WORTHY  
Both Vocal with Ken Darby Choir  
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IN THE GARDEN  
COUNT YOUR BLESSINGS  
Both Vocal with Orch.  
under Direction of Victor Young **DECCA 14502**

**MILLS BROTHERS**

THE OLD RUGGED CROSS  
IN THE SWEET BY AND BY  
Both Vocal with Guitar **DECCA 14503**

**JACK OWENS**

MY JESUS, I LOVE THEE  
HAVE THINE OWN WAY, LORD  
Both Vocal with Organ and Piano Acc.  
Both with The Vesper Singers **DECCA 14504**

**RED FOLEY**

STEAL AWAY  
Vocal and Recitation with Inst. Acc.  
JUST A CLOSER WALK WITH THEE  
With Jordanaires. Vocal with Inst. Acc. **DECCA 14506**

**ERNEST TUBB**

WHEN I TAKE MY VACATION  
IN HEAVEN  
STAND BY ME  
Both Vocal with Inst. Acc. **DECCA 14508**

**HAMILTON QUARTET**

NOW THE DAY IS OVER  
GOD BE WITH YOU  
Both Vocal with George Broadbent  
at the Organ **DECCA 14507**

**JACK SIMPSON-D. M. COATES**

(1) O COME AND MOURN  
WITH ME AWHILE  
(2) STABAT MATER  
(At The Cross Her Station Keeping)  
(1) CHRIST THE LORD IS RISEN  
TODAY (2) O FILII ET FILIAE  
(Ye Sons And Daughters)  
Both Chimes and Organ - Recorded in England  
**DECCA 14508**

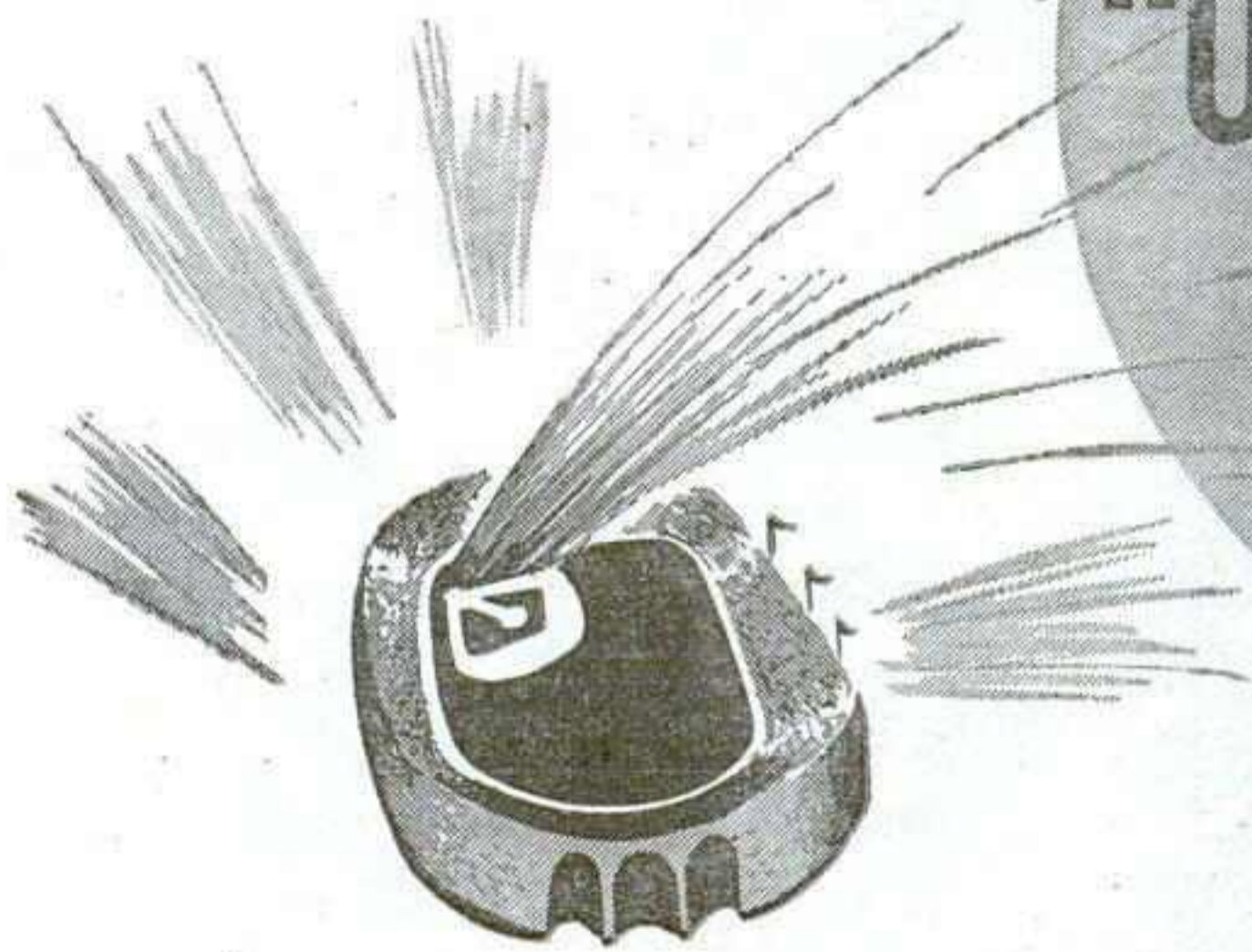
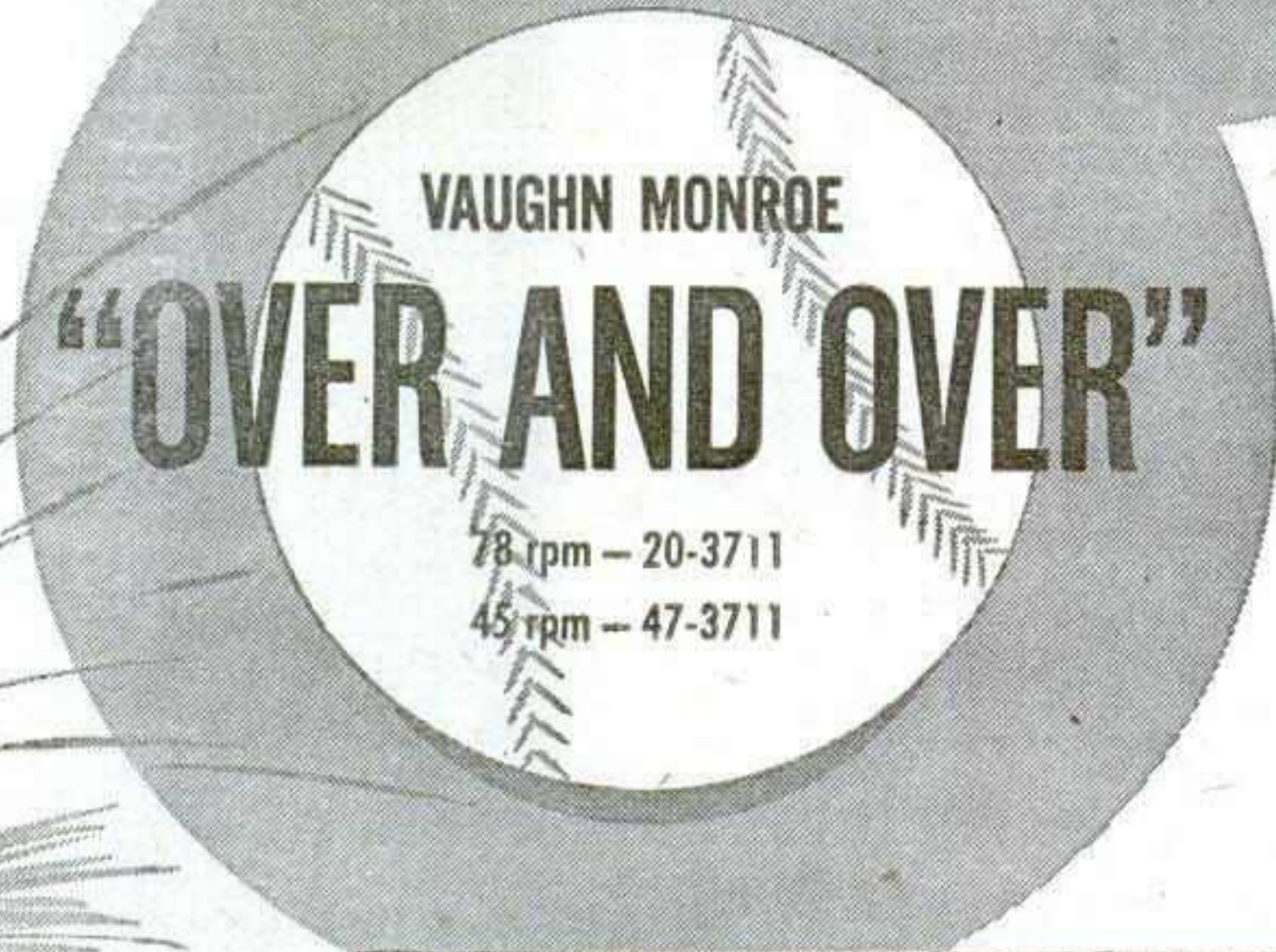
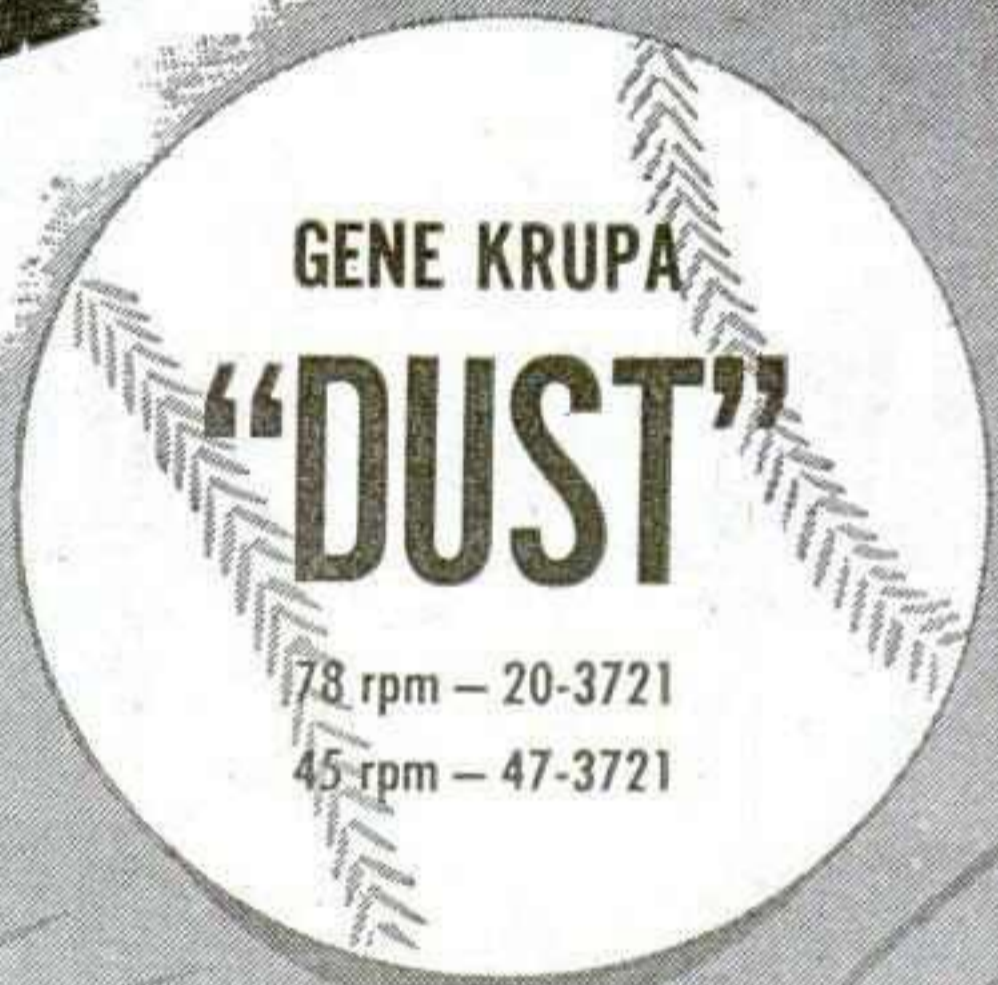
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HUGO WINTERHALTER  
"COUNT EVERY STAR"

78 rpm - 20-3697  
45 rpm - 47-3221

THE HONEYDREAMERS  
"SILVER DOLLAR"

78 rpm - 20-3720  
45 rpm - 47-3720

FRAN WARREN  
AND LISA KIRK  
"JUST A GIRL  
THAT MEN FORGET"

78 rpm - 20-3696  
45 rpm - 47-3220

FREDDY MARTIN  
"WILHELMINA"

78 rpm - 20-3693  
45 rpm - 47-3217

FRANKIE CARLE  
"SPAGHETTI RAG"

78 rpm - 20-3719  
45 rpm - 47-3719

TOMMY DORSEY  
"C'EST SI BON"

78 rpm - 20-3712  
45 rpm - 47-3712

(IF I KNEW YOU WERE COMIN')  
"I'D'VE BAKED A CAKE"

THE FONTANE SISTERS

78 rpm - 20-3713 45 rpm - 47-3713

LUCYANN POLK

(Bluebird)

78 rpm - 30-0027 45 rpm - 54-0027

Records



M-G-M PUTS  
**SPRING**  
IN YOUR SALES!



Disk Double by M-G-M Records Stars!

**BETTY GARRETT  
and LARRY PARKS**

GO TO SLEEP, GO TO SLEEP, GO TO SLEEP  
THERE'S AN "X" IN THE MIDDLE OF TEXAS

M-G-M Non-Breakable 10667

CAN I COME IN FOR A SECOND  
YOU MISSED THE BOAT

M-G-M Non-Breakable 10629



Coming up Fast Everywhere!

**BLUE BARRON**

ARE YOU LONESOME TONIGHT  
PENNY WISE AND LOVE FOOLISH

M-G-M Non-Breakable 10628



Judy's Great on This Hit!

**JUDY VALENTINE**

THE CINDERELLA WORK SONG  
I'D LIKE TO WRAP YOU UP AND  
PUT YOU IN MY POCKET

M-G-M Non-Breakable 10657



Listening Tip!

**MACKLIN MARROW**

conducting The M-G-M Orchestra

WHEN WE'RE DANCING  
LA VIE EN ROSE

M-G-M Non-Breakable 30227

Now on M-G-M Records!

**FRANK PETTY TRIO**

RAIN  
A PRECIOUS LITTLE THING CALLED LOVE

M-G-M Non-Breakable 10669

**M-G-M RECORDS**

THE GREATEST NAME IN ENTERTAINMENT

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

**The Billboard** MUSIC POPULARITY CHARTS

PART I

**The Nation's Top Tunes**

Based on reports received last three days of Week Ending March 17

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 **1. MUSIC! MUSIC! MUSIC!** Last Week **2**  
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; A. White, Varsity 254.  
Electrical transcription libraries: The Satisfiers, Associated; Page Cavanaugh Trio, World.

**2. 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; I. 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 Peppettes-Horace Heldt, Horace Heldt MS 1022; Two-Ton Baker, Mer 5369.  
Electrical transcription libraries: The Satisfiers, Associated; Jimmy Lytell-The Delta Eight, Thesaurus; Henry Jerome, Lang-Worth; Texas Jim Lewis, Standard.

**3. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE** **8**  
By Al Hoffman, Bob Merrill and Clem Watts  
Published by Robert (ASCAP)

Records available: E. Barton, Mer 5392 & National 9103; G. Gibbs-M. Kaminsky's Dixielanders, Coral 60169; E. Merman-R. Bolger, Dec 24944; B. Strong, Cap 916; A. Trace Ork, Col(78)38707, (33)1-493; Fontane Sisters-M. Ayres Ork, V(78)20-3713, (45)47-3713; A. Mooney Ork, MGM 10660; L. Polk-S. Martin Ork, Bluebird(78)30-0027, (45)54-0027; E. Young-The Homesteaders, London 658.  
Electrical transcription libraries: Al Trace, Lang-Worth.

**4. RAG MOP** **3**  
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. James, 4 Star 1419; J. Bond Ork, MGM 10627.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**5. I SAID MY PAJAMAS** **4**  
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: Blue Barron, Lang-Worth; Dick Jurgens, Associated.

**6. THERE'S NO TOMORROW** **5**  
By Hoffman, Corday and Carr  
Published by Paxton (ASCAP)

Records available: A. Dale, Harmony 1078; I. Martin, V(78)20-3502, (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.

**6. CRY OF THE WILD GOOSE, THE** **6**  
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.

**8. IT ISN'T FAIR** **9**  
By Sylvester Sprigato, Frank Warshauer and Richard Himber  
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; I. F. Miller, King 15034; F. Farrell, MGM 10637; S. Kaye, V(78)20-3609; L. Brown, Col 38735; R. Hayes, Mer 5382; Joey Nash, Happiness 105.  
(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, Four Star 1438; J. Desmond-T. Mottola Ork, MGM 10658; H. Jerome, London 602; Dick Todd, Rainbow 80088; Phil Regan, V(78)20-3550, (45)47-3043; C. Marrow, Varsity 257.  
Electrical transcription libraries: The Bachelors, Standard.

**10. CANDY AND CAKE**  
By Bob Merrill  
Published by Oxford (ASCAP)

Records available: M. Carson, V(78)20-3681, (45)47-3204; M. Ellen Quartet-B. Scott, MGM 10654; A. Godfrey, Col 38721; E. Knight, Dec 24943; R. Anthony Ork, Cap 933.  
(No information on electrical transcription libraries available as The Billboard goes to press.)

**WARNING**

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This week's

# New Releases

... on **RCA Victor**

RELEASE 50-19

## POPULAR

### RALPH FLANAGAN

Spring Will Be a Little Late This Year  
(From the Universal film "Christmas Holiday")

Joshua 20-3724—(47-3724)\*

### MINDY CARSON

Little Darlin', Little Angel

Be Mine 20-3725—(47-3725)\*

### LARRY GREEN

Bewitched  
(From the musical production "Pal Joey")

If I Had You on a Desert Island  
20-3726—(47-3726)\*

### FRAN ALLISON

Peter Cottontail  
Stars Are the Windows of Heaven

20-3727—(47-3727)\*

### PHIL HARRIS

Muskrat Ramble  
Walk With a Wiggle

20-3723—(47-3723)\*

### PHIL REGAN

Scattered Toys  
On the Other Side of the Water

20-3729—(47-3729)\*

## COUNTRY

### TEXAS JIM ROBERTSON

Rubber Knuckle Sam  
Wedding Bells Will Never Ring Again

21-0304—(48-0304)\*

### ROSALIE ALLEN

Choc'late Ice Cream Cone  
My Dolly Has a Broken Heart

21-0305—(48-0305)\*

## RHYTHM

### JOHNNY MOORE'S THREE BLAZERS

Rock With It

Misery Blues 22-0073—(50-0073)\*

## POP-SPECIALTY

### ERNIE BENEDICT

Tic-Tock Polka  
Broken-Down Merry-Go-Round

25-1153—(51-0060)\*

NOTE: All records in this panel are listed alphabetically by song title.



**\$** . . . indicates records which, according to actual sales, are recognized hits. The trade is urged to keep ample stocks of these records on hand, or to reorder promptly when current stocks begin to approach the "sold-out" stage.

**7** . . . designates that record is one of RCA Victor's "Certain Seven"—among the leading numbers on the trade paper best selling retail sales charts. Obviously, sure things!

- \$** **Bamboo**  
Vaughn Monroe . . . . .20-3627—(47-3143)\* **7**
- \$** **Candy and Cake**  
Mindy Carson . . . . .20-3681—(47-3204)\* **7**
- \$** **Chattanooga Shoe Shine Boy**  
Phil Harris . . . . .20-3685—(47-3208)\*
- \$** **I Said My Pajamas**  
Tony Martin-Fran Warren . . . . .20-3613—(47-3119)\* **7**
- \$** **It Isn't Fair**  
Sammy Kaye . . . . .20-3609—(47-3115)\* **7**
- \$** **Marta**  
Tony Martin . . . . .20-3598—(47-3104)\*
- \$** **Music, Music, Music**  
Freddy Martin . . . . .20-3693—(47-3217)\*
- \$** **Rag Mop**  
Ralph Flanagan . . . . .30-0025—(54-0020)\* **7**
- \$** **Take Me in Your Arms and Hold Me**  
Eddy Arnold . . . . .21-0146—(48-0150)\* **7**
- \$** **There's No Tomorrow**  
Tony Martin . . . . .20-3582—(47-3078)\* **7**



**★** . . . indicates records which have enjoyed better than average initial consumer acceptance and stand an excellent chance of entering the top-selling hit category. The trade is advised to watch these records carefully in order to maintain stocks consistent with demand.

- ★** **Dearie**  
Fran Warren & Lisa Kirk 20-3696 (47-3220)\*  
(Number 4 Retail Picks, March 18 Billboard.)  
(Number 22 Records Most Played by Disk Jockeys, March 18 Billboard.)
- ★** **Roulette**  
Tony Martin 20-3695 (47-3219)\*  
(Number 6 Disk Jockeys Pick, March 18 Billboard.)  
(Number 8 Retailers Pick, March 18 Billboard.)
- ★** **Wanderin'**  
Sammy Kaye 20-3680 (47-3203)\*  
(Number 1 Disk Jockeys Pick, March 18 Billboard.)  
(Number 9 Juke Ops Pick, March 18 Billboard.)  
(Number 10 Retailers Pick, March 18 Billboard)—the first week on sale!
- ★** **Chattanooga Shoe Shine Boy**  
Bradford and Romano 20-3685 (47-3208)\*  
(Number 8 Records Most Played by Disk Jockeys, March 18 Billboard.)
- ★** **I Almost Lost My Mind**  
Fran Warren 20-3686 (47-3209)\*  
(Number 5 Retailers Pick, March 18 Billboard.)  
(Number 8 Disk Jockeys Pick, March 18 Billboard.)
- ★** **Quicksilver**  
Elton Britt and Rosalie Allen 21-0157 (48-0168)\*  
(Number 4 Country and Western Most Played by Disk Jockeys, Billboard, March 18.)

\*45 r.p.m. catalog numbers.

The stars who make the hits are on **RCA VICTOR Records**

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

JAN. FEB. MAR. *The Swings* APRIL MAY JUNE JULY AUG. SEPT. to OCT. NOV. DEC. "45"

**CORAL RECORDS** AND **Brunswick RECORDS**

NOW AVAILABLE IN

**LONG PLAY**

**33 1/3 RPM**

**Great CORAL SETS**  
now available in two speeds—  
78 and 33 1/3 RPM

**SWINGING AT THE SUGAR BOWL**  
Dixieland Jazz  
**BOB CROSBY and His Orchestra**  
CRL 56000 10-inch Long Play Microgroove Unbreakable Record. Price \$2.85 (Incl. Fed. Tax). Also available in Coral Package CP-502. Three 10-inch 78 RPM Records. Price \$2.25  
Selections Include: SWINGIN' AT THE SUGAR BOWL—PANAMA—LITTLE ROCK GETAWAY—WOLVERINE BLUES—WASHINGTON AND LEE SWING—PERUNA (Both with Bob Crosby's Bob Cats)—HIGH SOCIETY—MUSKRAT RAMBLE

**FAVORITE AMERICAN WALTZES**  
Dance Music with Vocals  
**JAN GARBER and His Orchestra**  
CRL 56001 10-inch Long Play Microgroove Unbreakable Record. Price \$2.85 (Incl. Fed. Tax). Also available in Coral Package CP-505. Three 10-inch 78 RPM Records. Price \$2.25  
Selections Include: LET ME CALL YOU SWEETHEART—MY BUDDY—WHEN YOU'RE AWAY—KISS ME AGAIN—WONDERFUL ONE—SLEEP—A KISS IN THE DARK—AH! SWEET MYSTERY OF LIFE

**Great BRUNSWICK ALBUMS**  
now available in two speeds—  
78 and 33 1/3 RPM

**Collectors Series**

**BING CROSBY—Volume 1**  
A Collection of Early Recordings  
Vocal with Orchestra

BL 58000 10-inch Long Play Microgroove Unbreakable Record. Price \$2.85 (Incl. Fed. Tax). Also available in Album B-1012. Four 10-inch 78 RPM Records. Price \$3.75

Selections Include: OUT OF NOWHERE—IF YOU SHOULD EVER NEED ME (You'll Always Find Me Here)—JUST ONE MORE CHANCE—NOW THAT YOU'RE GONE—I FOUND A MILLION DOLLAR BABY (In a Five and Ten Cent Store)—I'M THRU WITH LOVE—GOOD NIGHT SWEETHEART—TOO LATE

**ELLINGTONIA—Volume 1**  
A Collection of Distinctive Recordings

**Duke Ellington and His Orchestra**  
BL 58002 10-inch Long Play Microgroove Unbreakable Record. Price \$2.85. Also available in Album B-1000.

Four 10-inch 78 RPM Records. Price \$3.75  
Selections Include: EAST ST. LOUIS TOODLE-OO—BIRMINGHAM BREAKDOWN—ROCKIN' IN RHYTHM—TWELFTH STREET RAG—BLACK AND TAN FANTASY—THE MOOCHE—MOOD INDIGO—WALL STREET WAIL

**LOUIS ARMSTRONG—**  
**JAZZ CLASSICS**

The King of the Trumpet in  
Historic Recordings of the 20's

BL 58004 10-inch Long Play Microgroove Unbreakable Record. Price \$2.85. Also available in Album B-1016. Four 10-inch 78 RPM Records. Price \$3.75

Selections Include: WILD MAN BLUES—MELANCHOLY (Both with Johnny Dodds' Black Bottom Stompers)—GEORGIA BO BO—DROP THAT SACK (Both with Lill's Hot Shots)—STATIC STRUT—STOMP OFF, LET'S GO! (Both with Erskine Tate's Vendome Orchestra)—TERRIBLE BLUES—SANTA CLAUS BLUES (Both with Red Onion Jazz Babies)



**NEW 3-SPEED PORTABLE PHONOGRAPH**  
(MODELS CP-171 and CP-172)

Plays all types of records (78-45-33 1/3 RPM). Quiet, automatic start. Light-weight crystal pickup. (Model CP-172 features Reversible Cartridge.) Separate tone and volume. Sturdy wood frame and attractive waterproof simulated leather covering. Lucite handle. Compact. Weighs only 9 lbs. Shipped individually packed. Order now!

**CORAL**  
48 W. 57th ST., NEW YORK 19, N. Y.

**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**PART II**  
**Sheet Music**  
Based on reports received last three days of Week Ending March 17

**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			Songs	Publishers
Weeks to date	Last Week	This Week		
7	1	1.	MUSIC! MUSIC! MUSIC! (R)	Cromwell
2	3	2.	CHATTANOOGIE SHOE SHINE BOY (R)	Acuff-Rose
8	3	3.	I SAID MY PAJAMAS (R)	Leeds
2	7	4.	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE (R)	Robert
3	6	5.	DEARIE (R)	Laurel
15	4	6.	DEAR HEARTS AND GENTLE PEOPLE (R)	E. H. Morris
7	10	7.	DADDY'S LITTLE GIRL (R)	Beacon
2	13	8.	CANDY AND CAKE (R)	Oxford
3	14	9.	MY FOOLISH HEART (R)	Santly-Joy
4	9	10.	IT ISN'T FAIR (R)	Words & Music
14	5	11.	THERE'S NO TOMORROW (R)	Paxton
5	11	12.	ENJOY YOURSELF (R)	E. H. Morris
1	—	13.	PETER COTTONTAIL (R)	Hill & Range
12	8	14.	BIBBIDI-BOBBIDI-BOO (F) (R)	Walt Disney
8	12	15.	RAG MOP (R)	Hill & Range

**ENGLAND'S TOP TWENTY**

POSITION			Songs	English	American
Weeks to date	Last Week	This Week			
2	8	1.	MUSIC! MUSIC! MUSIC!	Peter Maurice	Cromwell
10	1	2.	DEAR HEARTS AND GENTLE PEOPLE	Morris	Morris
9	2	3.	JEALOUS HEART	E. H. Morris	Acuff-Rose
16	3	4.	HARRY LIME THEME	Chappell	Chappell
9	4	5.	DOWN IN THE GLEN	I. Wright	Mills Music
16	9	6.	HOP SCOTCH POLKA	Leeds	Cromwell
5	10	6.	IS IT TRUE WHAT THEY SAY ABOUT DIXIE?	Victoria	Irving Caesar
9	5	8.	I'VE GOT A LOVELY BUNCH OF COCONUTS	Box & Cox	Cornell
16	6	9.	I'LL STRING ALONG WITH YOU	Feldman	Witmark
22	6	9.	ROSE IN A GARDEN OF WEEDS	Box & Cox	Leeds
13	11	11.	WHY IS IT?	Cinephonic	BMI
21	12	11.	YOU'RE BREAKING MY HEART	Chappell	Algonquin
9	14	13.	MULE TRAIN	Chappell	Walt Disney
7	20	14.	WE ALL HAVE A SONG IN OUR HEARTS	Twentieth Century	*
6	18	15.	BEST OF ALL	Connelly	*
17	13	16.	OUR LOVE STORY	Unit	J. J. Robbins
41	18	17.	FOREVER AND EVER	Francis Day	Robbins
1	—	18.	OUT OF A CLEAR BLUE SKY	Kassner	D. Dreyer
1	—	19.	FRENCH CANCAN POLKA	Connelly	Blossom Music
2	16	19.	WHERE ARE YOU NOW THAT I NEED YOU?	Victoria	Famous Music
15	17	19.	IS IT TOO LATE?	Kassner	D. Dreyer

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

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Cincinnati 22, Ohio

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

Name .....  \$10 enclosed

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# THESE WESTERN HITS ARE ROPING IN SALES!



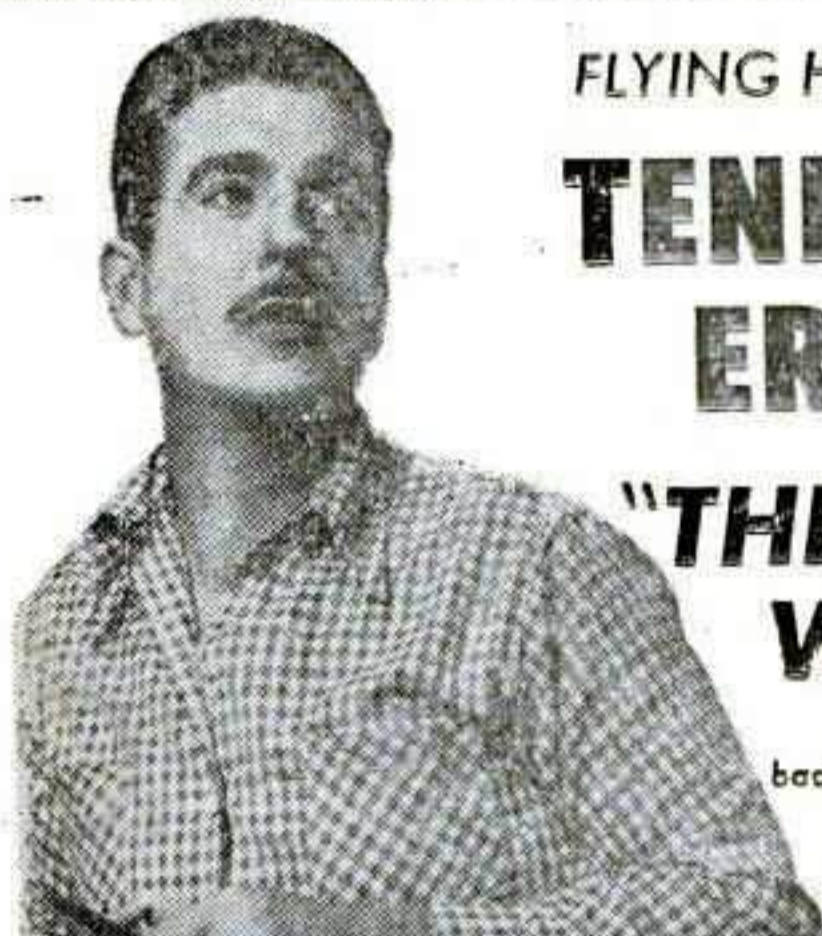
FLYING HIGH!

## TENNESSEE ERNIE'S

### "THE CRY OF THE WILD GOOSE"

backed by "DONKEY SERENADE"

78 rpm No. 40280 • 45 rpm No. F40280



TOGETHER AGAIN!

## MARGARET WHITING and JIMMY WAKELY

### "BROKEN DOWN MERRY-GO-ROUND"

backed by "THE GODS WERE ANGRY WITH ME"

78 rpm No. 800 • 45 rpm No. F800



Another "Smoke, Smoke, Smoke"

## TEX WILLIAMS

### "With Men Who Know Tobacco Best, (It's Women Two To One)"

backed by

"THREE LITTLE GIRLS IN BLUE"

78 rpm No. 40276 • 45 rpm No. F40276



## JIMMY WAKELY'S GREATEST

### "DUST"

backed by "THE TOUCH OF GOD'S HAND"

78 rpm No. 40283 • 45 rpm No. F40283

... and his Latest! - for Easter! "PETER COTTONTAIL"

backed by "Mr. Easter Bunny"

78 rpm No. 929 • 45 rpm No. F929



## JIMMIE DOLAN

offers one of the hottest operator items heard in a long time!

### "I'LL SAIL MY SHIP ALONE"

backed by

"IT HAD TO COME SOMEDAY"

78 rpm No. 952 • 45 rpm No. F952



## LEON PAYNE

IS TERRIFIC IN

### "LONE WOLF"

backed by

"I JUST SAID GOODBYE TO MY DREAMS"

78 rpm No. 920 • 45 rpm No. F920



## And for the Kids! AMERICA'S FAVORITE COWBOY

# Hopalong Cassidy

### Now starring in Capitol's newest RECORD-READER ALBUM

#### "HOPALONG CASSIDY AND THE SINGING BANDIT"

35-page movie-style adventure book  
timed to action-packed records!  
On all 3 speeds!

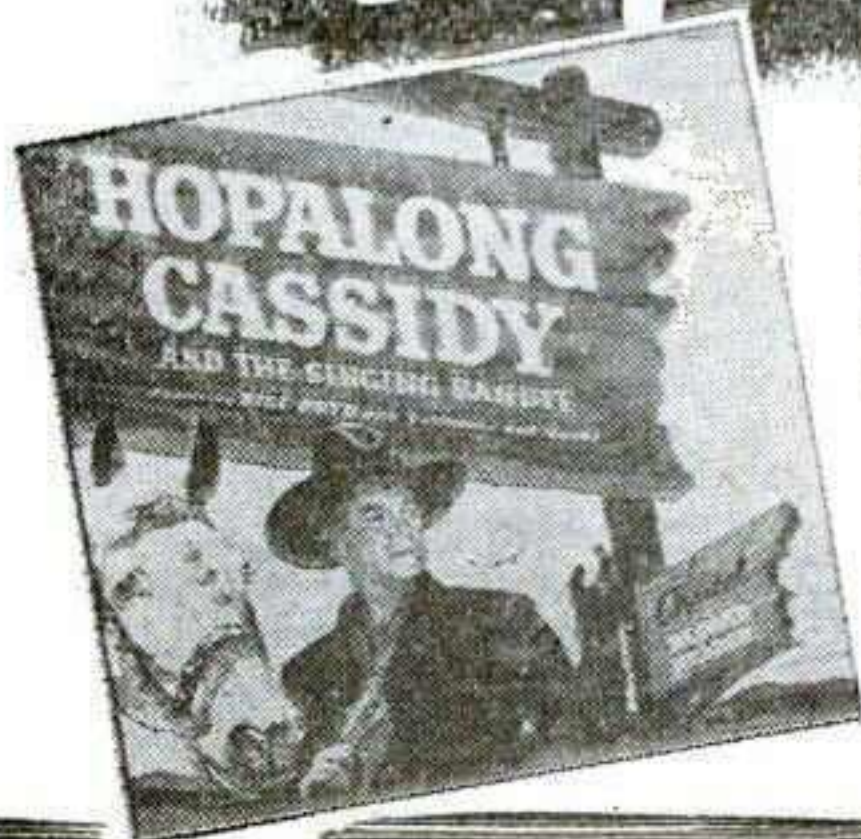
78 rpm: CBX-3058 — \$3.00\*  
45 rpm: CBX-3058 — \$2.50\*  
33 1/3 rpm: HX3059 — \$4.00\*  
(includes a TEX RITTER album)

And a Great HOPPY Single!

"Hoppy's Good Luck Coin" and "The Legend of Phantom Scout Pass"

78 rpm No. 30128... 75c • 45 rpm No. F30128... 75c

\*As to 33 1/3 records, prices shown are suggested for record, package and excise tax, excluding state and local taxes. For all other records, add excise tax.



The Billboard MUSIC POPULARITY CHARTS

Radio Popularity

Based on reports received last three days of Week Ending March 17

PART III

TRADE SERVICE FEATURE

RECORDS MOST PLAYED BY DISK JOCKEYS

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

Table with columns: POSITION, Weeks Last, This, to date, Week, Record Title, Artist, Label, and other details.

SONGS WITH GREATEST RADIO AUDIENCES (AC)

(Beginning Friday, March 10, 8 a.m., and ending Friday, March 17, 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.

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

Table with columns: Song Title, Artist, Label, and other details.

(RH SYSTEM)

Tunes listed received the greatest number of key radio plugs according to information supplied by the Richard Himer (RH) logging system.

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

Week of March 10 to 16

Table with columns: Songs, Publisher, and Tot. P.

Vox Jox

WESTERN WAX WHIRL... Jim Wood took over the Time Out for Music seg on WJR, Detroit, as a replacement for Russ Halli...

EASTERN BEAT...

Jack Rowzie, WINX, Washington, collected 1,500 old disks during a month for donations to vet hospitals and charitable institutions.

GIMMIX...

A three-layer promotion by Russ Reardon, spinner on the Tea Time Ballroom stanza over WESX, Salem, Mass., proved that you can have your cake and eat it, too, writes Edmund L. Phelan...



ONLY "LONDON" HAS  
THE RECORDING  
FROM



THE  
**ORIGINAL**  
SOUND TRACK  
OF THE FILM

"THE 3<sup>RD.</sup>  
3<sup>RD.</sup> MAN"

The Carol Reed  
Motion Picture Production  
by Graham Greene,  
Presented by David O. Selznick  
and Sir Alexander Korda.

ANTON  
KARAS'

ZITHER SOLO  
"THE

3<sup>RD.</sup>  
MAN  
THEME"

London  
RECORDS

NO. 536 (78 RPM)  
75c plus tax

NO. 30005 (45 RPM)  
75c plus tax

# The Billboard

## MUSIC POPULARITY CHARTS

### PART IV

#### Retail Record Sales

Based on reports received last three days of Week Ending March 17

### BEST-SELLING POP SINGLES

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1	1	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604-ASCAP
10	2	2	2	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205-BMI
3	8	3	3	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	E. Barton	National 9103 Mercury 5392-ASCAP
20	3	4	4	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078-BMI
7	7	5	5	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115-ASCAP
9	5	6	6	I SAID MY PAJAMAS	T. Martin-H. Rene-F. Warren	V(78)20-3613; (45)47-3119-ASCAP
11	6	7	7	RAG MOP	Ames Brothers	Coral 60140-BMI
7	4	8	8	CRY OF THE WILD	F. Laine	Mercury 5363-BMI
7	9	9	9	QUICKSILVER	Bing Crosby-Andrews Sisters	Dec 24827-ASCAP
10	15	10	10	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825-ASCAP
8	11	11	11	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen	Ork. Dec 24863-BMI
3	-	12	12	THIRD MAN THEME, THE	A. Karas	London 536-ASCAP
6	13	13	13	SENTIMENTAL ME	Ames Brothers	Coral 60173-BMI
1	-	14	14	GO TO SLEEP, GO TO SLEEP	A. Bleyer Ork-M. Martin-A. Godfrey	Col(78)38744; (LP)569-ASCAP
8	22	15	15	DADDY'S LITTLE GIRL	D. Todd	Rainbow 60088-BMI
2	27	16	16	CANDY AND CAKE	M. Carson	V(78)20-3681; (45)47-3204-ASCAP
4	17	17	17	DADDY'S LITTLE GIRL	Mills Brothers	Dec 24872-BMI
1	-	17	17	PETER COTTONTAIL	M. Shiner	Dec 46221-BMI
2	30	19	19	MUSIC! MUSIC! MUSIC!	C. Cavallaro	Dec 24881-ASCAP
6	10	20	20	RAG MOP	R. Flanagan Ork	V(78)20-3688; (45)47-3212-BMI
2	16	21	21	THIRD MAN THEME, THE	G. Lombardo	Dec 24839-ASCAP
10	18	22	22	WITH MY EYES WIDE OPEN I'M DREAMING	P. Page Quartet	Mercury 5344-ASCAP
3	15	22	22	MY FOOLISH HEART	G. Jenkins Ork	Dec 24830-ASCAP
4	-	22	22	RAG MOP	J. L. Willis	Bullet 696-BMI
16	12	25	25	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798-ASCAP
2	-	25	25	CRY OF THE WILD	Tennessee Ernie	Cap(78)40280; (45)F40280-BMI
1	-	25	25	C'EST SI BON	J. Desmond	MGM 10613-ASCAP
1	-	25	25	I SAID MY PAJAMAS	R. Bolger-E. Merman	Dec 24873-ASCAP
1	-	25	25	IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE	G. Gibbs-M. Kaminsky's Dixielanders	Coral 60169-ASCAP
2	20	30	30	MUSIC! MUSIC! MUSIC!	F. Martin Ork	V(78)20-3693; (45)47-3217-ASCAP
1	-	30	30	CHATTANOOGIE SHOE SHINE BOY	P. Harris	V(78)20-3692; (45)47-3216-BMI

### CHILDREN'S RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
6	1	1	1	CINDERELLA	I Woods and Others	V(78)Y-399; (45)WY-399
2	11	2	2	HOPALONG CASSIDY AND THE SINGING BANDIT	B. Boyd-A. Clyde-R. Brooks	Cap CBX-3058
24	2	3	3	WOODY WOODPECKER AND HIS TALENT SHOW	M. Blanc-B. May Ork	Cap(78)DBX-3032; (45)GBXF-3032
48	9	4	4	BAMBI	S. Temple-Chorus, P. Smith, Director	V Y-395
93	8	5	5	LITTLE TOOT	Don Wilson-The Starlighters	Cap(78)DAS-80; (45)CASF-3001
1	-	6	6	PETER COTTONTAIL	M. Shiner	Dec 46221
93	5	7	7	BOZO AT THE CIRCUS	Alan Livingston-Vance "Pinto" Colvig	Cap BBX-34; DBX-114
13	4	7	7	HOWDY DOODY AND THE AIR-O-DOODLE	Bob Smith-H. Rene Ork	V(78)Y-397; (45)WY-397
30	6	9	9	BUGS BUNNY IN STORYLAND	Mel Blanc-A. Livingston	Cap DBX-3021
67	-	9	9	BOZO UNDER THE SEA	Vance "Pinto" Colvig-Alan Livingston	Cap DBX-99
3	-	11	11	SNOW WHITE AND THE SEVEN DWARFS	Dennis Day	V(45)WY-33
24	3	12	12	BOZO AND THE BIRDS	P. Colvig-B. May Ork	Cap(78)DBX-3033; (45)CBXF-3033
32	7	13	13	THREE LITTLE PIGS	W. Disney-Don Wilson	Cap(78)DBX-3013; (78)CBXF-3018
17	12	14	14	DUMBO	Shirley Temple	V Y-382
59	-	14	14	BOZO SINGS	Alan Livingston-Vance "Pinto" Colvig	Cap(78)DBS-84; (45)CBSF-3002
7	-	14	14	PETER AND THE WOLF	Sterling Holloway	V Y-345

### CLASSICAL SINGLES

229	1	1	1	Clair de Lune	Jose Iturbi	V(78)11-8851; (45)49-0176
15	2	2	2	Sleigh Ride	Boston Pops Ork, Arthur Fiedler, conductor	V 10-1484
216	3	3	3	Chopin's Polonaise	Jose Iturbi	V(78)11-8848; (45)49-0134
167	-	3	3	Warsaw Concerto	Boston Pops Ork, Arthur Fiedler, conductor; Leo Litwin, pianist	V(78)11-8863; (45)49-0252
40	5	5	5	Bachianas Brasileiras	B. Sayao	Col 71760-D

### CLASSICAL ALBUMS

5	1	1	1	Bach: Well-Tempered Clavier (Six Records)	W. Landowska	V(78)DM-1338; (45)MDM-1338
14	-	2	2	Beethoven Symphony No. 3 in E Flat Major, Opus 55, The Philharmonic Symphony Ork of New York (One Record)	B. Walter conductor	Col(78)MM-858; (LP)ML-4228
10	-	3	3	I Can Hear It Now, Vol. II (Five Records)	Edward R. Murrow, narrator; F. W. Friendly	Col(78)MM-881; (LP)ML-4261
118	-	4	4	Tchaikovsky: Nutcracker Suite (Three Records)	Eugene Ormandy, Philadelphia Ork	V 1020
4	4	4	4	Memories of Caruso (Three Records)	Enrico Caruso	V DM-1329

### POP ALBUMS

45	1	1	1	SOUTH PACIFIC	Mary Martin-Ezio Pinza	Col(78)MM-850; (LP)ML-4180
29	2	2	2	JOLSON SINGS AGAIN	A. Jolson	Dec(78)716; (LP)DLP-5006
8	2	3	3	GENTLEMEN PREFER BLONDES	Original Broadway Cast	Col(78)MM-895; (LP)ML-4290
9	4	4	4	DIXIE BY DORSEY	J. Dorsey Ork	Col(78)C-196; (45)CL-6095
4	5	5	5	CINDERELLA	I Woods and Others	V(78)Y-399; (45)WY-399
2	8	6	6	RALPH FLANAGAN PLAYS ROGERS AND HAMMERSTEIN	R. Flanagan	V(78)P-268; (45)WP-268
7	4	7	7	SONGS BY BILLY ECKSTINE	Billy Eckstine	MGM 46
1	-	8	8	INNOVATIONS IN MODERN MUSIC	Stan Kenton Ork	Cap(78)EDL-189; (45)KDM-189; (LP)P-189
22	7	9	9	THAT MIDNIGHT KISS	Mario Lanza-RCA Victor Ork	V(78)DM-1330; (45)WDM-1330

## Dealer Doings

**NATIONAL DISK ORG?** . . . The Record Retailers' Association of Chicago, headed by Ben Chodash, has embarked on a program of surveying all record dealers on a proposed national association. A special mailing is being made via Recordaid to question dealers on the advisability of running a national convention coincident with the National Association of Music Merchants' convention and show in Chicago next July. Chodash's proposed national dealer organization advocates a larger return privilege, bigger discounts, elimination of "dumping" and protected franchises. Chodash also hopes to get John Tunnis's One-Spot service to make a similar survey mailing.

**BROKEN DISKS** . . . The Record Shops, Hartford, Conn., use a row of six shelves in a back room for storage of broken platters. Packages of broken records are clearly marked, and owner Ralph Colucci reports this practice "saves clerks a lot of time when they're in a hurry and looking around for a requested package of records."

**TIPS AND CHATTER** . . . Add to the trick window displays on Chattanooga Shoe Shine Boy the United Artist Record Shop window in San Francisco. The shop borrowed a size 30 shoe that had been found on a ranch and stuck in the window. It drew big crowds, according to Virginia Sullivan. . . . Harry Sultan, Sultan's Record Shop, New York, reports "we're thru with 78 r.p.m. albums." The shop has stopped ordering any album sets except on 45 and 33 1/3 speeds. . . . The Katz Drugstore in Des Moines posts a best seller disk list that applies to sales in the Des Moines area only. . . . Mike Gumbiner, Columbia Record Shop, Rochester, N. Y., is vacationing in Florida.

**STORING LP DISKS** . . . "My LP customers were trying to find a way of storing their records in albums so that they could be easily found. Most people seem to prefer scoring LP's in the standard storage albums. So my suggestion was to slit LP envelopes so as to divide the front and back and then glue the two halves to the front and back of the pocket in the album. Then it's easy to slide the record into the pocket and still have the LP cover and liner notes readily available."—V. J. Grande, Temple of Music, Hempstead, L. I.

**SMALL TOWN P.A. BEEF** . . . The inability of disk dealers in the smaller cities to stage personal appearances concerns Sylvia Reible, of the Reible Record & Appliance Company, Beaver Dam Wis. Altho located midway between Madison and Milwaukee, Reible's reports that it has been unable to convince the distributors that the small-town dealer deserves the same publicity break as the big towners. Reible's also points out that a side trip of 50 miles shouldn't be too great an effort for a recording artist who is genuinely interested in promoting his disks. The Beaver Dam dealer insists that a well-staged p. a. in the small town would draw as many record customers and sell as many disks as a p. a. in the big city.

**DISK LAY-AWAY PLAN** . . . Radio Doctors, Milwaukee disk dealer, reports "an amazing sale" of the Mercury "Jazz Scene" album via a pay-as-you-can campaign. Stuart L. Glassman states that of the 50 albums sold in a short period of time, 25 sets went out on the lay-away plan. Glassman also claims that any of the higher priced album sets can be sold this way if the dealer will invest some additional efforts in radio, newspaper and direct-mail advertising.

**SALES SWITCH PAYS** . . . Even if the store name doesn't sound it, Hammel's Fruit Market, Leighton, Pa., claims that its biggest business is in phono records. The store also carries meats, groceries, sheet music, books, magazines and ice cream. The sales switch came about when Hammel's moved the Western and hillbilly disk section to where the pops were and put the pop records in the former hillbilly-Western racks. Now, according to Hammel's, pop disk buyers are starting to buy hillbilly platters and the hillbilly fans are becoming pop buyers. It took a lot of work but it pays off in sales.

**HOOFING TIE-IN** . . . Promotional tie-up made by Raymond Rosen & Company, RCA Victor distributors in Philadelphia, to hypo sales of the "Designed for Dancing" album, is linked with the Fred Astaire dance studio here. Dealers will distribute coupons for a free lesson at the studio to purchasers of one or more album sets.

TWO TOP BANDS  
THAT'LL SPUR

# SPRING <sup>Buying</sup> FEVER

RAY ANTHONY'S LATEST!



WITH THE GREAT RAY ANTHONY ORCHESTRA

"WHERE IN THE WORLD"  
backed by "CANDY AND CAKE"  
78 rpm No. 933 • 45 rpm No. F933

Looks as Big as his new "SPAGHETTI RAG"  
backed by "SENTIMENTAL ME" 78 rpm No. 923 • 45 rpm No. F923

A GREAT NEW STAR!

Introducing

WAYNE GREGG AND HIS ORCHESTRA  
...first time on Capitol



 "RED LIPS" (KISS MY BLUES AWAY)  
backed by "TEN TIMES" 78 rpm No. 917 • 45 rpm No. F917

-and timed for the Easter Trade!

Jimmy Wakely's

"Peter Cottontail"



backed by

"Mr. Easter Bunny"  
78 rpm No. 929 • 45 rpm No. F929



CLICK  
 CLICK  
 COUPLED TO,  
 CLICK



DINAH  
 SHORE



DUSTY  
 WALKER

Ask me no  
 Questions

Paired With

"You've Been Playing Checkers"

Orchestra Under the Direction of Harry Zimmerman

Columbia Record 38760 or 7-inch ① 1-582

PLENTY OF DO-RE-ME  
 IN THIS DUO



FEATURE IT NOW

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 17

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 Hit Music Popularity Chart, Part I.

POSITION	Weeks Last to date	This Week	Record Title	Artist	Label
9	1	1	CHATTANOOGIE SHOE SHINE BOY	R. Foley	Dec 46205—BMI
6	2	2	MUSIC! MUSIC! MUSIC!	T. Brewer	London 604—ASCAP
10	3	3	RAG MOP	Ames Brothers	Coral 60140—BMI
7	4	4	CRY OF THE WILD GOOSE, THE	F. Laine	Mercury 5363—BMI
3	10	4	IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE	E. Barton	National 9103; Mercury 5392—ASCAP
17	5	6	THERE'S NO TOMORROW	T. Martin	V(78)20-3582; (45)47-3078—ASCAP
				(G. Pavlica, Dec 24782; C. Spivak Ork, London 554; A. Dale, Harmony 1070; H. Winterhalter, Col 38636)	
8	11	7	IT ISN'T FAIR	S. Kaye Ork	V(78)20-3609; (45)47-3115—ASCAP
7	6	8	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; C. Marrow, Varsity 257)	
5	25	9	SENTIMENTAL ME	Ames Brothers	Coral 60140; Coral 60173—BMI
				(M. Lou Harp, Autograph 813; Ray-o-Vacs, Dec 46141; R. Anthony Ork-R. Deauville, Cap 923)	
7	12	10	I SAID MY PAJAMAS	T. Martin and F. Warren-H. Rene Ork	V(78)20-3613; (45)47-3119—ASCAP
5	23	10	ENJOY YOURSELF	G. Lombardo Ork	Dec 24825—ASCAP
				(E. Cantor, V(78)20-3705, (45)47-3238; J. Harvey, MGM 10650; D. Day, Col(33)1-497, (78)38709; L. Prima Ork, Mer 5361; H. Ashley, Varsity 255)	
8	13	12	CHATTANOOGIE SHOE SHINE BOY	Bing Crosby-V. Schoen Ork	Dec 24863—BMI
3	16	13	MUSIC! MUSIC! MUSIC!	C. Cavallaro Ork	Dec 24881—ASCAP
8	14	14	RAG MOP	J. L. Wills	Bullet 696—BMI
5	9	15	RAG MOP	R. Flanagan Ork	V(78)20-3688; (45)47-3212—BMI
17	7	16	DEAR HEARTS AND GENTLE PEOPLE	Bing Crosby-P. Botkin's String Band	Dec 24798—ASCAP
				(G. MacRae, Cap 57-777; P. Page, Mer 5336; B. Greco, London 558; D. Shore, Col 38605; B. Pandis, Process 523)	
2	28	17	CANDY AND CAKE	M. Carson	V(78)20-3681; (45)47-3204—ASCAP
1	—	17	GO TO SLEEP, GO TO SLEEP, GO TO SLEEP	A. Godfrey-M. Martin-A. Bleyer Ork	Col(78)38744; (LP)1-569—ASCAP
6	7	19	RAG MOP	L. Hampton	Dec 24855—BMI
3	15	19	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)	
1	—	21	CANDY AND CAKE	A. Godfrey	Col(78)38721; (LP)1-547—ASCAP
2	22	22	MUSIC! MUSIC! MUSIC!	F. Martin Ork	V(78)20-3693; (45)47-3217—ASCAP
1	—	22	DEARIE	G. Lombardo Ork	Dec 24899—ASCAP
				(Horace Heidt, MM-122; M. Ellen Quartet-B. Scott, MGM 10654; R. Bolger-E. Merman, Dec 24873; M. Hughes-H. Zimmerman, Col(78)38718, (33)1-543; J. Stafford-G. MacRae, Cap(78)858, (45)F-858; L. Kirk-F. Warren, V(78)20-3696, (45)47-3220; G. Towne Ork, London 609)	
5	17	24	GODS WERE ANGRY WITH ME, THE	M. Whiting-J. Wakely	Cap(78)800; (45)F-800—BMI
				(O. Bradley Quintet, Coral 60152; E. Wilson-D. Thomas, Dec 24800)	
7	18	25	BROKEN DOWN MERRY-GO-ROUND	M. Whiting-J. Wakely	Cap(78)800; (45)F-800—BMI
				(R. Allen-P. Page, Mer 6231; E. Wilson-D. Thomas, Dec 24880; D. Lee, 4 Star 1434; J. & S. Steele, Coral 60162)	
2	20	25	MUSIC! MUSIC! MUSIC!	Ames Brothers	Coral 60153—ASCAP
11	20	27	JOHNSON RAG	J. Dorsey Ork	Col(78)38649; (LP)1-426—ASCAP
				(C. Thornhill Ork, V(78)20-3604, (45)47-3110; G. Moore, MGM 10589; R. Morgan Ork, Dec 25442 & 24819; P. Bailey, Harmony 1088; P. Bailey, Col(78)38673, (33)1-455; Holyman Quartet, Rondo 207; J. Peter Trio, London 501; A. Rey Ork, Cap 57-732)	
7	23	27	DADDY'S LITTLE GIRL	D. Todd	Rainbow—80088—BMI
1	—	27	WANDERIN'	S. Kaye Ork-T. Alamo	V(78)20-3680; (45)47-3203—BM
1	—	27	IF I KNEW YOU WERE COMING I'DVE BAKED A CAKE	G. Gibbs-M. Kaminsky's Dixielanders	Coral 60169—ASCAP
1	—	27	I SAID MY PAJAMAS	D. Day	Col(78)38709; (LP)1-497—ASCAP
1	—	27	CHATTANOOGIE SHOE SHINE BOY	P. Harris	V(78)20-3692; (45)47-3216—BMI

WARNING!

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# FLASH!

## A GREAT NAME A GREAT BAND

### on RCA VICTOR Records

"The Golden Touch"

# FRANKIE CARLE

## his Piano and his Orchestra...



1st Release

TO BE RELEASED  
NEXT MONTH

"SPAGHETTI RAG"

and

"A LITTLE MORE TIME"

- 78 rpm  
20-3719
- 45 rpm  
47-3719


RCA VICTOR  
DANCE HALL SERIES

FRANKIE CARLE



plays  
FRANK LOESSER  
for dancing

ONE OF A SERIES OF 15 ALBUMS Designed for Dancing




**LITTLE JIMMY DICKENS**  
*at his best*  
**"Then I Had To Turn Around  
 and Get Married"**  
 COLUMBIA RECORD NO. 20677

*Two Great Sides by*  
**LOUIE INNIS**  
**"Jug Band Boogie"**  
*and*  
**"Good Morning, Judge"**  
 MERCURY RECORD NO. 6244




*Another Nickel Grabber*  
**ZEB TURNER'S**  
**"If I Could Lose  
 These Blues"**  
 (If You'd Bring My Baby Back)  
 KING RECORD NO. 833



*Still Riding High*  
**"I Wasted A Nickel Last Night"**  
 CORAL #64033—Cliff Warren ● MERCURY #6233—Red Kirk  
 KING #821—Hawkshaw Hawkins ● VICTOR #21-0131—Shorty Long

**"I Hate You"**  
 (For Making Me Love You)  
 HILL AND COUNTRY #104.....Dolly Dimples  
 KING #836 .....Red Perkins  
 VICTOR #21-0107 .....Dave Denney



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

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

Based on reports received last three days of Week Ending March 17

**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	Label
10	1	1			CHATTANOOGIE SHOE SHINE BOY Sugarfoot Rag	R. Foley Dec 46205—BMI
6	4	2			RAG MOP Near Me	J. L. Wills Bullet 696—BMI
5	3	3			CRY OF THE WILD GOOSE, THE Donkey Serenade, The	Tennessee Ernie Cap(78)40280; (45)F-40280—BMI
3	7	3			GODS WERE ANGRY WITH ME, THE Broken Down Merry-Go-Round	M. Whiting-J. Wakely Cap(78)800; (45)F-800—BMI
7	2	5			BROKEN DOWN MERRY-GO-ROUND Gods Were Angry With Me, The	M. Whiting-J. Wakely Cap(78)800; (45)F-800—BMI
2	8	5			I'LL SAIL MY SHIP ALONE Moon's Tune	M. Mullican King 830—BMI
3	—	5			I JUST DON'T LIKE THIS KIND OF LIVIN' May You Never Be Alone	H. Williams MGM 10609
13	9	8			I LOVE YOU BECAUSE Link in the Chain of Broken Hearts, A	L. Payne Cap 57-40238—BMI
4	6	9			LETTERS HAVE NO ARMS I'll Take a Back Seat For You	E. Tubb Dec 46207—BMI
5	5	10			I LOVE YOU BECAUSE Unfaithful One	E. Tubb Dec 46213—BMI

**WARNING!**

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**ADVANCE FOLK (COUNTRY & WESTERN) RECORD RELEASES**

Acres of Diamonds (Mountains of Gold) E. Britt-R. Allen-Skytoppers (Prairieland Polka) V(78)21-0302; (45)48-0302	John Henry B. Ives (Mah Lindy) Col(78)36733; (33)2-556
Angel Mother G. Morgan (Lucky Seven) Col 20678	Lady from Laramie T. Gilkyson (Little King) Dec 24949
Are You From Dixie? Grandpa Jones (Jesse James) King 847	Little King T. Gilkyson (Lady From) Dec 24949
Ballade of the Frank Slide E. McCurdy (Western Wynde) Monogram 164	Long Gone Lonesome Blues, The Wilburn Family (Because You) 4 Star 1453
Because You Care Wilburn Family (Long Gone) 4 Star 1453	Lucky Seven G. Morgan (Angel Mother) Col 20678
Can't You Hear Me Callin' B. Monroe (Travelin' This) Col(78)20676; (33)-2-551	Mah Lindy Lou B. Ives (John Henry) Col(78)36733; (33)2-556
Careless Love E. McCurdy (Cotton Eyed) Monogram 160	Mountain Dew B. & P. Burgin (Sleepin' Against) Kem 2705
Cotton Eyed Joe and Worried Man-Blues E. McCurdy (Careless Love) Monogram 160	New Panhandle Rag W. Pierce (Groovie Boogie) 4 Star 1447
Drunkard's Son, The Snow-Rainbow Ranch Boys (I Wonder) V(78)-21-0303; (45)48-0303	One at a Time R. Perkins (I'm So) King 850
Dust G. Autry (Take Me) Col(78)20681; (33)2-578	Onions, Onions Lonzo & Oscar (If Texas) Cap 939
Groovie Boogie Woogie Boy W. Pierce (New Panhandle) 4 Star 1447	Prairieland Polka E. Britt-R. Allen-Skytoppers (Acres of) V(78)-21-0302; (45)48-0302
I Framed the Wrong Picture B. Butler (Yes) Dec 46224	Sand Mountain Blues Delmore Bros. (I Swear) King 849
I Loved and Lost J. Jericho (I Sail) 4 Star 1451	Sleepin' Against the Station B. & P. Burgin (Mountain Dew) Kem 2705
I Sail My Ship Alone J. Jericho (I Loved) 4 Star 1451	Square Dances With Calls and Instrumental Album —P. Pete & His Country Cousins (1-10") Folkways (33) Foll 1
I Swear by the Stars Delmore Bros. (Sand Mountain) King 849	Take Me Back to My Boots and Saddle G. Autry (Dust) Col(78)20681; (33)2-578
I Wonder Where You Are Tonight H. Snow-Rainbow Ranch Boys (Drunkard's Son) V(78)21-0303; (45)48-0303	Take This Hammer Album—Leadbelly (1-10") Folkways (33) Foll 1
If Texas Told What Arkan-Saw Lonzo & Oscar (Onions, Onions) Cap 939	Travelin' This Lonesome Road B. Monroe-Blue Grass Boys (Can't You) Col (78)20676; (33)2-551
I'll Sail My Ship Alone J. Doland (It Had) Cap 952	Western Wynde and Black Is the Color E. McCurdy (Ballade of) Monogram 164
I'm So Happy I Could Cry R. Perkins (One at) King 850	Who Built America Album—B. Bonyun (2-12") Folkways Foll 2
It Had To Come Some Day J. Doland (I'll Sail) Cap 952	Who's Been Here Since I've Been Gone J. Work (Surrounded by) Dec 46223
Jesse James Grandpa Jones (Are You) King 847	Year of City Livin', A B. Butler (I Framed) Dec 46224

The Billboard

MUSIC POPULARITY CHARTS

Folk (Country & Western) Record Section

PART VI



Based on reports received last three days of Week Ending March 17

MOST-PLAYED JUKE BOX (COUNTRY & WESTERN) RECORDS

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

POSITION	Weeks to date	Last Week	This Week	Record	Label
9	1			1. CHATTANOOGIE SHOE SHINE BOY... R. Foley	Dec 46205—BMI
8	3			2. RAG MOP... J. Willis	Bullet 696—BMI
5	5			3. BROKE'N DOWN MERRY-GO-ROUND... M. Whiting-J. Wakely	Cap(78)800; (45)F-800—BMI
4	—	4		4. GODS WERE ANGRY WITH ME, THE... M. Whiting-J. Wakely	Cap(78)800; (45)F-800—BMI
1	—	5		5. CRY OF THE WILD GOOSE, THE... Tennessee Ernie	Cap(78)40280; (45)F-40280—BMI
3	7			6. I LOVE YOU BECAUSE... E. Tubb	Dec 46213—BMI
12	2			7. TAKE ME IN YOUR ARMS AND HOLD ME... E. Arnold	V(78)21-0146; (45)48-0150—BMI
5	9			8. MAMA AND DADDY BROKE MY HEART... E. Arnold	V(78)21-0146; (45)48-0150—BMI
3	9			8. BLOODSHOT EYES... H. Penny	King 828—BMI
2	—	10		10. SUGARFOOT RAG... R. Foley	Dec 46205

COUNTRY AND WESTERN RECORDS MOST PLAYED BY FOLK DISK JOCKEYS

Records listed here in numerical order are those played most by the nation's leading country and Western disk jockeys. List is based on replies from weekly survey among a select list of over 1,100 disk jockeys specializing in country and Western tunes.

POSITION	Weeks to date	Last Week	This Week	Record	Label
10	1			1. CHATTANOOGIE SHOE SHINE BOY... R. Foley	Dec 46205—BMI
16	2			2. I LOVE YOU BECAUSE... L. Payne	Cap 57-40238—BMI
9	6			3. RAG MOP... J. Willis	Bullet 696—BMI
5	4			3. QUICKSILVER... E. Britt-R. Allen	V(78)21-0157; (45)48-0168—ASCAP
7	3			5. CRY OF THE WILD GOOSE, THE... Tennessee Ernie	Cap(78)40280; (45)F-40280—BMI
2	6			6. I'LL SAIL MY SHIP ALONE... Moon Mullican	King 830—BMI
5	8			7. LETTERS HAVE NO ARMS... E. Tubb	Dec 46207—BMI
1	—	8		8. LONG GONE LONESOME BLUES... H. Williams	MGM 10645
1	—	9		9. I LOVE YOU BECAUSE... E. Tubb	Dec 46213—BMI
2	—	10		10. I LOVE YOU BECAUSE... C. Moody	King 837—BMI

FOLK TALENT AND TUNES

By Johnny Sippel

**Artists' Activities:** Roy Acuff has made peace with Columbia and has cut another session for the diskery. . . . Rod Brasfield, comic on the NBC "Grand Ole Opry" seg. is in Florida trying to halt bronchial trouble which he developed during the November junket of AAF bases made by a troupe from WSM, Nashville. . . . Red Foley and Ernest Tubb are among prominent Decca artists who made the first albums for a new religious series which was released early in March (The Billboard, March 4). . . . Jimmie Osborne (King), a daily feature over WLEX, Lexington, Ky., is appearing regularly on the Saturday night airer from Ernest Tubb's Record Shop, Nashville, broadcast over WSM, Nashville. . . . Smilin' Eddie Hill (Decca), heard on WMPS, Memphis, has a new all-hymn songbook on the market. He's working with his own band and Bashful Buster and Bonnie Lou (Mercury).

**Disk Jockey Doings:** Cousin Deems Sanders, who leads the Goat Herders on a pair of new sides for Crystal Records, is really George Sanders, KFVD, Los Angeles, d. j. Sanders just completed work on his first movie, "Everybody's Dancin'". . . . Sol Domino, WDHN, New Brunswick, N. J., reports that he gets the best response from college students in his area. . . . E. E. Siman Jr., KWTO, Springfield, Mo., reports Jimmy Wakely has inked a transcription pact with Radiozark Enterprises, Springfield. . . . Ray Herbert, WOBS, Jacksonville, Fla., writes that Ernest Tubb, Hank Snow, Minnie Pearl, the Masters Family, Jack Harrell, Smiley Smith and the Sons of Dixie will be featured at a big jamboree in Jacksonville March 24. . . . Don Davis, WCKY, Cincinnati, reports that Ernie Lee (Victor), WLW, Cincinnati, has been made a Kentucky colonel because of his new release, "Heading Home to Old Kentucky," written by Ray Scrivner. The song is the official melody for the Kentucky Homecoming Year. . . . Luke Lucas, of WMIT, Charlotte, N. C., reports that Eddie Kirkley's Gang is doing a daily shot. . . . Don Churchill starts a TV show with his Texas Mavericks over KRON, San Francisco. Show will also use traveling guests. . . . Elwin Cross, KYNO, Fresno, Calif., is working his Texas Playboys at the Sanger Ballroom. . . . Pat Fagan, WUSJ, Lockport, N. Y., reports he contacted local businessmen for merchandise donations and recently staged an auction during his show. Proceeds went to the Heart Fund. . . . Pat Breene, KTUL, Tulsa, Okla., reports that the first song she's ever written, "Shattered Dreams," has been waxed by Johnny Lee Willis on Bullet.

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

Roy Rogers.

rides

"NEXT TO THE X in TEXAS"

and rollicks THE TOP WESTERN...



Peter Cottontail

... on his best record to date ...

RCA VICTOR RECORDS { 45 rpm 48-0207 78 rpm 21-0173

**PAUL WILLIAMS (MR. HUCKLEBUCK) DOES IT AGAIN!**

In His New Sensational Record Savoy #734

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and  
**CAMP MEETING BOUNCE** (INSTRUMENTAL)

**NOW #1 from COAST TO COAST!**

**"Double Crossing Blues"**

featuring **LITTLE ESTHER** SAVOY #731

**NOW WATCH THIS TERRIFIC SMASH! BOTH SIDES BIG HITS!**

**MISTRUSTIN' BLUES and MISERY**

LITTLE ESTHER-SAVOY #735

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

The **Billboard** MUSIC POPULARITY CHARTS  
**PART VII**  
**Rhythm & Blues Records**  
Based on reports received last three days of Week Ending March 17

**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 customer's purchase rhythm and blues records.

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	6	1	1	DOUBLE CROSSING BLUES	J. Otis-Little Esther and the Robins	Savoy 731
2	10	2	2	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
3	20	3	3	FOR YOU MY LOVE	L. Darnell	Regal 3240-BMI
4	5	4	4	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
5	2	10	5	I ONLY KNOW	D. Washington	Mercury 8163-BMI
6	2	-	6	SITTING BY THE WINDOW	G. Eckstine-R. Case Ork	MGM 10602-ASCAP
7	6	6	7	RAG MOP	L. Hampton Ork	Dec 24555-BMI
8	4	7	7	INFORMATION BLUES	R. Milton and His Solid Senders	Specialty SP-349-BMI
9	5	7	7	RAG MOP	J. Liggins	Specialty 350-BMI
10	1	-	7	I LIKE MY BABY'S PUDDING	W. Harris	King 4342

**WARNING!**

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

**MOST-PLAYED JUKE BOX RHYTHM & BLUES RECORDS**

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

POSITION	Weeks to date	Last Week	This Week	Record Title	Artist	Label
1	8	2	1	DOUBLE CROSSING BLUES	J. Otis-Little Esther and The Robins	Savoy 731
2	17	1	2	I ALMOST LOST MY MIND	Ivory Joe Hunter	MGM 10578-BMI
3	3	4	3	INFORMATION BLUES	R. Milton and His Solid Senders	Specialty SP-349-BMI
4	17	5	4	FOR YOU MY LOVE	L. Darnell	Regal 3240-BMI
5	5	5	5	WHY DO THINGS HAPPEN TO ME?	R. Hawkins	Modern 20-734
6	5	8	5	RAG MOP	Doc Sausage	Regal 3251-BMI
7	2	-	5	THREE TIMES SEVEN EQUALS	J. King	Imperial 5055
8	5	5	8	FAT MAN, THE	Fats Domino	Imperial 5058
9	6	7	9	RAG MOP	L. Hampton Ork	Dec 24855-BMI
10	5	9	10	RAG MOP	J. Liggins	Specialty 350-BMI
11	1	-	10	CRY, CRY BABY	Ed Wiley	Sittin In 545

**ADVANCE RHYTHM & BLUES RECORD RELEASES**

- Ain't Gonna Scold You**  
V. Walls (Tee Nah) Atlantic 904
- Am I Blue?**  
Four Tunes (There Goes) V(78)22-0072; (45)-50-0072
- Beeswax**  
D. Daniel's Ork (Raisinjack Boogie) Col 30197
- Come On In, Drink Some Gin**  
I. Wade (Take My) Peacock 1526
- Dirty Mistreater, Don't You Know**  
S. Terry (Telephone Blues) Cap(78)931, (45)-F931
- Fool in Love, A**  
Bull Moose Jackson (Let Your) King 4352
- Gimme a Pound O' Ground Round**  
"Fat Man" Robinson Quintet (Kangaroo's Birthday) Dec 48145
- Hotbox Mama**  
B. Roberts (Put the) Col 30194
- I've Played This Town**  
W. Holiday (My Woman) Peacock 1531
- Kangaroo's Birthday Party**  
"Fat Man" Robinson Quintet (Gimme a) Dec 48145
- Let Your Conscience Be Your Guide**  
Bull Moose Jackson (Fool In) King 4352
- Let's Dance**  
J. Riggins Jr. (We'll Be) Peacock 1528
- My Woman Put Me Down**  
W. Holiday (I've Played) Peacock 1531
- Put the Lights Out, Baby**  
B. Roberts (Hotbox Mama) Col 30194
- Raisinjack Boogie**  
D. Daniel's Ork (Beeswax) Col 30197
- Sugar Man**  
P. Prince (1 & 2) Selective SE-79
- Take My Number**  
I. Wade (Come On) Peacock 1526
- Tee Nah Man**  
V. Walls (Ain't Gonna) Atlantic 904
- Telephone Blues**  
S. Terry (Dirty Mistreater) Cap(78)931; (45)-F931
- There Goes My Heart**  
Four Tunes (Am I) V(78)22-0072; (45)50-0072
- Up and Down Blues**  
J. McCracklin (Beer Drinkin') Modern 20-722
- Walking Blues**  
A. Milburn (Johnson Rag) Aladdin 3049
- Waiting and Drinking**  
C. Boze (If You) Aladdin 3045
- We'll Be Together**  
J. Riggins Jr. (Let's Dance) Peacock 1528
- We've Come a Long Way Together**  
Madonna Martin (Madonna's Boogie) Selective S-117
- Wham-a-Lam**  
J. Thomas (Artistry In) King 4339
- What Do You Know About Love**  
C. Brown (I'll Get) Modern 20-731
- What's Happening**  
P. Williams and His Hucklebuckers (Camp Meeting) Savoy 734

**ALADDIN**  
Spring's in the Air—Hits Everywhere!

Aladdin batting average

**1000**

Watch Charts For:  
**AMOS MILBURN**

Walking Blues AI 3049

I'm Just a Fool in Love AI 3043

**CHARLES BROWN**

I Wonder When My Baby's Coming Home  
AI 3051

**"BIG" JAY McNEELY**

Jaysfrantic

AI 3050

**HERB KENNY**

Why Do I Love You?

AI 3048

**CALVIN BOZE**

Waiting and Drinking  
AI 3045

**THE TRUMPETEERS**

Journey to the Sky  
Sc 5015

**Aladdin RECORDS**  
HOLLYWOOD 27, CALIFORNIA

For That Magic Touch



**The Billboard**  
**MUSIC POPULARITY CHARTS**  
**Record Reviews**  
**PART VIII**  
Billboard 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 now being conducted. N. S. indicates a record is not suitable for approval within the market.

**The Categories** Points 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	RATINGS OVER-ALL	DISK JOCKEY	RETAILER	OPERATOR
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POPULAR					
TINA PRESCOTT-GEORGE IRVING (Sam Donahue Ork) Dana 2075	<b>If We Could Be Alone</b> Boy-gal duet on a cute spell-out-the-words novelty showcases tune adequately, with fair Donahue orking. Song may attract attention.	73--74--73--72			
	<b>Go To Sleep</b> Okay version of the bedtime novelty doesn't figure to crowd the Arthur Godfrey-Mary Martin original.	61--60--60--64			
VERA BARTON-JACK EMERSON (Dolph Traymon Trio) Star 715	<b>Nobody's Home at My House</b> Fair duet-ing of a ditty designed in the "Baby, It's Cold Outside" vein. Fails to impress.	53--55--50--55			
	<b>Buck Dance</b> (Dolph Traymon Trio) Cornball razzmatazz could grab some tavern coins for an infectious if slight tune.	50--50--45--55			
DEL SHARBUTT (Dick Manning & His Gang) Carnival C 5004	<b>Never Ask a Man If He's From Texas</b> Fair enough etching of an unconvincing bit of trivia.	35--35--30--40			
	<b>What a Brawl</b> The root of a good idea blossoms into little of consequence as the etching unwinds.	42--40--40--45			
RAY McKINLEY ORK (Dale Nunnally) RCA Victor 20-3709	<b>I Don't Wanna Be Kissed</b> A cute little ditty is handled with little spark by McKinley's crew and thrush Nunnally.	67--70--65--65			
	<b>The Third Man Theme</b> The movie theme music is treated as a dance piece with a swing beat and comes off not badly at all.	74--77--74--72			
THE MARY ELLEN QUARTET-BOB SCOTT MGM 10654	<b>Dearie</b> Mediocre rendition of the hit ditty doesn't figure to bother the much stronger and earlier competition.	52--50--50--55			
	<b>Candy and Cake</b> A bit more buoyancy and lesser competition on the tune gives this side a chance to draw at least small chunk of the change which is being laid out for the fast-moving song.	60--60--60--60			
GLEN MOORE-THE MOORE MEN MGM 10653	<b>Zing-a-Zing-a-Zing Boom</b> Lackluster rendition of the promising Latin-style ditty.	52--50--50--55			
	<b>Hey, Bub! Get Out of the Tub</b> None too creative an original is performed without conviction.	46--45--45--48			
JUDY VALENTINE (Sid Ramin Ork) MGM 10657	<b>The Cinderella Work Song</b> Miss Valentine's natural Bonnie Baker-ish delivery is entirely suited to the material piece from the "Cinderella" flick. She does an engaging job tho the arrangement is somewhat muddled.	70--72--70--68			
	<b>I'd Like To Wrap You Up and Put You in My Pocket</b> Miss Valentine makes full use of her "cute" styling on this passable piece of material.	65--68--64--64			
JOHNNY DESMOND (Tony Mottola Ork) MGM 10656	<b>Daddy's Little Girl</b> Desmond sings this fast-stepping piece of sentiment in first-rate fashion. If he's not too late, this dinking figures to catch some of the coin on the song.	77--80--75--75			
	<b>Dream a Little Longer</b> The warbler continues to show good form as he handles this new plug ballad with warmth and feeling.	75--75--75--75			
JACK OWENS-3 BEAUS AND A PEEP Decca 21935	<b>Cross Your Heart</b> Owens' unaffected sincerity paves the way for a pleasant revival of a most attractive oldie.	76--78--75--75			
	<b>You're a Sweetheart</b> Another satisfying oldie is delivered winningly and in straightforward style by Owens and the group.	77--78--77--76			
DEAN MARTIN-PAUL WESTON ORK Capitol 937	<b>Zing-a-Zing-a-Boom</b> Martin delivers a fluffy, light-hearted vocal over a not terribly spirited Weston background on this promising Latin tune.	71--72--70--71			
	<b>Rain</b> A relaxed effort by Martin which reflects some of that Crosby nonchalance helps kindle a smart etching of a lovely evergreen undergoing revival.	81--82--80--80			
NAPPY LAMARE'S LOUNGERS Capitol 824	<b>Washington and Lee Swing</b> Bright Dixieland group treatment of the familiar opus.	74--78--74--70			
	<b>How Come You Do Me Like You Do?</b> Persuasive, slow two-beat rendition of a solid evergreen.	75--78--75--72			
ALVINO REY ORK (Jimmy Joyce) Capitol 947	<b>When My Stage Coach Reaches Heaven</b> Another of the attempts to follow up "Riders in the Sky" has some merit. Jimmy Joyce's vocal sets it against an unpretentious ork and vocal background.	78--80--77--77			
	<b>A Snow White Horse and a Golden Saddle</b> Joyce sings extremely well as he tries to sell this unconvincing tune.	66--66--66--66			

(Continued on page 34)

**LINCOLN DISKS NOW FLYING HIGH!**

IRVING BERLIN'S  
 NOSTALGIC HIT • ON MODERN RECORDS FOR FIRST TIME  
**"STOP! STOP! STOP!"**  
 ENOCH LIGHT and his ORCHESTRA  
 VOCAL BY the CLOVERLEAF FOUR

backed by  
**"WALTZ ME AROUND AGAIN WILLIE"**  
 ENOCH LIGHT ORCHESTRA  
 VOCAL BY THE INCOMPARABLE  
 3 BEAUS and a PEEP  
 LINCOLN #515

GOING HIGHER & HIGHER  
**"MY LITTLE GIRL"**  
 ENOCH LIGHT ORCHESTRA  
 LOREN BECKER and the CLOVERLEAF FOUR  
 T.V. SENSATIONS!  
 backed by  
**"I MISS YOU MOST OF ALL"**  
 LINCOLN #516

A TOP POP!  
**"I LOVE HER, OH! OH! OH!"**  
 LINCOLN #514

A RECORD OF RARE CHARM AND APPEAL!  
**"UNDER THE YUM YUM TREE"**  
 ENOCH LIGHT ORCHESTRA  
 VOCAL BY 3 BEAUS and a PEEP  
 LINCOLN #513

ALL LINCOLN RECORDS ARE UNBREAKABLE VINYL

**Lincoln RECORDS**

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The Fabulous

Dynamo of Piano and Song!

HEART OF GOLD

"I'D TRADE ALL OF MY TOMORROW'S"

NO. 675

75c plus tax

London RECORDS

Record Reviews

(Continued from page 33)

RATINGS  
OPERATOR  
RETAILER  
DISK JOCKEY  
OVER-ALL

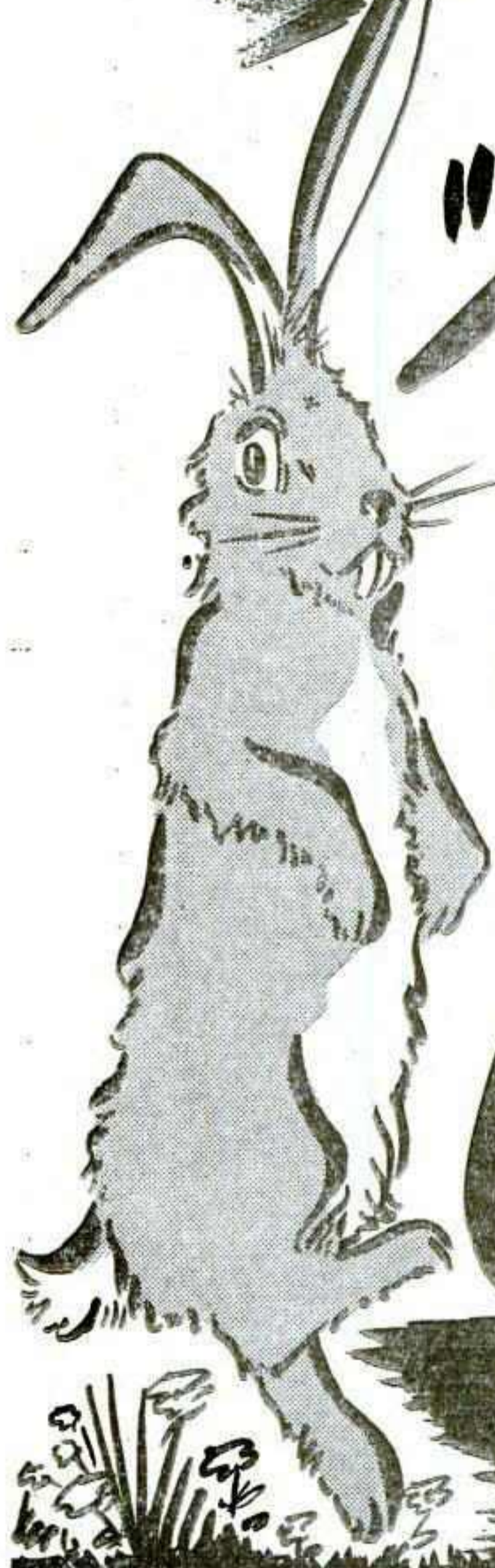
ARTIST LABEL AND NO.	TUNES COMMENT	
<b>POPULAR</b>		
<b>HERB JEFFRIES</b> (Hugo Winterhalter Ork) Columbia 38732	<b>Our Love Story</b> Jeffries warbles convincingly on this pretty new ballad. Fine assist from Winterhalter.	78--78--78--78
	<b>Count Every Star</b> In a lovely ork and choral setting Jeffries sings this charming new song with intensity and feeling.	84--85--84--83
<b>DENNIS DAY</b> (Earle Hagen Ork) RCA Victor 20-3707	<b>There's an "X" in the Middle of Texas</b> Spirited, neatly arranged rendition of a zingy albeit slight novelty rhythm ditty. Day delivers a handsome contribution.	78--80--77--80
	<b>The Horse Told Me</b> (Henri Rene Ork) Novelty from Crosby's "Riding High" flick is treated most unusually by Day. He mimics—and surprisingly well—Durante, Colman, the Mad Russian, etc., to lend a maximum of potential to this rendition.	81--84--80--80
<b>SKITCH HENDERSON ORK</b> Capitol 881	<b>Mary Lou</b> Pleasant, lilting rhythm piece is treated most engagingly by Gregg Lawrence and the Henderson corps.	77--78--76--77
	<b>Sunday, Monday</b> Ensemble vocalizing of an engaging bit of tune makes for an easy-to-take slicing.	76--77--75--77
<b>MARGARET WHITING-FRANK DE VOL ORK</b> Capitol 933	<b>Stay With the Happy People</b> Maggie, in her straightforward manner, delivers a compelling chunk of philosophical rhythm.	83--85--83--81
	<b>My Foolish Heart</b> The thrush tackles this lovely title pic tune in an effective manner, tho the arrangement could have been more basic to complete the commercial validity of the performance.	81--85--85--83
<b>ROBERT CLARY</b> Capitol 891	<b>Alouette</b> Clary, the young French import, displays much charm in this happy, jazzed-up interpretation of a familiar French air.	72--75--72--70
	<b>You Must Have Been a Beautiful Baby</b> Playing the role of the coy Frenchman, Clary scores lightly with his winning accent and Torme-ish tonality on the evergreen.	75--76--75--74
<b>PHIL HARRIS</b> (Walter Scharf Ork) RCA Victor 20-3708	<b>Lazy River</b> Harris warbles and recites in this attempt to build a mood etching of the fine oldie. Falls just short of full effectiveness.	79--80--79--78
	<b>God's Country</b> This newest of the ballad epics seems to be a little more than the limited Harris pipes is able to handle.	69--70--66--70
<b>ART MOONEY ORK</b> (Johnny Martin) MGM 10651	<b>The Cry of the Wild Goose</b> Effective coverage on the hit which has been made into a Frankie Laine slicing.	79--80--78--80
	<b>The Flying Dutchman</b> (Tod Manners) Another attempt at a pop epic which has shown signs but hasn't yet fulfilled them is treated spiritedly by the Mooney organization.	76--77--75--75
<b>JACK TETER ORK</b> London 614	<b>Paddlin' Madelin' Home</b> The trio, which started "Johnson Rag" going, unimpressively bites into an oldie which was a sensation in its day.	72--70--70--75
	<b>I Don't Want To Mess Around With You</b> An original tune of not much substance is treated rather uninspiredly by the threesome.	59--58--58--60
<b>MARGARET WHITING</b> Capitol 879	<b>Come Rain or Come Shine</b> Maggie does a bang-up job with this show ballad.	78--80--78--77
	<b>Dream Peddler's Serenade</b> Lovely, schmaltzy ballad, product of the Capitol song contest, is done in fine style by Maggie, group and Frank DeVol ork. If properly promoted, could be a big one.	88--89--88--88
<b>JOHN PAREE</b> (Roy Ross Ork) Coral 60170	<b>The Polka Dot Polka</b> The "Music, Music, Music" man has another infectious, buoyant chunk of novelty in this ditty. He delivers it winningly, thick French accent and all.	86--86--86--86
	<b>C'Est Si Bon</b> Paree imbues the currently promising item with large chunks of his own engaging personality.	82--84--81--81
<b>THE PINETOPPERS</b> Coral 64054	<b>Flying Eagle Polka</b> The familiar march is treated to a polka rendition with a high flying steel guitar dishing out the spirited lead melodies.	80--82--78--80
	<b>Blue Bonnet Schottische</b> A pair of guitars sound close to a zither as they tear thru an engaging melody in the form of a schottische.	78--78--77--78
<b>JACK PLEIS</b> London 611	<b>Ragging the Scale</b> Sparkly, danceable novelty features Pleis fine piano, plus some neatly woven choral humming. Clever scoring builds strong.	80--83--79--77
	<b>Story of the Stars</b> This one looks like the biggest instrumental in some time. Lush scoring, with piano and humming choir, creates a powerful mood. It's a Camarata original.	88--87--89--86
<b>HARRY JAMES ORK</b> (The Skylarks) Columbia (33) 1-481	<b>Be Mine</b> Odd ballad, written on one note, figures to draw jockey play and action from James fans and seekers of the unusual in pop songs.	73--78--70--70
	<b>Dream a Little Longer</b> (Dick Williams) Satisfying dance dishing of a pretty new ballad warbled in okay fashion by Williams.	76--78--75--75
<b>TONY MARTIN-FRANK WARREN</b> (Henri Rene Ork) RCA Victor 20-3710	<b>Darn It Baby—That's Love</b> The ace duo wraps up a cute hunk of material that sounds like something out of a show. Solid pro projection here.	80--83--80--77
	<b>That We Is Me and You</b> Similar-type number gets a tropical beat. Material could be a little precious for broad pop consumption, tho the tune is infectious.	79--80--78--78

(Continued on page 36)

# FRAN ALLISON

makes a hit record debut with the  
TOP POP VERSION OF...

THE Sweetheart OF  
KUKLA, FRAN  
AND OLLIE  
TV'S No. 1 ATTRACTION  
RADIO DAILY



# "Peter Cottontail"

and

"STARS ARE THE  
WINDOWS OF HEAVEN"



RCA Victor Records

(45 rpm) 47-3727  
(78 rpm) 20-3727



**THE BILLBOARD PICKS:**

"Spivak delivers his brightest side in ages"

**CHARLIE SPIVAK'S "LOVELESS LOVE"**

NO. 619

75c plus tax

**THE BILLBOARD PICKS:**

"An extremely lovely theme, written by Tutti Camarata"

**JACK PLEIS' "THE STORY OF THE STARS"**

NO. 611

75c plus tax

**London RECORDS**

**Record Reviews**

(Continued from page 34)

RATINGS
OPERATOR
RETAILER
DISK JOCKEY
OVER-ALL

ARTIST	TUNES	OPERATOR
LABEL AND NO.	COMMENT	RETAILER
		DISK JOCKEY
		OVER-ALL
<b>POPULAR</b>		
<b>RAY ANTHONY ORK</b> Capitol 923	<b>Spaghetti Rag</b> Clean rhythm opus with old-hat touches is made of this promising revival.	76--78--74--76
	<b>Sentimental Me</b> Ronnie Deauville's below par vocal doesn't help make this any more than a good dance dinking.	72--72--72--72
<b>TONY PASTOR ORK</b> Columbia (33) 1-477	<b>Can I Come In for a Second?</b> Chalk this up as a lesser effort for the orkster.	69--68--68--70
	<b>The Wedding Samba</b> Doesn't figure to dent the market for this song against imposing competition.	65--65--65--65
<b>ETHEL MERMAN- RAY BOLGER</b> (Sy Oliver) Decca 24944	<b>If I Knew You Were Comin' I'd've Baked a Cake</b> Strong name pair, riding with "Dearie," should catch plenty of action on this novelty rhythm ditty in spite of the awkwardness of the duet reading.	85--86--84--85
	<b>It's So Nice To Have a Man Around the House</b> The Dinah Shore made hit is handled as a duet and also doesn't quite make it that way. But the name power and Decca's muscle figure to gather up some of the loose change.	81--82--80--80
<b>THE RHYTHM KINGS</b> (Isaac Royal Trio) Ivory 755	<b>If I Can't Have the One I Love</b> Male quartet shows proficiency, but doesn't achieve the "moozy" mood on this blues ballad. Instrumental trio is too busy in bark.	63--63--63--63
	<b>How Do You Measure Love?</b> Novelty ditty gets a luke-warm pop-styled performance from group.	60--60--60--60
<b>VERA BARTON- JACK EMERSON</b> (Dolph Trayman Ork) Adventure A-16	<b>Hop Scotch Polka</b> Duet perform the recent hit gaily and brightly, but release is too late by far. Might go as a kid version.	52--52--54--50
	<b>I'm a Little Teapot</b> The nursery rhyme should get kid sales, performed here most attractively.	65--65--70--60
<b>JERRY WAYNE</b> (Harry Zimmerman Ork) Columbia 38719	<b>Don't Say Goodbye</b> Wayne warbles with fine warmth and presence in a sensitive virtuoso performance of a pretty, minor melody in beguine rhythm.	80--80--80--80
	<b>No, No, No</b> Warbler handles an attractive little novelty ditty handsomely.	74--75--74--73
<b>MEL TORME</b> (Harold Mooney Ork) Capitol 550	<b>I Hadn't Anyone Till You</b> The Fog delivers the good olde with his usual taste and distinction, but there's nothing especially commercial here.	72--74--72--70
	<b>Cross Your Heart</b> Another soulful Torme rendition, here on a strong rhythm tune of proven worth. This one would seem to have some market potential.	77--78--77--76
<b>MACKLIN MAR- ROW-MGM ORK- DONALD DAME</b> MGM 30227	<b>When We're Dancing</b> A tenor voice and the lush Marrow forces make polite salon music with a pretty enough waltz.	65--68--65--62
	<b>La Vie En Rose</b> The lovely French tune, familiar here via the "You're Too Dangerous, Cherie" adaptation, makes a rich, pleasing instrumental for Marrow.	73--78--72--70
<b>BILL FARRELL</b> (Russ Case Ork) MGM 10652	<b>God's Country</b> The roller-coaster voiced young comer sounds a bit languid on the current Gillespie-Smith anthem. Release is quite late.	74--75--74--73
	<b>Spring Made a Fool of Me</b> Well suited to this quality ballad by Sammy Stept, Farrell delivers it with lyrical appreciation.	84--85--84--83
<b>WINGY MANONE</b> Kem 2704	<b>Japanese Sandman</b> Wingy sings a chorus and then leads the boys into a bouncy Dixie treatment. Light and swingy.	72--72--71--73
	<b>Dixie Land</b> The old minstrel tune makes an inspired piece of material for the Manone pipes and the group. This one could score.	82--82--82--82
<b>PAULA CASTLE</b> (Roland Modern) Symfonet) Roland 1700	<b>Love Is Just a Plaything</b> A charming ballad in modern style is sympathetically piped by Miss Castle, smartly backed by group.	68--72--68--64
	<b>Dee Dee's Dance</b> The delightful Denzil Best bop original is performed with great dash. Amazingly, strings are attractively integrated in this clefting.	60--63--60--57
<b>MARY ANN McCALL</b> (Al Cohn, Dir.) Roost 1023	<b>After I Say I'm Sorry</b> Mary sings the standard wonderfully. Tenorist Cohn spells her with a delicious half-chorus of fine jazz.	67--69--67--65
	<b>The Sky Is Cryin'</b> The thrush tries hard to make this esthetic ballad sound convincing.	64--68--64--60
<b>INK SPOTS</b> Decca 24933	<b>My Reward</b> Intense ballad is a strong vehicle for tenor Kenny and his lads. Strings supply the backing for an especially schmaltzy side.	86--86--86--86
	<b>You Left Me Everything But You</b> Lovely ballad gets more of the same treatment.	82--82--82--82
<b>PAUL WESTON ORK</b> Capitol 890	<b>La Vie En Rose</b> Weston handles the lovely Edith Piaf song in a strict dance tempo for an effective salon treatment.	69--74--66--66
	<b>Les Feuilles Mortes</b> A less familiar French song is treated more lushly.	66--70--64--64
<b>NAT "KING" COLE TRIO (The Star- lighters)</b> Capitol 889	<b>Baby, Won't You Say You Love Me?</b> Nat handles this simple, honest "Wabash Avenue" flick ballad pleasingly but suffers somewhat from lack of voice projection.	83--85--82--82
	<b>I Almost Lost My Mind</b> Nat does the Ivory Joe Hunter blues hit with his usual casual sincerity. Could score where Hunter hasn't firmly locked the door.	83--83--83--83

(Continued on page 38)

# ZOOMING TO TOP SALES!

CHECK YOUR BILLBOARD CHARTS FOR CONFIRMATION

## FRANKIE LAINE



### "CRY OF THE WILD GOOSE"

FLIP SIDE

### "BLACK LACE"

Mercury 5363

## VIC DAMONE



HIS SENSATIONAL VERSION OF

### "GOD'S COUNTRY"

Mercury 5374



## EILEEN BARTON

"I'D'VE

### BAKED A CAKE"

Mercury 5392



## PATTI PAGE

"WITH MY EYES WIDE OPEN

### I'M DREAMING"

Mercury 5344

## AND WATCH THESE ZOOM TO THE TOP TOO!

### FEB SEPTEMBER



Guess Who?

AT THE PIANOLA

### "THE OLD PIANO ROLL BLUES"

With Vocal Group

### "SPAIN"

Mercury 5400



FIRST TIME TOGETHER!

## JAN AUGUST

Jerry Murad's

## HARMONICATS

Sensational Version

### "BEWITCHED"

### "BLUE PRELUDE"

Mercury 5399

## HERE'S A DOUBLE BARRELED SMASH!



### TWO RED HOT SIDES!

ONLY MERCURY HAS THIS COUPLING!

## TWO-TON BAKER

### "PETER COTTONTAIL"

### "CINDERELLA WORK SONG"

Mercury 5397

Also Available In Special Sleeve MMP65

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



**MERCURY RECORDS PRESENT**  
**America's No. 1 Rhythm and Blues Star**

**BILLY VALENTINE**

With His Own Group

**FIRST RELEASE**  
**"HOW LONG, HOW LONG, BLUES"**  
**"BEER DRINKING BABY"**  
**MERCURY 8173**

DIRECTION  
**SHAW ARTISTS, INC.**  
 NEW YORK CITY

## Record Reviews

(Continued from page 36)

RATINGS
OVER-ALL
DISK JOCKEY
RETAILER
OPERATOR

ARTIST LABEL AND NO.	TUNES COMMENT	
<b>POPULAR</b>		
<b>THE SIX LA MOTTA BROTHERS-EL BOY</b> Columbia 30196	<b>Yo' Never Got No Dollar</b> Authentic calypso warbling is hard to understand, but the beat and feeling are right.	65--66--66--66
	<b>Virgin Islands—U.S.A.</b> Gal trio shouts this one in uninhibited unpolished calypso manner. Chamber of Commerce lyric touts many features, including fast dances.	62--61--62--60
<b>STAN KENTON ORK</b> Capitol 868	<b>Mardi Gras</b> Noisy effort to capture the street chants of a South American community party is far below Kenton par. It involves the band's families contributing to street hollers. Basic tune is quite attractive.	72--73--73--71
	<b>Blues in Riff</b> Typical Kenton from out of the "Intermission Riff" period. It's a tightly constructed jumper built around a neat Pete Rugolo riff and spots a trio of hoppy solo.	75--79--75--75
<b>SMOOKY LANSON</b> (Jack Fleis Ork) London 610	<b>I Almost Lost My Mind</b> Add another excellent pop rendition of the Ivory Joe Hunter blues hit. If it matches pop-wise, this one will be in for a big share.	83--85--82--82
	<b>This Is Heaven to Me</b> Lanson contributes a sock vocal performance of the latest of the series of epic ballads. Should catch action with that part of the public which hasn't tired of the likes of "Lucky Old Sun," "Master Painter," etc.	85--86--84--84
<b>BILLY BUTTERFIELD ORK</b> London 622	<b>Singin' the Blues</b> Compact dance band arrangement of the jazz evergreen with Butterfield contributing some heartfelt trumpetoting.	64--70--62--60
	<b>Baby, Won't You Say You Love Me?</b> Ordinary dance treatment of the "Wabash Avenue" flick ballad with an unconvincing vocal.	66--56--65--66
<b>EVE YOUNG (The Homesteaders)</b> London 658	<b>If I Knew You Were Coming I'd've Baked a Cake</b> Late and not terribly persuasive rendition of the fast-breaking novelty rhythm item.	65--65--65--65
	<b>Silver Dollar</b> If this tune breaks out, as it has been threatening to do for some weeks, this highly pleasant rendition should corner a sizable portion of the market.	79--80--78--78
<b>DANNY KAYE (Lee Gordon Singers- Vic Schoen Ork)</b> Decca 24932	<b>C'Est Si Bon</b> A plaintive etching of the promising bounce ditty is highlighted by Kaye's last chorus take-off on Chevalier.	84--86--82--84
	<b>Wilhelmina</b> The "Wabash Avenue" flick novelty bounce item is treated to an airy slicing by Kaye, group and ori. Kaye's Scandinavian dialect bit lends the touch of distinction.	84--84--84--84
<b>REGGIE GOFF</b> (The Velvetones) London 628	<b>Deep in the Heart of a Rose</b> Unimpressive performance of a none too impressive ballad.	55--55--55--55
	<b>The Western Range of Heaven</b> Goff sounds much better in this treatment of a cowboy ballad which might be classified as a mild "Riders in the S."	67--67--68--66
<b>CHILDREN</b>		
<b>SCOTTY MCGREGOR</b> Junior J-1008	<b>The Painted Wagon</b> Little song-story is set to a catchy folk tune. Plenty of sound effects here. For tiny tots.	72--70--73--NS
	<b>The Bird Orchestra</b> Charming little Leo Paris tale is told against a background of bird whistles and waltz music. Also pre-school stuff.	75--74--76--NS
<b>SCOTTY MCGREGOR</b> Junior J-1007	<b>Mousetown Fire Engine</b> Exciting mixture of sirens, motors, barks and a rufe fire story are superimposed on "Dark Forest Polka." Theme is especially popular.	76--75--77--NS
	<b>Johnny on His Bicycle</b> Catchy lyric by Leo Paris, and abundant sound effects are added to a rhythmic Slavic troika. For a pre-school age market.	73--72--74--NS
<b>BLUES &amp; RHYTHM</b>		
<b>RUDY RENDER</b> London 17006	<b>Will Power</b> Render does a convincing job with a blues of some substance.	79--80--78--79
	<b>So Many Beautiful Women</b> He sells strong but falls short with a not too novel novelty.	70--70--70--71
<b>BIG RED ALTON</b> Capitol 868b	<b>But She's Not for Me</b> Old hat novelty blues vocal with sax and rhythm doesn't come thru.	57--57--57--57
	<b>I Keep So Many Women</b> Blues here is fine in all respects: lyric is ingenious and fresh, Alton sells strong, and combo fortified with a superb tram (sounds like Vic Dickenson) pushes and builds.	82--82--82--82
<b>CLARENCE "GATE-MOUTH" BROWN</b> Peacock 1508	<b>I've Been Mistroated</b> Honest, down-to-earth, slow blues features a hard-shouting chanter and rhythm, with a mean talking guitar making the mood.	80--80--80--80
	<b>It Can Never Be That Way</b> Up-tempo slam-bang blues rocker jumps all the way. Brown sings a storm, guitar and group do great.	75--75--73--77
<b>AMOS MILBURN</b> Aladdin 3049	<b>Johnson Rag</b> Milburn and the Chicken Shakers ride a steady beat as they try an r & b treatment of the popcorn hit.	75--75--72--78
	<b>Walking Blues</b> This one has the makings—a lights-out double entendre blues in Milburn's winning style, strongly supported by the combo.	84--NS--84--84

(Continued on page 115)

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

**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.

**CHUG-A-LUG** ..... Kay Kyser Ork. .... Columbia 38751

Kyser has produced the happiest, most forceful dinking he's had in many moons in this resounding etching of a delightfully infectious drinking song which should prove profitable with the tavern crowds. Rainbow has a thumping version of the ditty with Eddie (Gin) Miller leading the way.

**THERE'S A HOLE IN THE OLD IRON CURTAIN**..... Mickey Katz Ork.....Capitol 869

A hilarious bit of buffoonery at the expense of Soviet Russia has all the earmarks of another "Der Fuehrer's Face."

**CHOO'IN GUM**..... Teresa Brewer.....London 678

A wing zingy slicing of a spirited novelty built around the virtually traditional "My Ma Gave Me a Nickel" child chant. Live two-beat band backing socks it home with winning earmarks.

**JUKE BOX ANNIE**..... Eddie (Gin) Miller-Sunshine Girl..Rainbow 60099

Another of those "soundie" novelties with a catch gimmick which figures to pick up attention and fast action. Could even be the sequel to "Music! Music! Music!"

**LET'S GO TO CHURCH NEXT SUNDAY MORNING**... Margaret Whiting-Jimmy Wakely...Capitol 960

This prize duo have themselves a simple, homespun hunk of tune which should easily attain the attention and loot which their previous etchings have grabbed. Sure-fire stuff.

**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. SWAMP GIRL ..... Frankie Laine.....Mercury 5390
2. CANDY AND CAKE..... Arthur Godfrey.....Columbia 33721
3. SUGAR RAG ..... Art Lund.....MGM 10648
4. ARE YOU LONESOME TONIGHT?..... Blue Barron.....MGM 10628
5. PETER COTTONTAIL ..... Mervin Shiner .....Decca 46221
6. SENTIMENTAL ME ..... Fay Anthony .....Capitol 923
7. THAT WE IS ME AND YOU..... Tony Martin-Fran Warren.....Victor 20-3710
8. DEARIE ..... Fran Warren-Lisa Kirk.....Victor 20-3696
9. THE HORSE TOLD ME..... Dennis Day.....Victor 20-3707
10. COUNT EVERY STAR..... Hugo Winterhalter .....Victor 20-3697

**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. SATAN WEARS A SATIN GOWN..... Frankie Laine.....Mercury 5358
2. SWAMP GIRL ..... Frankie Laine.....Mercury 5390
3. WANDERIN' ..... Sammy Kaye .....Victor 20-3680
4. PETER COTTONTAIL ..... Gene Autry .....Columbia 38750
5. GOD'S COUNTRY ..... Vic Damone .....Mercury 5374
6. BEYOND THE SUNSET ..... Three Suns, Elton Britt, Rosalie Allen.....Victor 20-3599
7. DEARIE ..... Fran Warren, Lisa Kirk.....Victor 20-3696
8. JET ..... Dr. S. Hoffman, L. Baxter.....Victor 20-3691
9. ROULETTE ..... Tony Martin.....Victor 20-3695

**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. IF I KNEW YOU WERE COMING I'D'VE BAKED A CAKE..... Benny Strong.....Capitol 916
2. SENTIMENTAL ME ..... Russ Morgan .....Decca 24904
3. COPPER CANYON ..... Teresa Brewer .....London 562
4. DEARIE ..... Jo Stafford-Gordon MacRae.....Capitol 858
5. PETER COTTONTAIL ..... Mervin Shiner.....Decca 46221
6. PETER COTTONTAIL ..... J. L. Wills.....Bullet 700
7. WILHELMINA ..... Freddy Martin.....Victor 20-3693
8. ASK ME NO QUESTIONS..... Bing Crosby-Andrews Sisters.....Decca 24942
9. SHE'S MY EASTER LILY..... Dick Todd.....Rainbow 90088

**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. STANDING ON THE OUTSIDE..... Hank Thompson .....Capitol 876
2. HILLBILLY FEVER ..... Little Jimmy Dickens.....Columbia 20677
3. COWBOY AUCTIONEER ..... Tex Ritter .....Capitol 928
4. HILLBILLY FEVER ..... Kenny Roberts.....Coral 64032
5. PETER COTTONTAIL ..... Gene Autry .....Columbia 38750
6. HEADIN' HOME ..... Ernie Lee .....Victor 21-0170
7. BLOODSHOT EYES ..... A. Jones-S. Rogers.....Capitol 864
8. WHITE LACE, RED CLAY AND BLACK COFFIN..J. Davis.....Capitol 40281
9. DADDY'S LITTLE GIRL ..... Ray Smith.....Columbia 20670
10. DUST ..... Jimmy Wakely.....Capitol 40283

**DENNIS DAY**

**"The Horse Told Me"**  
*There's an "X" in the Middle of Texas*

**AND**  
 RCA Victor 78 rpm: 20-3707  
 (45 rpm: 47-3240)

**FEATURES THE FAMOUS DAY IMITATIONS!**  
**BET ON DENNIS DAY'S 'HORSE' AND CLEAN UP!**  
**RCA Victor Records**

IT'S THAT 'CLANCY' MAN WITH THE SUREST WINNER THAT EVER RACED UP THE CHARTS!

**DENNIS DAY**

**"The Horse Told Me"**

*There's an "X" in the Middle of Texas*

RCA Victor 78 rpm: 20-3707 (45 rpm: 47-3240)

**FEATURES THE FAMOUS DAY IMITATIONS!**  
**BET ON DENNIS DAY'S 'HORSE' AND CLEAN UP!**

**RCA Victor Records**

First Time Together!

First Duet On Market With

# "BLOODSHOT EYES"

And on the Other Side

# "DOIN' FINE"



## ANN JONES

with String Band

## SMOKEY ROGERS



On 78 rpm No. 864

On 45 rpm No. F864

THE ORIGINAL, AUTHENTIC PLAYER PIANO RECORDING

The Sound  
You Have  
Been  
Waiting  
For!

# "WHY DO THEY ALWAYS SAY NO?"

and

# "THE OLD PIANO ROLL BLUES"

Sensationally recorded by  
**LAWRENCE "Piano Roll" COOK**

His Player Piano and Orchestra.  
Sung by the Jim Dandies

ABBEY 15003

**The Old Piano Roll Blues** 87--87--86--88  
This is the disk cut from a piano roll, with male duo vocal a la Van & Schenk. Fine, old-timey sound, could click.

**Why Do They Always Say "No"?** 89--89--88--90  
Nostalgic oldie gets same treatment, registers even stronger.

From  
The Billboard's  
Record Reviews  
March 18

# ABBEY RECORDS

PETER DORAINE, Inc.

754 10th Ave., New York 19, N. Y.

PLaza 7-6696

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

- All the Things You Are  
J. Gray Ork (Star Dust) Dec 24956
- Are You From Dixie (Cause I'm From Dixie Too)  
R. Robbins Ork (Hot Lips) Cap(78)926; (45)F926
- Ask Me No Questions (And I'll Tell You No Lies)  
D. Cornell-M. Carson-H. Rene Ork (Go to) V(78)20-3718; (45)47-3718
- At the Little Dance  
L. Logist Ork (Swing Polka) Dec 45096
- Baby, Won't You Say You Love Me?  
B. Butterfield Ork (Singin' the Blues) London 622
- Bill Bailey, Won't You Please Come Home?  
H. Malan (I've Got) London 656
- Birmingham Bounce  
H. Gunter and the Pebbles (How Can) Bama 104
- Blue Prelude  
Three Suns (I May) V(78)20-3722; (45)47-3722
- Calypso Boogie  
L. Morgan Trio (It's Just) Col 30193
- Candy and Cake  
R. Anthony Ork-B. Holiday (Where In) Cap 933
- Come Into My Arms  
C. Cabot Ork-L. Avalon (Down the) Atomic 1005
- Count Every Star  
H. Jeffries (Our Love) Col(78)38732; (33)1-555
- Dancing With Tears in My Eyes  
J. Garber Ork (Deep Night) Cap(78)925; (45)-F925
- If You Smile at the Sun  
G. Lombardo (Peter Cottontail) Dec 24951
- It's Just the Devil in Me  
L. Morgan Trio (Calypso Boogie) Col 30193
- It's So Nice To Have a Man Around the House  
L. Polk-S. Martin Ork (If I) Bluebird (78)30-0027; (45)54-0027
- I've Got Rings on My Fingers  
H. Malan (Bill Bailey) London 656
- Japanese Sandman  
W. Manone (Dixieland) Kem 2704
- Jimtown Blues  
B. Crosby Ork (Original Dixieland) Dec 25475
- Joog, Joog  
D. Ellington Ork (World Is) Col 30195
- Little More Time, A  
F. Carle Ork-D. Houston (Spaghetti Rig) V(78)-20-3719; (45)47-3719
- Love Is Just a Plaything  
P. Castle-Roland (Modern) Symfonet (Dee Dee's) Roland 1700
- Mel Torme's California Suite Album-M. Torme-Mel-Tones-H. Mooney Ork (4-12")  
Cap(78)EDD-200; (45)KCF-200; (33)P-200
- Now or Never  
B. Holiday (Gimme a) Dec 24947
- Oh, Didn't He Ramble  
Z. Singleton (Hot Time) Cap(78)930; (45)F930
- Oh! Oh! Oh! Ophelia  
G. MacRae-P. Weston's Dixie Eight (Two-Faced Heart) Cap(78)924; (45)F924
- Old Piano Roll Blues  
C. Steward and the San Francisco Boys (Why Do) Coral 60177
- Original Dixieland One-Step  
B. Crosby (Jimtown Blues) Dec 25475
- Our Love Story  
H. Jeffries (Count Every) Col(78)38732; (33)-1-555
- Peter Cottontail  
G. Lombardo (If You) Dec 24951
- Plaything (To You)  
Honeydreamers-H. Rene Ork (Silver Dollar) V(78)20-3720; (45)47-3720
- Rain  
D. Martin-P. Weston Ork (Zing-a-Zing-a) Cap 937
- River of Smoke  
B. Darnel-R. Ross Ork (I Had) Coral 60178
- Sad Feeling  
L. Hampton Ork (Hamp's Gumbo) Dec 24946
- Silver Dollar  
Honeydreamers-H. Rene Ork (Plaything) V(78)-20-3720; (45)47-3720
- Silver Dollar  
E. Young-The Homesteaders (If I) London 658
- Frank Sinatra Dedicated to You Album-F. Sinatra-A. Stordahl Ork (1-10")  
Col (33) CL6096
- Always  
I Love You
- None But the Lonely Heart  
The Moon Was Yellow
- The Music Stopped  
Strange Music
- Where or When  
Why Was I Born
- Singin' the Blues  
B. Butterfield Ork (Baby, Won't You) London 622
- Snow White Horse and a Golden Saddle, A  
A. Rey Ork-J. Joyce (When My) Cap 947
- Solid as a Rock  
E. Fitzgerald-S. Oliver Ork (Sugarfoot Rag) Dec 24958
- Solo Mio Stomp  
Sharkey and His Kings of Dixieland (In the) Cap 951
- Someone To Love  
J. Stafford-Pied Pipers (Tumbling Tumbleweeds) Cap(78)927; (45)F927
- Songs of Songs  
P. Como-L. Sheffer Ork (Easter Parade) V(78)-20-2142; (45)47-3226
- Spaghetti Rag  
F. Carle Ork (Little More) V(78)20-3719; (45)-47-3719
- Star Dust  
J. Gray Ork (All the) Dec 24956
- Sugarfoot Rag  
E. Fitzgerald-S. Oliver Ork (Solid As) Dec 24958
- Swing Polka  
L. Logist Ork (At the) Dec 45096
- Take Me Out to the Ball Game  
G. Wright (Easter Parade) King 15039
- Art Tatum Album-A. Tatum (3-10")  
Cap(78)CC-216; (45)216; (33)H-216
- Aunt Hagar's Blues  
Dancing in the Dark
- I Cover the Waterfront  
I Got a Right To Sing the Blues
- Nice Work If You Can Get It  
Willow Weep for Me

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.

- Dee Dee's Dance  
Roland (Modern) Symfonet (Love Is) Roland 1700
- Deep Night  
J. Garber Ork (Dancing With) Cap(78)925; (45)-F925
- Dixie Land  
W. Manone (Japanese Sandman) Kem 2704
- Down the Lane  
C. Cabot Ork (Come Into) Tomic 1005
- Dust  
G. Krupa Ork-B. Black (These Foolish) V(78)20-3721; (45)47-3721
- Easter Parade  
P. Como-L. Shaffer Ork (Song of) V(78)20-2142; (45)47-3226
- Easter Parade  
G. Wright (Take Me) King 15039
- Gimme a Pigfoot and a Bottle of Beer  
B. Holiday (Now or) Dec 24947
- Go To Sleep, Go To Sleep, Go To Sleep  
M. Carson-D. Cornell-H. Rene Ork (Ask Me) V(78)20-3718; (45)47-3718
- Hamp's Gumbo  
L. Hampton Ork (Sad Feeling) Dec 24946
- Hot Lips  
R. Robbins Ork (Are You) Cap(78)926; (45)F926
- How Can I Believe You Love Me  
H. Gunter and the Pebbles (Birmingham Bounce) Bama 104
- I Ain't Mad at You  
B. Ryland (Wild Cherry) Macy's 1000
- I Almost Lost My Mind  
S. Lanson-J. Pleis Ork (This Is) London 610
- I Had Trouble With You Before  
B. Darnel-R. Ross Ork (River of) Coral 60178
- I May Hate Myself in the Morning (For Falling in Love Tonight)  
Three Suns-Honeydreamers (Blue Prelude) V(78)-20-3722; (45)47-3722
- If I Knew You Were Comin' I'd've Baked a Cake  
L. Polk-S. Martin Ork (It's So) Bluebird (78)30-0027; (45)54-0027
- If I Knew You Were Comin' I'd've Baked a Cake  
E. Young-The Homesteaders (Silver Dollar) London 658
- In the Mood  
Sharkey and His Kings of Dixieland (Solo Mio) Cap 951
- Innovations in Modern Music for 1950 Album—S. Kenton Ork (4-10")  
Cap(78)EDL-189; (45)KDM-189; (33)P-189
- Conflict  
Cuban Episode
- Incident in Jazz  
Lonesome Road
- Mlage  
Solitaire
- Theme for Sunday Trajectories

(Continued on page 114)



The Billboard MUSIC POPULARITY CHARTS

PART XI

Billboard TRADE SERVICE FEATURE

Album and LP Record Reviews

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

THE RATES (100 points—the maximum)
90-100 .....tops
80-89 .....excellent
70-79 .....good
40-69 .....satisfactory
0-39 .....poor

THE CATEGORIES
1. Production Idea .....15
2. 'Name Value' .....15
3. Caliber of Material .....15
4. Manufacturers' Distribution Power .....10
5. Exploitation Aids .....10
6. Interpretation .....15
7. Record Quality .....5
8. Manufacturers' Production Efficiency.. 5
9. Packaging .....10

RODGERS—South Pacific-Symphonic Scenario for orchestra by Robert Russell Bennett AND PORTER: Kiss Me, Kate—Selection for orchestra by Robert Russell Bennett. Houston Symphony Orchestra, Efrem Kurtz, conductor. (1-10") Columbia (33) ML-2104

85

JUKES Not suitable. JOCKS Any type of spinner could make use of either side.

DVORAK: SYMPHONY NO. 1 IN D MAJOR—Erich Leinsdorf conducting The Cleveland Orchestra (1-12") Columbia (33) ML-4269

75

JUKES Not suitable. JOCKS Worthy longhair and FM spinner matter for long work stanzas.

SONG-STORIES — Irene Wicker (The Singing Lady) (4-7") Regal 30

70

JUKES Not suitable. JOCKS More of a chain store item.

INNOVATIONS IN MODERN MUSIC—Stan Kenton Orchestra (4-12") Capitol EDL-189

82

bears strong traces of Villa-Lobos, Richard Strauss, Bartok, Ives as well as Lennie Tristano, Kenton, Rugolo, Ralph Burns. Since Kenton's market is basically a youthful, popular one, this must be considered a most provocative effort.

JUKES Not suitable. JOCKS Pop and jazz spinners will want these sides for sure. Longhair segs should look into them as well for short modern works—best bets are "Mirage," "Trajectories" and "Conflict."

BLOCH: SCHELOMO HEBRAIC RHAPSODY FOR CELLO AND ORCHESTRA—Zara Nelsova-London Philharmonic Ork-E. Bloch, conductor (1-10") London (33) LPS-138

75

This is the score for which Bloch has gained his greatest fame. Not only has it identified the composer as the musical patriarch of his people, but it also served to bring to the forefront one of the leading composers of the day. The work is deeply imbued with a Hebraic flavor which is supplemented by the use of other Oriental themes and embellishments.

A MAN OVANI PROGRAM—Mantovani Ork (1-10") London (33) LPB 127

70

Festival; The Legend of the Glass Mountain; Somewhere a Voice Is Calling; Destiny Waltz; The Bullfrog; Laughing Violin; Jealous Lover; Out of This World. This package of infrequently heard light "pops" items should meet favor with those—and there are many—who go for Kostelanetz and Gould.

ERROL GARNER AT THE PIANO (1-10") Errol Garner Savoy (33) MS 1002

75

Stardust; More Than You Know; Over the Rainbow; Laura; Back Home Again in Indiana; Somebody Loves Me; Body and Soul; Penthouse Serenade. Garner's distinctive piano style, delayed left hand and all, should find favor with collectors as well as with those in pursuit of piano stuff suitable for cocktail hour spins.

Phil BRITO

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... and now his latest Smash Record ...

"MEMORIES OF SANTA LUCIA"

(Sung in English and Italian)

backed by

"I DON'T KNOW WHETHER TO LAUGH OR CRY OVER YOU"

Watch for his latest starring Monogram Picture "Square Dance Katy"

MGM 10649

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The  
Billboard

MUSIC POPULARITY CHARTS

PART  
XII

# The Honor Roll of Popular Songwriters

By Jack Burton

## No. 53—DUKE ELLINGTON

The time is April 29, 1899. The place is Washington. And the stage directions read: "Enter the Duke."

He wasn't known as the Duke then. He was christened Edward Kennedy Ellington. But when he was a boy of 12, studying piano under the not inappropriately named Miss Klink-scale, his sharp clothes and get-off-the-sidewalk strut prompted the kids in the neighborhood to yell: "Hey, here comes the Duke!" And subsequent events proved him worthy of this sobriquet.

Books were a breeze for the Duke, and in his senior year in high school he won a scholarship at Pratt Institute, Brooklyn. He planned to become a commercial artist, specializing in posters and magazine covers.

During his summer vacation, however, he composed his first tune, *Soda Fountain Rag*, while working as a soda jerker in the Poodle Dog Cafe, which was but an outfielder's throw from the Senators' ball park. Then and there he decided to leave the drawing board to Norman Rockwell and concentrate on the piano keyboard instead.

### First Band in 1918

After playing at several "rent parties," the Duke organized his first band in 1918, when Washington was a wartime boom town. He furnished dance music for cafes and roadhouses in and around the nation's capitol, living high some of the time but also splitting a lone hamburger six ways with his sidemen on occasion.

Five years later, in 1923, Lenox Avenue, New York, got its first glimpse of the Duke when he played

with Wilbur Sweatman's band in Harlem theaters, and in 1924 the Broadway mob of prohibition days paid him pristine homage at the Kentucky Club on 49th Street, where his five-piece combination dished out jungle jazz for four years.

It was while he was enthroned at the Kentucky Club that the Duke wrote his first smash hits, *The Blues I Love To Sing* and *Black and Tan Fantasy*. Irving Mills, the publisher, put Ellington under contract and sent him out on the road with an augmented 12-piece band. At Philadelphia, the first stop on the itinerary, the Duke got another big break. The Cotton Club was about to open in New York and Jimmy McHugh, who had composed the music for the premiere, wanted Ellington on the podium. Despite a conflict in dates, the Duke was there, too, on opening night. Boon-Hoo Huff, the Philadelphia gang leader, took care of that.

"Be big," he told the Philly theater owner where Duke was playing, "and cancel the contract. It's only got a week more to run. Be big—or you'll be dead!"

That's how the Duke got in—in the blue chips. And after a five-year engagement at the Cotton Club, he could truthfully say with the Count of Monte Cristo, "The world is mine!" The high spots in the reign of the Duke prove that beyond question.

In 1933 he went to London and Paris, giving a command performance at Buckingham Palace, where he gave a brush-off to one of the guests by refusing to do a solo chorus of *Swamp River*. Ellington later learned the

### 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.

request had been made by a fellow duke—the Duke of York and now King George of England, who owns among many other things the largest collection of Ellington's records.

### European Concerts

In 1939 he gave 28 concerts in as many nights in France, Holland, Norway, Denmark and Sweden, sailing for America just before Hitler ordered the ominous drum-roll that sent Nazi armies goose-stepping thru Europe.

In 1940 the magazine *Swing* selected 17 of the Duke's 28 records as the best platters of the year, and two years later 15,000 musicians voted the Duke the No. 1 jazz man of the year in a nationwide poll conducted by *Down Beat* magazine.

In 1943 he invaded the sacred precincts of Carnegie Hall in all his sartorial and syncopated splendor and, after a two-hour concert, was hailed as "the most original musical mind in America."

In 1947 the Liberian government commissioned the Duke to compose an orchestral suite to commemorate the 100th anniversary of this African republic, founded by freed American slaves.

And last June the Duke was awarded a Doctor of Music degree at the spring commencement exercises of Wilberforce University.

### Prolific Traveler

In addition to being a prolific composer, the Duke probably piles up more mileage a year than any other band leader. He covers the country like the proverbial circus tent, playing one-night stands at dances and concerts and resting up between jumps by doing five shows daily for a sedentary week or two at metropolitan movie theaters.

The Duke also is famous as a gourmet. He has tasted the delicacies of seven foreign countries and 48 States and is partial to fine foods. But when hungry he'll eat about anything that is set before him. Four entrees and five desserts are just a snack for this royal trencherman, who once consumed 32 sandwiches during a college dance intermission.

This member of the musical peerage is a fastidious dresser—a little on the snappy side. The royal wardrobe consists of 47 suits and over 1,000 cravats, while his hats, shoes, shirts and toilet water are custom made. His valet, Jonesy, doubles in brass as a road secretary, being entrusted with both the transport of instruments, music and stands and the awakening of his master, who hates to go to bed but loves his shut-eye after he hits the sack.

### Writes Everywhere

The Duke exudes music and is always in a composing mood. He writes music on the glass panels of recording studios while waiting to hearse, and improvises melodies in crowded day coaches and on overnight bus rides where the members of his band stand by with lighted matches in order that Ellington's "mental pictures" may be transcribed in notes on paper.

The Duke's score to date reads: 1,200 compositions and 12,000 records, which have sold 20,000,000 copies and put Edward Kennedy Ellington in the high-income brackets. Next to the patriarchs who wrote the Old Testament, Walter Winchell is the Duke's favorite author. He also likes "slick chicks," vintage champagne and bonded bourbon. His daily diet must include Wheaties. For he's still going after a 32-year reign as a composer, band leader and recording artist.

## DUKE ELLINGTON'S BEST KNOWN SONGS AND RECORDINGS AVAILABLE

### Popular Songs

- 1927—BLUES I LOVE TO SING**  
Lyrics by Bub Miley. Mills Music, Inc.  
DOWN IN OUR ALLEY BLUES  
Lyrics by Otto Warwick. Mills Music, Inc.
- 1928—BABY, WHEN YOU AIN'T THERE**  
Lyrics by Mitchell Parish. Mills Music, Inc.  
(Available on Columbia record 35835, Duke Ellington and his orchestra.)
- THE MOOCHE**  
Lyrics by Irving Mills. Mills Music, Inc.  
(Available on Victor record 24486, Duke Ellington and his orchestra; Capitol 10028 in CE-17, Sonny Greer and the Duke's Men)
- 1930—RING DEM BELLS**  
Lyrics by Irving Mills. Harms, Inc. Introduced in the RKO film "Check and Double Check," starring Amos 'n' Andy.  
(Available on Victor record 26017, Lionel Hampton and his orchestra.)
- 1932—BEST WISHES**  
Lyrics by Ted Koehler. Mills Music, Inc.  
(Available on Columbia record 35836, Duke Ellington and his orchestra.)
- IT DON'T MEAN A THING (IF YOU AIN'T GOT THAT SWING)**  
Lyrics by Irving Mills. Mills Music, Inc.  
(Available on Decca record 23032, Hot Club of France Quintet.)

- 1933—SOPHISTICATED LADY**  
Lyrics by Mitchell Parish and Irving Mills. Mills Music, Inc.  
(Available on the following records: Columbia 35556, Duke Ellington and his orchestra; Columbia 36312, Duke Ellington, piano; Columbia 4447-M, Morton Gould orchestra; Columbia 7430-M, Andre Kostelanetz orchestra; Capitol 20135 in DB-63, Buddy Cole, piano with rhythm section; Victor P(27624) in P-86, Chamber Music Society of Lower Basin Street.)
- SKRONCH**  
Lyrics by Harry Nemo and Irving Mills. Mills Music, Inc.
- DROP ME OFF AT HARLEM**  
Lyrics by Nick Kenny. Mills Music, Inc.  
(Available on the following records: Decca 18810, Charlie Barnet orchestra; Columbia 35837, Duke Ellington and his orchestra.)
- 1934—SOLITUDE**  
Lyrics by Eddie DeLange and Irving Mills. American Academy of Music, Inc.  
(Available on the following records: Decca 23853, Billie Holiday; Decca 29238 in A-600, Dorsey Brothers' orchestra; Decca 24071 in A-1934, Bob Grant orchestra; Columbia 35427, Duke Ellington and his orchestra; Columbia 4448-M, Morton Gould orchestra; Columbia 7430-M, Andre Kostelanetz orchestra; Victor 24755, Duke Ellington and his orchestra; Victor 25555, Jack Hylton orchestra; Victor P(27564) in P-75, Duke Ellington, piano.)
- 1934—MOOD INDIGO**  
Lyrics by Albany Bigart and Irving Mills. Mills Music, Inc.  
(Available on the following records: Victor 24486, Duke Ellington and his orchestra; Columbia 36521 in C-82, Boswell Sisters; Columbia 35427, Duke Ellington and his orchestra; Columbia 36312, Duke Ellington, piano; Columbia 7430-M, Andre Kostelanetz orchestra; Capitol 2090 in BD-54, Buddy Cole, console; Capitol 10028, Sonny Greer and the Duke's Men.)
- 1935—IN A SENTIMENTAL MOOD**  
Lyrics by Mann Curtis and Irving Mills. American Academy of Music, Inc.  
(Available on Columbia record 36112, Duke Ellington and his orchestra.)

- DELTA SERENADE**  
Lyrics by Mann Curtis and Irving Mills. American Academy of Music, Inc.  
(Available on Victor record 24755, Duke Ellington and his orchestra.)
- 1937—CARAVAN**  
With Juan Tizol. Lyrics by Irving Mills. American Academy of Music, Inc.  
(Available on the following records: Capitol 15313, Les Paul orchestra; Columbia 36120, Duke Ellington and his orchestra; Victor 25653, Bunny Berigan orchestra.)
- CLOUDS IN MY HEART**  
With Barney Bigart. Lyrics by Irving Mills. American Academy of Music, Inc.  
(Available on Columbia record 37299 in C-127, Duke Ellington and his orchestra.)
- 1938—I LET A SONG GO OUT OF MY HEART**  
Lyrics by Henry Nemo and Irving Mills. Mills Music, Inc.  
(Available on Columbia record 36108, Duke Ellington and his orchestra.)
- PRELUDE TO A KISS**  
Lyrics by Irving Gordon and Irving Mills. American Academy of Music, Inc.
- BRAGGING IN BRASS**  
Lyrics by Henry Nemo and Irving Mills. Mills Music, Inc.  
(Available on Columbia record 36276, Duke Ellington and his orchestra.)
- 1939—I'M CHECKING OUT, GOOD-BYE**  
With Billy Strayhorn. Robbins Music Corporation.
- GAL FROM JOE'S**  
Lyrics by Irving Mills. Mills Music, Inc.  
(Available on Columbia record 36108, Duke Ellington and his orchestra.)
- GRIEVIN'**  
Lyrics by Billy Strayhorn and Irving Mills. Robbins Music Corporation.  
(Available on Victor record 35310, Duke Ellington and his orchestra.)
- 1940—BOY MEETS HORN**  
Lyrics by Irving Mills. American Academy of Music, Inc.  
ME AND YOU  
Robbins Music Corporation.

- (Available on Victor record 26598, Duke Ellington and his orchestra.)
- 1942—ROCKIN' IN RHYTHM**  
Lyrics by Harry Carney and Irving Mills. Mills Music, Inc.  
(Available on the following Decca records: 24415, Lionel Hampton orchestra; 25064, Milt Herth Trio.)
- OH, MISS JAXSON**  
Robbins Music Corporation.  
(Available on Decca record 18547, Charlie Barnet orchestra.)
- I DON'T KNOW WHAT KIND OF BLUES I GOT**  
Robbins Music Corporation.  
(Available on Victor record 27804, Duke Ellington and his orchestra.)
- 1943—TONIGHT I SHALL SLEEP WITH A SMILE ON MY FACE**  
With Mercer Ellington. Lyrics by Irving Gordon. Allied Music Corporation.  
(Available on Victor record 45-0002, Tommy Dorsey with Duke Ellington and his orchestra.)
- DO NOTHING TILL YOU HEAR FROM ME**  
Lyrics by Bob Russell. Robbins Music Corporation.  
(Available on the following Victor records: 26598 and 20-1547, both by Duke Ellington and his orchestra.)
- DON'T GET AROUND MUCH ANY MORE**  
Lyrics by Bob Russell. Robbins Music Corporation.  
(Available on the following records: Victor 26610, Duke Ellington and his orchestra; Decca 18503, Ink Spots; Decca 18479, Glen Gray orchestra; Decca 24315 in A-1943, Bob Grant orchestra.)
- WARM VALLEY**  
Lyrics by Bob Russell. Robbins Music Corporation.  
(Available on Victor record 26796, Duke Ellington and his orchestra.)
- FIVE O'CLOCK DRAG**  
Lyrics by Harold Adamson. Robbins Music Corporation.  
(Available on Victor record 27700, Duke Ellington and his orchestra.)
- (Continued next week.)

### SONGWRITERS COMING UP!

HOAGY CARMICHAEL

In Subsequent Issues *The Billboard* Will Present

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

# ASCAP Bill To Nick Jukes May Be Revived in Wash.

WASHINGTON, March 18.—Final settlement of Justice Department complaints against the American Society of Composers, Authors and Publishers (ASCAP) this week raises the possibility that the House Judiciary Committee may again dust off the bill to allow ASCAP to collect royalties on juke plays of disks.

One of the chief reasons such a bill failed to reach the floor during the 80th Congress, despite approval by a subcommittee, was the fact that a cartel suit was pending against ASCAP. Committee members explained that they were reluctant to back a bill whose chief beneficiary would be ASCAP while the organization was being accused of violating anti-trust laws thru a hook-up with foreign music groups. The revised consent decree has disposed of the federal cartel charges.

Whether the House committee decides to take up a bill this session to end the juke exemption under the copyright act will depend upon the attitude of the sub-committee on trademarks, patents and copyrights, which is headed by Rep. Joseph Bryson (D., S. C.). Members of this sub-committee are also members of other sub-groups of the judiciary committee, and their time is pretty well occupied. However, a resurgence of pressure by ASCAP for enactment of a juke bill could cause the Bryson group to take up a new measure.

The line-up of the music world on

the question of juke royalties is clear from testimony at the last hearings. Songwriters and publishers favor it, and juke operators oppose it. The disk makers are neutral. Performer organizations are willing to go along with such a bill if they can also get a bill passed giving them a cut on disk royalties.

If the Bryson sub-committee revives the measure, the chances are that the opposition will be much stronger than it was when the 80th Congress played around with a juke bill. At that time the juke operators presented testimony in an unco-ordinated fashion, and at least one did his cause more harm than good. In the intervening period, the Music Operators of America has become a strong, unified group, while a great number of new local operator groups have come into being.

## RCA's Distrib In Philly Sets Disk Campaign

PHILADELPHIA, March 18.—An all-out campaign to skyrocket record and record player sales will be launched this month by the Raymond Rosen Company, local RCA Victor distributors. Eyeing dealers who do not handle the record line, Paul Knowles, manager of the record department, announced that a special mail order service will be established to enable dealers to cash in on the wax upswing. This, it is believed, may be a means of developing new record accounts.

The company will mail to the dealer's customers six albums at a cost of 30 cents, plus the \$9 cost of the records, insurance included. The dealer, without taking on any record inventory, will merely be billed for the \$9.30 and thus be able to add record sales to the store's activity.

In addition, the Rosen Company has made arrangements to have the 45 r.p.m. player connected to any radio, phonograph or television set in the Philadelphia area at a cost to the customer of \$5. Dealers will place their installation orders direct with Lee Television Service here, which will handle all local calls, and in the New Jersey territory, with the J. & E. Supply Company, Merchantville.

Heavy advertising campaign, taking in heavy co-op schedules, store and window displays and the RCA Victor TV newsreel on WFIL-TV, also includes an all-out radio spot announcement schedule providing for 2,000 spots on WFIL and WPEN here in a four-week period.

## Lyric Kidisks Switch To Retailer Selling

NEW YORK, March 18.—Lyric Records, low-price kidisk label operated by Jack Caiden, has switched to a policy of direct selling to retailers and set a flat net price of 25 cents per disk. The 10-inch platters, composed of 75 per cent vinyl, are pressed at Caiden's Empire Record plant here, and will continue to retail at 49 cents, tax included. Caiden stated that a handful of distributors now handling the line will be retained, but he's reserving chain store accounts in all territories for himself. Two-record folder sets will be sold at 50 cents net; including tax they retail for \$1.

The Lyric line, which now consists of four album packages and 13 singles, is being pushed in three and four-color packaging. Included in the catalog are abridged children's versions of popular operas, including *Carmen* and *L'Pagliacci*. A new line of sacred material, hymns and psalms, is in preparation.

## ASCAP-Video Parley on Snag

NEW YORK, March 18.—Reps of American Society of Composers, Authors and Publishers (ASCAP) and committee representing telecasters met this week but had no success in working out a rate formula for a per program contract covering use of music. No further meetings are scheduled before April.

Attorneys for the TV interests, commenting on the ASCAP consent decree, said they were studying the document to determine its bearing upon the negotiations. They termed it a "good decree" providing for negotiation of per program licenses, clearance at the source of TV network shows and TV film.

## Coral Inks Ross As Music Chief

NEW YORK, March 18.—Roy Ross this week was signed as musical director for the Coral Label, the wholly owned Decca Records' subsidiary. Ross, who also is musical director for Station WNEW here, also was inked to a pact as a recording artist.

Ross will serve at Coral in a similar function to that of Gordon Jenkins and Sy Oliver with the parent Decca firm.

## CAPITOL BOOST

(Continued from page 16)

compared with \$16,862,450 the year before. Net income for 1949, after all charges and provision for federal taxes, was \$60,477. The 1948 earnings were \$1,315,847, equal, after payment of dividends on convertible preferred stock, to \$2.60 a share on the \$476,230 shares of common stock outstanding December 31, 1948.

Working capital at December 31, 1949, was boosted to \$2,680,393 from \$2,473,647 at the end of 1948. There was no bank indebtedness on either date. On February 23 the directors declared a dividend of 12½ cents a share on common stock, payable April 1 to shareholders of record March 15.

The New Samba Sensation

Sweeping  
the country!



Recorded by:

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- DEAN MARTIN . . . . Capitol
- GLEN MOORE . . . . MGM
- TITO PUENTE . . . . Victor
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- ETHEL SMITH . . . . } Decca
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**They'll Wanna Hear It Again!**

**"The Old  
Piano Roll  
Blues"**

by Cy Coben

as recorded by

**FEB SEPTEMBER**

at the pianola\*

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**BAY RUM  
BOYS**

**MERCURY  
5400**

\*Pianola — instrument that came before the piano. And what comes before Feb September? Why, Jan August, of course!

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**JUST RELEASED AND GOING BIG**

NATIONAL #9106

**"STILL IN THE DARK"**

**"MY GAL'S A JOCKEY"**

by **SHOUTIN' JOE TURNER**

NATIONAL #9105

**FLORENCE WRIGHT**

**"POOR BUTTERFLY" (Is Jumpin') "IMAGINATION"**

**RE-RELEASED BY POPULAR DEMAND**

**DUSTY FLETCHER & his Gang**

Are Back Again on NATIONAL #4013

**"DUSTY'S MAD HOUR" (Parts 1 & 2)**

NATIONAL #4014

**"I'M GOIN' BACK IN THERE" (Parts 1 & 2)**

NATIONAL #4018

**"THE LAST CLEAN SHIRT"**

**"SHE SURE MAKES A FOOL OUT OF ME"**

**RAY SMITH and His Pine Toppers**

NATIONAL #5019 — **"HELL'S FIRE"**

NATIONAL #9101 — **THE RAVENS**

**"I DON'T HAVE TO RIDE NO MORE"**

NATIONAL #9102 — **WINI BROWN**

**"HE'S MY DADDY"**

**NATIONAL  
Records**

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

## ASCAP Comes Out on Top In New Consent Decree Deal

(Continued from page 15)

exhibition in movie houses may not be used on TV, and vice versa. There has reportedly been considerable laxity in this area, with TV stations using old films originally made for theater exhibition, and not properly clearing or compensating for the TV use. Similarly, kinescoped TV shows, or films expressly made for TV, will not be permitted to be shown in movie houses without special permission.

(3) The right to settle price disputes in court. The Society may now resolve negotiation impasses by court decision—and ASCAP-ers construe this as a strong point in their favor. The current per-program hassle with TV-ers, which has been getting nowhere, may be thrown into court now at ASCAP's request. The ASCAP attitude would seem to be: "Now that we have recourse to law courts, we're perfectly happy to take our chances along with the fellows on the other side of the bargaining table." Accusations of price-fixing can be stilled, and ASCAP "need not lean over backward in negotiating now."

(4) The opportunity to license live talent use of music in flick houses. Since the Leibell decision, shutting ASCAP out of film performance revenues via seat taxes, the Society has also stopped licensing live music use in vaude and presentation houses which show movies. ASCAP will certainly go after agreements covering live music use, and conceivably may seek to collect retroactively for the 18 months it has been inactive in this field.

(5) Hampering legislation at the State level will be discouraged. Users of music frequently initiate anti-ASCAP legislation in their State Legislatures. State bodies will be discouraged from indiscriminate activity in this area now that the government has put down a clear-cut modus operandi for the Society.

### Negative Angles

On the debit side, the following considerations appear:

(1) Non-exclusivity. Users of music may deal either with the Society or with individual members for licensing rights. As with the film-licensing situation mentioned above, most large-scale users will probably prefer to continue dealing with the Society for single-source licensing.

(2) Right to withdraw from the Society. This is perhaps the single most misunderstood feature of the decree, and the one that has put the gloom clouds over the Brill Building, giving rise to fears that wholesale withdrawals from ASCAP can now take place. They can't, without meeting highly complicated conditions, and probably won't.

The agreement is this: A writer or pubber may withdraw upon proper notice, and may take his performing rights, subject to existing contractual commitments. ASCAP's current agreement with radio, for example, has until December 31, 1958, to run, and the entire repertory is contracted for until that time.

Agreements with TV, ballrooms, night clubs, wired music services, etc., must all be fulfilled before the tunes they cover may be withdrawn. But even more important, tunes may not be turned over to other licensing organizations without the okay of the pubber and the writer (or writers) of the songs. This was established via Judge Pecora's decision in the ASCAP-BMI hassle, and resulted in making a chunk of the E. R. Marks catalog non-performable in BMI after Marks switched from ASCAP to the radio-owned organization.

Thus, if a pubber wanted to put a catalog in BMI (after existing ASCAP contracts ran out), he would require the okay of every writer and co-writer of each tune. BMI, at present, has little to offer established tunesmiths, and it is difficult to envision writers of any consequence okaying the transfer. What a pubber, writer or co-writer is free to do (after existing ASCAP contracts), is to license his performing rights with a user of music of his choice on a non-exclusive basis. And BMI cannot be construed a user of music—the decree carefully defines the term, probably with the BMI situation specifically in mind. In all, the freedom of egress offers little threat to ASCAP as things now shape up.

### Foreign Situation

(3) Foreign rights. ASCAP must terminate existing contracts with current societies, and in new pacts may not restrict foreign societies from making non-exclusive deals with other licensing organizations here.

The reason current contracts must be canceled is that ASCAP and a foreign society now license each other concomitantly in a single pact. The Department of Justice prefers to see separate licenses here.

The government required ASCAP to leave the International Confederation of Societies, Composers and Authors in 1947, and regards the mutual-single-license arrangement as an undue benefit ASCAP still derives from membership in the Confederation—a cartel advantage, as it were.

Whether BMI will pick up agreements with more foreign societies remains to be seen—the path is now open. And what this may mean in diminution of foreign income for ASCAP also remains to be seen. The prospect is too complex and the alternatives too numerous to warrant a forecast at present.

The above potentials pro and con are far from comprehensive or exhaustive, but are considered by qualified observers to be the highlights of the decree.

### BMI Parties 20 10-Yr. Employees

NEW YORK, March 18.—Broadcast Music, Inc. (BMI), feted its 10-year employees with a luncheon at the Crystal Room of the Ritz Carlton Hotel last week. Twenty eligibles received scrolls and bonds and will get an extra week of vacation yearly. The Irving Fields Trio played a repertory of BMI's top tunes over the past 10 years.

It was also learned that the licensing organization has a pension plan in preparation, for which all employees may become eligible.

### "Wagon Master" Score to Alamo

HOLLYWOOD, March 18.—Alamo Music, Hall & Range ASCAP pubbery, has taken over the San Jones score to the RKO *Wagon Master* film. Score includes four tunes. Originally Buddy Morris was sked to handle the score, but as RKO reshuffled the release date of the film, the new date conflicted with Morris's work sked. Film was to have been released in August but was switched to May. Deal is only for the film score.

This gives Jones a third pubbery handling his cleffings. Others have been Ardmore Music, Capitol's ASCAP firm, and Buddy Morris.

**Merchandising Pays Off:**

# Gimmicks Pay Off in Sock Grosses for Brooklyn Shop

By Joe Martin

NEW YORK, March 18.—To obtain the greatest possible sales in phonograph records it is necessary to utilize every possible sales gimmick or promotion idea. That's the studied opinion of Sam Shapiro, who operates the highly successful Franklin & Fulton Record Shop, a rhythm and blues disk shop in Brooklyn. No one form of merchandising can do the trick, says Shapiro—it takes a little bit of everything.

Operating the tiny disk shop, owned by Max Ackerman, for the past two years, Shapiro has built the volume to the point where the place has become one of the top r.-and-b. outlets in the city. Among the gimmicks used are self-service racks, free records obtained thru large purchases, mimeographed best-seller lists, artist promotions, radio advertising, window displays, shopping bags, slogans and stock control.

It was only two months ago that Shapiro decided to try radio advertising. Since then sales have actually doubled. Shapiro buys one all-embracing plug, across the board, on Dr. Jive, disk show over WWRL. The personal appeal of the disk jockey, "Trash" Gordon, and the great variety of records played have done the trick for Shapiro.

**Care in Name**

As an extra identification idea, Shapiro named the shop Franklin & Fulton because it is situated on that street corner. In addition, he uses an old RCA Victor disk by the Herman Chittison Trio as a theme. The gimmick in the theme is Chittison calling "Where's Sam," and Shapiro has been dubbed "Sam the record man" by many of his customers.

Most of the stock of nearly 100 labels is stacked in self-service counter boxes that line the walls of the store. Only one record booth is available to customers, but Shapiro makes good use of a counter demonstrator. All stock is arranged alphabetically by artists, with different colored tabs on stock envelopes used to denote the various types of music. Accurate in-

ventory control is maintained via a system that calls for a three-by-five file card filled out for each new title in stock. Then self-service stock envelopes are changed from buff to white when only one more disk remains in stock, and to green when the record is the last one.

With the purchase of each disk a customer receives a coupon, 10 of which entitles the buyer to a free disk. Talking record needles to every customer has also measurably raised the store's income. The store is decorated with glossy photos of top r.-and-b. artists, with copies tagged at 25 cents. According to Shapiro, this adds up to a good piece of business.

In the fields of popular records, Franklin-Fulton carries a stock of the top 10 or 15 pop disks, plus a collection of the best-selling show albums and children's records. As an added service to regular customers, the store includes a small greeting card merchandiser.

## Egalnick Deals For 22 Masters

CHICAGO, March 18.—Lee Egalnick, prexy of Miracle Records, local blues and rhythm diskery, has concluded deals for 22 different masters in a reorganization of the firm's catalog. Egalnick sold 10 masters by Memphis Slim to Egmont Sonderling of Swingmaster label. While Slim is still with Miracle, the masters turned over to Sonderling were made with a quartet two years ago. Slim is now working with a different six-piece group. In another sale, Miracle parted with 12 masters by Sonny Thompson, 88-er, who has since gone with King, to Bob Thiele, of Signature.

Miracle has signed Johnny Temple, former Vocalion artist, and the Len Hope combo, of Cincinnati.

## Fit Ad \$ to Need, Dealers Told at Cleve NAMM Confab

(Continued from page 14)

three stores in Fargo, Minneapolis and St. Paul amount to \$30,000 a year for newspaper space alone.

"The real answer to the competition in piano and pipe organ sales from other devices," Wylie said, "lies in aggressive selling, merchandising and advertising."

On the opening day the group, estimated at 125, heard Norman C. Owen, of Chicago, sales manager for the Webster-Chicago Corporation, outline a new method of promoting sales of wire recorders and reproducers.

"Wire recording can be used as a teaching aid," he said. "If a wire recording is made of every music lesson, and the recording given to the student, he can play it over again and again while practicing. Thus none of the instruction will be forgotten."

Owen did not hesitate to point out that the system lends itself to ready exploitation by merchants who run store musical schools.

Henry S. Grossman, president of the National Association of Musical Merchandise Wholesalers, was the final speaker on the program. He pointed out the simpler business procedures that the existence of the jobber makes possible, and how jobbers managed to find some merchandise for retailers even during the war

period when manufacturers of musical instruments had ceased to supply the trade.

T. R. Mathews, Western distribution manager of the radio-television division of Stromberg-Carlson Corporation, came from Rochester, N. Y., to address the meeting. A number of those attending had planned to give him a hard time with questions about discounts and price-cutting. But Mathews's spot on the program was not long before the adjournment hour, and trains and planes home were more on the dealers' minds than old wounds.

Tuesday morning (14) was devoted to a demonstration of class piano instruction by Leah Curnutt, associate professor of pianoforte and school music instruction at DePauw University. She used eight pupils from a Cleveland elementary school to show methods of instruction that she and her students have found satisfactory.

Others who spoke include J. A. McClanahan, Aeolian-American Corporation, East Rochester, N. Y.; Robert G. Campbell, Connsonata division, C. G. Conn., Ltd., Elkhart, Ind.; Frederick A. Holtz Jr., Martin Band Instrument Company, Elkhart; William R. Gard, executive secretary of the association, Chicago, and J. M. Grolimund, president of H. & A. Selmer, Elkhart.

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for  
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(The International Song Hit)  
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**'WHEN MY STAGE COACH REACHES HEAVEN'**  
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Vocal by BOB CRAIG and the Tune Tailors  
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**PARADE OF HITS**



**HILLBILLY-WESTERN**

- ★ **MOON MULLICAN**  
830 I'LL SAIL MY SHIP ALONE  
MOON'S TUNE
- ★ **WAYNE RANEY**  
840 I FEEL A STREAK OF LOVE COM-  
ING ON  
DEL RIO BOOGIE
- ★ **HANK PENNY**  
828 BLOODSHOT EYES  
I WAS SATISFIED
- ★ **YORK BROTHERS**  
852 GRAVY TRAIN  
TAKE A NUMBER
- ★ **COWBOY COPAS**  
846 OPEN DOOR—OPEN ARMS  
MORE PRECIOUS THAN SILVER  
OR GOLD
- ★ **HAWKSHAW HAWKINS**  
838 WANTED SOMEONE TO LOVE ME  
THERE'S A TEARDROP IN YOUR  
EYE
- ★ **CLYDE MOODY**  
837 I LOVE YOU BECAUSE  
AFRAID
- ★ **DELMORE BROTHERS**  
803 BLUES, STAY AWAY FROM ME  
GOIN' BACK TO THE BLUE RIDGE  
MOUNTAINS
- ★ **REDD STEWART**  
843 BROTHER, DROP DEAD (Boogie)  
IF YOU'LL COME BACK TO ME


**KING RECORDS**

**HIT RECORDS!**  
**ARE BACK!**

**Varsity Record Corp.**  
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**PETER COTTONTAIL**  
 (The Rabbit of Distinction)

**LIKES**  
**JIMMY WAKELY**



**GIVE TO THE RUNYON CANCER FUND**

# Senator Butler To Offer Bill Exempting Niteries, Dansants

*(Continued from page 3)*  
 on the other hand," he stated, provides primarily music and dancing facilities, and an admission is charged upon which the tax is paid at the time the patron enters the establishment. Any refreshments served in a ballroom," Senator Butler continued, "are generally on the order of soft drinks, light sandwiches, and so forth."  
 Senator Butler stated that during the past year "there has been an attempt by some collectors of internal revenue to collect the cabaret tax on any items that may be sold inside the ballroom, including soft drinks, sandwiches, cigarettes, charges for checking services, etc." The Butler statement went on to say "I do not believe it was intended to collect a cabaret tax on these small incidental services and refreshments."

**Admission Tax Still On**  
 Senator Butler pointed out that his proposal would only exempt ballrooms from paying the 20 per cent tax on inside sales and services; they would still be subject to the admissions tax.  
 The Nebraska Senator made a

pitch before the House Ways and Means Committee to get a ballroom exemption written into the excise bill. Whether his first effort was successful or not will not be known until the House group reports out the bill next month.

## New Trade Org Discussed by Platter Mfrs.

NEW YORK, March 18.—Attempts are being made to create a record manufacturers' trade association which would include all of the major waxers. The most recent of a series of meetings was held Thursday (16) at the Waldorf-Astoria Hotel. The effort to build an association is being sparked by William Feinberg, labor consultant and one-time Local 802 official.

The conclave resolved into an effort to find common ground for a trade association and to determine to what extent such an association could go without inviting anti-trust violation. Feinberg was asked to work out these problems and prepare a draft constitution for the next meeting.

The most recent disk manufacturers' association was the Phonograph Record Manufacturers' Association (PRMA), which was born during the last Petrillo recording ban and which currently is inactive.

## Ellington's Ork To Tour Europe

NEW YORK, March 18.—Duke Ellington and his full ork leave March 29 aboard the Ile de France for a three-month European tour. The jaunt, which will include location, concert and theater dates as well as one-night promotions, will be the second big American band postwar continental tour—the first was Dizzy Gillespie's—and will be the lengthiest in time and mileage tried since the mid-1930s. Ellington will carry his complete organization, which numbers 24, with the exception of singer Al Hibbler, who remains in this country to take a fling as a single.

The tour was set by Cress Courtney thru Jules Borkon, French impresario, who brought Ellington to Europe last summer for a tour with a four-man unit. Among the dates the band will play will be an 11-day stop in a Parisian theater.

Tho no figures were disclosed, it was learned that Ellington will have a large portion of the guarantees deposited in American dollars over here prior to his sailing.

Hibbler will break in his single effort at the Baby Grand nitery here March 31 in a four-week engagement, sharing the billing with a band led by Al Sears, another Ellington sideman veteran.

## Three Waxeries Bid for Griffin

CHICAGO, March 18.—Ken Griffin, the Hammond organist who put Rondo Records on the map in 1948 with his cutting of *You Can't Be True, Dear*, was besieged last week with offers from other diskeries. His pact with Rondo ended March 1. Rondo's top offer has been \$12,000 guaranteed royalty for the next year, with Mercury Records offering \$12,000 royalty plus a \$5,000 advertising campaign.

Columbia, which started wooing Griffin about four months ago, also is in the running. It is understood that the firms are all willing to give Griffin longer pacts but that he will only accept a one-year paper with two-year options. Before the options could be exercised, the diskery would have to make contractual adjustments agreeable to Griffin, it was learned. Griffin told *The Billboard* he would make a decision before Wednesday (22).

## "Half-Loaf" Idea Mulled in House

*(Continued from page 3)*  
 would receive little benefit from such cuts as those recommended for furs, jewelry and the like. The rural Dems are wholeheartedly behind a cut in the admissions levy because of back-home pressure from the movie exhibitors. City Dems are subject to the same movie pressure, and are also in the mood to at least consider doing something about the heavy cabaret levy. GOP-ers on the committee have evidenced little interest in cutting the nitery tax, but are backing a slash in the admissions levy to 10 per cent.

**Some Ignore TV**  
 A rural-city split is in evidence on the sets' tax. Legislators from non-TV areas are not worrying about adding the 10 per cent manufacturer's excise to TV sets, but city congressmen are being bombarded with protesting letters from retail organizations. Thus, a compromise which would cut the sets' tax and, at the same time, broaden its coverage is getting serious consideration.

A 3 per cent reduction in the nitery tax is not nearly as much as nitery interests want, but it is obviously better than nothing. That talk of any reduction at all is going on in the executive sessions of the tax committee is an encouraging sign.

Early this week, the committee turned down a motion to work solely on an excise bill and leave the plugging of tax loopholes to a later date. As forecast (*The Billboard*, March 18), this motion failed on a strictly party-line vote of 15-10, with the Dems voting in a body against it.

This means that the committee must examine the President's recommendations for plugging of loopholes and incorporate at least a portion of them in the excise bill. Such action will prolong congressional consideration of the tax situation but enhances the chance that the ultimate bill will escape a veto even if its tax-cutting provisions exceed those proposed by Truman.

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# Music—As Written

## Lombardo, Damone To Head Waldorf's Roof Opener

Guy Lombardo's ork and crooner Vic Damone will headline the opening show of the summer season at the New York Waldorf's Starlight Roof. They go into the spot June 1. Damone is the first crooner to play the hotel since Frank Sinatra.

## New Technique Aids LP Waxing

Columbia Records' director of engineering and development, William S. Bachman, has developed a new record-cutting technique which, it is claimed, provides a quieter cut, consequently producing a cleaner groove and reducing the loss of high frequencies. The new technique is known as the thermal engraving process and currently is being used by the diskery for its long-playing disk production. The system is based on a cutting tool which is electrically heated by means of hair-thin wires wrapped around the cutting stylus.

## Scholl Gets Long-Term Pact From National

National Records last week signed Danny Scholl, featured singer in the Broadway musical, "Texas, L'il Darlin'," to a long-term pact.

## Kitty Carr, Elaine Bergman Form Disk Promosh Org

A new record promotion outfit has been set up here by ex-show girl Kitty Carr (Miss Manhattan Towers) and ex-model Elaine Bergman. The gals are handling Dizzy Gillespie, Lionel Hampton, Henry Jerome, Georgie Price, and Al Lombardy. Four sides cut recently by Price and Lombardy have been acquired by Stinson Records. The first disk released couples "Broken Heart" and "Pushcart Serenade."

## Eckstine Breaks Records at Seattle Palomar

Billy Eckstine broke the all-time house record for the Palomar Theater in Seattle last week when he grossed \$14,800. The previous high was \$12,200. He also busted the daily high of \$2,462 with a one-day take of \$2,800. Eckstine received a flat \$5,000 for the week.

## New York:

Howard Wilson, professional staffer with Southern Music for 17 years, has ankled to publish on his own. . . . Benny Ross, another ex-Southern contact man, will be New York rep for Happy Goday. . . . Columbia Records picks up two sides from the Superior indie label. They are the R. and B. tunes "And Then I Fell in Love" and "Never Again," warbled by Dick Fields. Encore-Jewel is pubbing the tunes.

Charlie Goldberg, professional manager for Warner's, was released from the hospital after a heart attack last week, but suffered a relapse at home. . . . Sid Tepper, Roy Brodsky and Irving Mills have clefted "Francis, Talking Mule," published by Mills by arrangement with Universal-International Pix.

Mickey Dee and Skinner, vocal team now waxing for London and Command records, have been held over at Snowball's in Buffalo. . . . Orkster Henry Jerome is cutting some Lang-Worth transcriptions. . . . Guido Cantelli, 29-year-old opera and symphony conductor, has been signed to an exclusive contract for RCA Victor Red Seal recording. He made his debut here last year with the NBC symphony. . . . Blues singer Clarence Samuels, who formerly waxed for Downbeat disks, has signed a five-year pact with Freedom Records of Houston. . . . Tenor Roger Coleman is in from the Coast to push his new waxing of "How Can You Say Goodbye," on Modern label. . . . London Records has taken over two masters by the Hi-Lo Trio from Manny Koppelman's Crystalstone label. The tunes are "Hard as Rock—Cold as Ice" and "If I Live To Be a Hundred."

Sid Goldberg, Decca Records' sales veepee, took off for a Florida vacation Friday (17). . . . Joe and Harry Santly's Sanson Music firm acquired the selling rights to "Juke Box Annie," a hot novelty ditty, from Sid Prosen's Hometown firm. . . . Orkster Bernie Cummins switched from Music Corporation of America to General Artists Corporation management. . . . Red Ingle is reorganizing his small novelty crew to work from the West Coast. . . . Patti Page skedded for a Paramount Theater date beginning May 17.

## Philadelphia:

Charlie (Yardbird) Parker has been set for the Showboat, starting April 10. . . . Club 421 brings in Count Basie and his new small unit April 24. . . . The Jazz Guild is sponsoring an Illinois Jacquet prom at Turner Hall March 24, while last week saw Jimmy Toppi promoting a Lionel Hampton gig at the Met. . . . Tommy Rogers goes into the Nixon Ballroom. . . . Alan Dale introduces Tony Starr and Jimmy Saunderson's "You're My Treasure" on wax. . . . Disk distributor and Personal Manager Elliot Wexler is lining up a combination of Buddy Greco and the Four Keys for London label recording dates. . . . Dave Miller's Palda Records, local label which introduced the string bands on wax, cut four sides with the Mystery Quartet, a vocal group at the Little Rathskeller. . . . Samuel P. Altman adds another local label to the wax whirl in striking out with Met Records. . . . Eddie Khoury and Ronnie Bonner place their "Paid in Full" with Cross Country tunes, with their "Skatin' Toons" ditty set for waxings by the Skatin' Toons and Wrightman labels.

## Cincinnati:

Joe Higgins, local General Artists Corporation chief, has set Al Morgan at the Lookout House, Covington, Ky., for a two-weeker beginning March 28. . . . Bob Miketta, music arranger at WLW, is the author of "Next to the X in Texas," just released by Victor in a recording by Roy Rogers. . . . The Jack Benny Show, with the standardbearer's full coterie of radio players, has been inked by the local Variety Club for a charity show at Cincinnati Garden May 28. . . . Chet Norwood, singing pianist fresh out of college, after four weeks at the Wonder Bar of the Lookout House, Covington, Ky., has been chartered to hold over indefinitely.

## Hartford, Conn.:

Irving Kramer's orchestra, for a number of years featured at Wright's, Plainville, Conn., night spot, has moved into Ryan's Restaurant, Hartford, for dancing on Wednesdays, Thursdays, Fridays and Saturdays. . . . Lester Neiditz, who is in the sales department of Radio and Appliance Distributors, Inc., area RCA Victor distributors, is engaged to Sara E. Wolfson, Hartford.

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# "I'M NOT FALLING IN LOVE WITH YOU"

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**BROADCAST MUSIC, INC.**

**No New Writers' Plan Shown  
In ASCAP's Consent Decree**

(Continued from page 16)

1,000 and 500, writers cannot drop over 100 points a year; between 500 and 250, not over 50 points a year; below 250, not over 25 points a year. For rate of climb, double the point limitations.

There will also be a super-dreadnaught class, perhaps limited at 1,100 points, for the heavyweight cleffers of the Berlin-Hammerstein-Porter class, who would run away with the purse if they were on an unlimited performance basis.

Special provision is also being made for writers of certain important standards whose value "is not necessarily reflected in performances." This will be 20 per cent of the 60 for sustained performance (12 per cent of the entire pot). All or any part of this fund may be distributed by the writer classification board for special cases. Conceivably, this might also include writers of hillbilly tunes and screen composers, who have been pitching for special surveys of their activity. The special "objective survey," in fact, will be instituted for

several phases of music use not heretofore surveyed, for example, TV.

This plan is on a three-year trial basis, and may be reviewed by either party to the decree at the end of the period.

Also slated for change is admission into ASCAP. As a result of all the protests that new writers experience great difficulty in getting songs published "because they don't belong to ASCAP," an ingenious kind of opening is being provided them: Applicants will now be admitted in a special class, and will be paid strictly on performances. Their dues will be \$5 a year. If at the end of five years they have not earned their dues back—\$25—they will be dismissed from the Society.

Writers will have been reclassified into the new system by October, when the performance plan goes into effect. The plan, as well as all other by-law changes necessitated by the new decree, will have to get a two-third approval of the membership. Little difficulty is anticipated in getting the needed ballots. Some writers may be recalcitrant — the Young Turks, the Coast writers, some standard writers—but since the pubbers account for 50 per cent of the vote, only one-third of the writers have to say yea for the plan to go thru.

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**Sister Tharpe Nears Deal With 20th-Cent.**

NEW YORK, March 18. — Dave Taps is closing a picture deal with 20th Century for gospel thrush Sister Rosetta Tharpe. He has also booked her into the Philharmonic in Hollywood for the end of July, the first time a gospel attraction will play there.

**Ben Pollack Tries Ork Comeback With Pick-a-Rib Combo**

HOLLYWOOD, March 18. — Ben Pollack, one of jazzdom's all-time greats, is headed for a musical comeback. Retired for years from the ork field, Pollack is fronting a new combo at a local cocktail lounge, the Beverly Caverns, billing the five-man combo as Ben Pollack and His Pick-a-Rib Boys. Renewed interest in Pollack's work has been evidenced from his recent recording dates, which have included sides for Decca, Capitol, Modern, Discovery and Pollack's own Tu-Beat labels. In addition, reissues of such Pollack standards as *Alice Blue Gown* on Brunswick are contributing to renewed activity.

Efforts are currently under way to book the Pollack combo into New York's Bop City as a test of his drawing power. So far no agency has entered the management picture, altho local percentagers are talking terms.

**Col Buys New Tune For Laine Picture**

NEW YORK, March 18.—Columbia Pictures has purchased for its forthcoming Frankie Laine picture the tune, *If You Can't Get a Drum With a Boom, Boom, Boom, Get a Tuba With an Ump-Pah-Pah*. Publisher Reed Evans, copyright proprietor, closed the deal for what is reported as "top money."

Tune's cleffers are Hal David and Arthur Altman.

**Feather Bedded, Dictates**

NEW YORK, March 18. — Jazz critic-deejay Leonard Feather, injured by a runaway auto last November, is now dictating his various magazine columns, features and record reviews. He may be able to resume his WMGM show, *Jazz At Its Best*, within a month. Feather, who writes for *Varsity*, *Modern Screen* and other national mags, was hospitalized for 88 days.

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**"I Love the SQUARE DANCE"**  
G. M. REUSS PUBLICATIONS  
630 N. Columbia NAPERVILLE, ILL.



# Boogie Decision Goes to Miracle

(Continued from page 3)

Records' hit tune of early 1949, *Long Gone* (Parts 1 & 2).

In a court session January 9-10, Mort Shaeffer, local attorney representing the music pubber, had argued that the Miracle disking cut by Sonny Thompson had copied note for note the bass theme of *Special*. Shapiro-Bernstein claimed that *Miracle* sold around 200,000 copies of the number and was holding the Chicago diskery responsible for damages, amounting to approximately \$24,000.

Judge Igoe ruled in favor of *Miracle*, pointing out that according to evidence presented by both parties, the treble portion of both compositions constituted the melody. He found that each had a different treble lead. He held that the bass figure of both *Special* and *Long Gone* is "old in musical art and trite." He called the six-note bass figure "an exercise of mechanical skill and not of creative musical composition."

Judge Igoe further ruled that Meade Lux Lewis, credited as the writer of *Yancey Special*, had heard Jimmy Yancey play the bass part frequently prior to its 1938 copyright by S-B. Judge Igoe further stated that Decca Records had included *Yancey Special* in its catalog in 1936, before the tune was copyrighted by Lewis and S-B. Igoe ruled because the tune had been waxed by Meade Lux Lewis before 1938 without copyright, the tune be placed in public domain. Igoe further ruled that *Freakish Blues*, a tune waxed first in 1929 by Lewis, was identical to the bass figure in *Yancey Special*.

Igoe, in his decision, definitely stipulated that S-B must assume all court and attorney costs for both sides. The music pubbery has 30 days in which to appeal. Shaeffer when contacted, said he had not been able to talk over the decision with Elliott Shapiro.

## GROUP PLANS PARLAY

(Continued from page 3)

cable has not yet reached that far. The packages will be available individually or as a group either for local or network airing. Price of the New York races, for local sale, will run about \$4,800 weekly. A number of sponsors already are dickering for the series, with one of them rumored to be Pabst beer.

**MUSIC BOURNE TO LIVE**

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**HERALD PRESS** Box 373, Wabash, Indiana

# Coy Threatens; "Clean 'Em Up"

(Continued from page 8)

right 'obscenity' or 'indecentcy' may be settled one of these days . . ."

Coy also noted that "it is far better that licensees and the networks clean house before public opinion demands the more drastic remedy of governmental action." Coy also quoted a number of letters he said were typical of the complaints both the FCC and Washington legislators are getting these days.

Coy directed much of his fire toward crime shows. FCC files, he said, are "bulging" with complaints, with the direction of these shows toward kids coming in for particular criticism. He also cited a Los Angeles survey among pediatricians, sociologists neuro-psychiatrists and psychologists, in which it was declared that even while kids need emotional escapes, crime shows are definitely damaging to youngsters and contribute to delinquency. These shows, it was asserted, do not provide the necessary escape.

### No L. A. Response

Coy also declared that no Los Angeles TV station, each of which was sent a copy of the survey, had made any attempt to explore the problem with the parent-teacher group under whose aegis the survey was made.

Admitting that the FCC has no censorship powers, and reaffirming that it wants none, Coy nevertheless declared that the Commission could conduct hearings under the "public interest, convenience and necessity" provisions of the Communications Act. Such procedure, he concluded, is not too far off without a change.

The advertising agency involved in the clean-up move is now considering undertaking the organization of other agencies to pursue a clean-up campaign. It may, however, wait until the project is explored by the American Association of Advertising Agencies (4-A's) in the belief the subject may come up at the 4-A's upcoming convention.

### Upheld by Johnson

It is significant that Sen. Edwin D. Johnson (D., Colo.), chairman of the Senate Interstate Committee, is supporting Coy. Johnson this week called upon his colleagues to pay particular attention to Coy's address and had it printed in the Congressional Record, rather than in the appendix, as is usual with such talks. Johnson also sent Coy a letter assuring him of continued support.

Radio and TV, it is believed, are in a particularly vulnerable spot since legislative tempers are particularly sensitive over the recent aromatic Ingrid Bergman-Robert Rossellini publicity.

## COAST GRUNTERS

(Continued from page 3)

that some eager bankroller will pay the tariff demanded. Coverage would be limited to two nights weekly, originating from one of several small arenas. Large wrestling grounds, such as Olympic and Hollywood Legion Stadium, are permanently out. Wrestling boys pulled a walkout weeks ago, declaring their intention to boycott any arena televising the matches on grounds that tele has murdered the rasslers at the box office.

Stations were sitting by waiting definite word from MCAs as to terms and conditions. Until these are known station programers said, no attempt would be made to find sponsors.



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on the record no disk jockey ever played. Or the girl who sang like a lark, but nothing ever happened. Or the dancer whose torso shook but never got a second look. . . .

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to get a publicity job done. Publicity agents do have expenses, costs and overheads to meet and can't do a job without money. But it doesn't take all the money in the world . . . and if you think advertising doesn't pay . . . look at the ads . . . by people at the top (they oughta know).

### Have You Heard

my gal Lorry Raine's "We've Met Before" waxing . . . with narration by John McCormick, WBBM's 50 kw. "Man at Midnight" d. 1.7 Ask her what she thinks of Tim Gayle's publicity. (Of course, she's prejudiced. She's Mrs. T. G.) I've also done publicity work for Mark Warnow, Fred Waring, Chill Williams, Harry James, Russ Morgan, Gale Robbins and Tim Gayle's "It's Too Late Now."

Publicity, Management, Song and Record Exploitation. Write me currently c/o Hotel Morrison, Chicago, Ill.

## ★ ★ ★ TIM GAYLE



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Just a little note to let you know that from time to time I will be giving you a little news about myself in this space. For instance . . .

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# REPS SING BLUES OVER BIZ FIZZ

## Folding Clubs, Acts Add to Sour Outlook

### GAC's Kilby Latest To Resign

NEW YORK, March 18.—That the booking end of showbiz has been hurt badly in the current slump will be further demonstrated in personnel switches and resignations in the immediate future, is the considered opinion of trade toppers who've seen them come and go.

The most recent example is the decision of Harry Kilby, a General Artists Corporation (GAC) veepee, to leave the office July 1. Kilby formed GAC's act department some 10 years ago and was responsible for getting Frank Sinatra, Perry Como and Dick Haymes started in cafes. He booked Sinatra at the Riobamba for \$600, Como at the Copa for \$400 and Haymes at La Martinique for \$350.

Kilby has been intending to move to Miami Beach ever since he bought a home there in 1944. His wife's recent illness is responsible for his decision. But the basic fault is the fact that the business is getting tougher and tougher every day. Kilby doesn't have any immediate plans, tho it is likely he may handle GAC's list in Florida if he stays in the business.

### GAC's Radical Changes

In the attempt to jockey for competitive positions, GAC has probably made the most radical changes of any of the major offices. A few weeks ago it eliminated all heads of departments, which resulted in the resignation of Leonard Romm, head of the office's theater division. Romm hasn't been replaced and, according to GAC toppers, neither will Kilby. In the past a resignation was followed by a new replacement. Today the offices are saving the buck.

Music Corporation of America (MCA) has also gone thru changes, but in its case it has replaced old line salesmen with youngsters, green to the business, who come in for little dough but can learn the hard way.

The only major office which hasn't yet gone thru the wringer is the Morris office. But even there there are sharply increased sales meetings among the top brass with department heads to see what can be done to hypo business.

### Sign Movie Properties

A recent development of this scramble for commissions has been an effort to sign more and more properties, even tho their immediate value is nil. Reason is that if the new acquisition clicks the office will make money; if it doesn't a release can always be issued. This practice, always followed to a minor extent in the past, has now reached new heights, resulting in complaints among indies and performers.

The indies' complaint is based in the belief that they're losing properties to the big offices by such practices; the actor's complaint is based on fears that once the office signs new acts it forgets the old ones.

Insiders say there is no easy remedy for competition. Some feel that as much as 50 per cent of the actors now working two weeks and laying off eight will leave the business, and that 50 per cent of the clubs, now trying hard, will shutter for the summer and not reopen, at least not under the same management.

## IN SHORT

### New York:

Jimmy Carroll, in at the Pierre on a guarantee and percentage, went over his guaranty the first week by \$2,000. . . . The Shelton Hotel, taking advantage of the "Third Man" theme, is hiring "the world's greatest zither player" to join the Tony Colucci combo. . . . Walter Jacob made a deal with Leo Shull, publisher of "Show Business," for special rates for drama critics, editors and reporters for \$6 a day. Plane flights will be \$25 plus tax. . . . Kay Ballard signed for London to play the lead in "Touch and Go." If deal doesn't go thru, she'll work in Churchill's for eight weeks. Deal calls for round-trip transportation.

Charlie Allan, indie agent, says he has a new song dedicated to one-night theater bookers, "There's No Tomorrow, Just Tonight." . . . Allan Cross, ex-Cross and Dunn, now doing a single, is getting \$1,000 in his third job out. Julie Ochin is writing his material.

Bernie Sherer, former Warners and Robbins contact man, has joined Dorsey Bros. Music here. . . . Orkster George Towne, currently at the Deshler-Wallick Hotel, Columbus, O., goes into the Trocadero Club, Evansville, Ind., April 28. . . . London Records has cut an album of barbershop songs with the Mid-States Four, national champs for the 1949-'50 season. . . . Arsenio Rodriguez, the blind Cuban shouter, in this country for a month, has been held over for an additional week at the Tri-Boro Theater. He records for Victor. . . . SMC Records has signed the Latin artists, Rene Hernandez and the Alvaro Dalmar Trio to exclusive contracts. Hernandez is arranger-pianist for Machito.

### Philadelphia:

Henry Goodman, owner of the Colony Club, London, signed Lynn Fader to appear in May at his overseas spot. . . . Al Fisher and Lou Marks leave the local scene for the Prince George Hotel, Toronto. . . . Jay Jason, in from the Midwest, is making his Eastern bow at Sciolla's. . . . Smith Sho-Bar, newest nitery with a new floor policy, is teeing off with Billy Kelly, Dixie Kenney, Little Johnny and a line of girls. . . . Bernie Landis takes over the bookings for the Club Shagure in Camden, N. J.

### Here and There:

Jean Goldkette, orchestra leader and head of the defunct Fantasia night club in Detroit, has been named in a federal tax lien for \$2,896 which was filed by the Collector of Internal Revenue. . . . The former Stork Club, Detroit, was destroyed in a three-alarm fire Sunday (12).

## Para Clicks at 128G for 2d Hope Wk., Ups Stem to 377

NEW YORK, March 18.—The Bob Hope show has come and gone, and if it weren't for him the over-all takes last week would have made poor reading. As it was, Hope, Jane Russell and the Les Brown band plus Captain China took in \$128,000 for its second and final week at the Paramount (3,654 seats; average \$71,000) after a tee-off of \$142,000, to make the over-all takes \$377,000 for the six combo houses against \$375,000 the previous week.

Radio City Music Hall (6,200 seats; average \$128,000) exited after three weeks to the sorry tune of \$95,000 for

Stage Fright, Vic and Adio and Lee Marx. The bill started with \$115,000 and went to \$104,000. The new show (reviewed this issue) has Lucienne and Ashour, Ted and Flo Vallett and Woman of Distinction.

Roxy (6,000 seats; average \$76,000) went out with a dismal \$40,000 for its second and final week for Mother Didn't Tell Me, Beatrice Kay and Beatrice Kraft. It opened to \$50,000. Capitol (4,627 seats; average \$56,000) took in \$58,000 for its kick-off with Black Hand, Harvey Stone and Art Mooney's band.

Strand (2,700 seats; average \$49,000) collected \$40,000 for its first week with the George Shearing group, Tito Guizar and Perfect Stranger.

Palace (1,700 seats; average \$17,000) took in \$16,000 for Helene and Howard, Mary Beth Hughes, David Street, six other acts and Mr Lucky, against \$15,000 the previous frame. The new bill (reviewed this issue) has Gus Van, Cookie Bowers, six other acts and Davy Crockett, Indian Scout.

## Lynch Takes Over Philly Zodiac Room

PHILADELPHIA, March 18.—Jack Lynch, pioneer nitery operator here who had been managing Harry Steinman's Latin Casino for the past few years, has taken over the management of the Zodiac Room in the Warburton Hotel. In earlier years Lynch operated his own hotel rooms in the Adelphia and Walton and was the first to introduce production shows and name acts on local floors.

He will operate the room along intimate lines, with a show policy fashioned along the lines of the Blue Angel in New York.

## AGVA Guards All U. S. Acts Playing Cuba

### New Plan Bars 5% Bite

NEW YORK, March 18.—A new deal involving reciprocal rights between American and Cuban performers has been negotiated by Henry Dunn, head of American Guild of Variety Artists (AGVA), between that union and the Cuban actors' union, which will eliminate the 5 per cent Cuban bite now collected from U. S. acts.

Under this agreement all American actors working in Cuba will pay 3 per cent of their salary to the Cuban union, the same amount Cubans pay the union. Also, the Cuban union will police all American performers and AGVA contracts.

Prior to this deal cancellations of American acts in Cuba were the accepted thing. Under the new plan no cancellations will be permitted. It will be pay or play. Also no American performers will be permitted to play Cuban theaters, ice shows or clubs unless they are members of AGVA.

AGVA, in turn, will enforce all contracts in this country of Cuban acts brought in on whatever deals are negotiated.

## Mont'l Preem Blows a Fuse

NEW YORK, March 18.—The Folies Bergere, Montreal, due to preem Thursday (16), postponed the opening to March 12 because of an explosion.

Spot, owned by Roger Hetu, and booked by Dick (Morris office) Henry, has the De Marlos, Bob Dixon, Marvellos, Jimmy Rae and an Arden-Fletcher nine-girl line set for the first show.

## Minimum Wages Set For Conn. Eateries

HARTFORD, Conn., March 18.—A minimum wage of about 75 cents an hour for hotel and restaurant workers in Connecticut will become effective May 15. Employers thruout the State have received the new wage order signed by State Labor Commissioner John J. Egan.

The order establishes the following wage range: Non-waiters, not less than \$28 for a 40 to 48-hour week and part-time workers not less than 75 cents an hour for less than 40 hours a week. Waiters, not less than \$18 for a 40 to 48-hour week and not less than 45 cents for less than a 40-hour week. Meals are figured at 65 cents each and lodging, when provided, at \$4 for a single room and \$3 per person for a double room.

### Wage Totals

The total wage, including meals and tips, would be \$35.90 for waiters and \$35.80 for non-waiters. The order allows about \$17.90 for tips in establishing minimum wage.

Willard B. Rogers, head of the Bond Hotels of Hartford, has disclosed that the Connecticut Hotel Association and the Bond Hotels jointly would appeal from the finding, which he described as "a figment of the imagination of people who have no knowledge of the hotel and restaurant business."

## D. C. Keeps Lid On Sat. Midnite

WASHINGTON, March 18.—There appears little chance for a lifting of the Saturday midnight curfew in effect for local clubs in the wake of refusal by the House this week to even consider a bill authorizing a 2 a.m. closing. Rep. Arthur Klein (D., N. Y.) attempted to bring up the measure which had been okayed by the district committee, but even committee members joined in refusing to take up the bill on a vote of 241-69.

Supporters of the bill claimed it would help in rooting out the 100-odd "bottle clubs" operating in the nation's capital, several of which have been brought to court on charges of violating their charter. Opponents claimed there is already too much drinking in Washington; two legislators said the per capita consumption of liquor here is three times the average in the nation.

# VAUDEVILLE REVIEWS

## Radio City Music Hall, New York

(Thursday, March 16)

Capacity, 6,200. Price policy, 80 cents-\$2.40. Number of shows, four daily. House booker, Leon Leonidoff. Show cut by Alexander Smallens's house ork.

This one runs like a breeze, with production after production segueing into each other with roller-bearing ease, making for a smooth and pleasant show. The flesher opens with a London traffic scene spotted on the cut-out traveler—all subsequent productions start the same way; motif spotted then segueing into the subject on full stage—and brings on an Austin out of which pop the 36 Rockettes. An upstage car door opens onto the center entrance (hidden) thru which girls enter car, go thru and out downstage. It got good results. The gal's precision terperery was the usual top drawer sight stuff.

### French and Irish

Next came a Paris scene introed thru the use of a recorded Edith Piaf disk, *La Vie en Rose*, showing a king-sized turntable with a similar sized record plugging the name Columbia. This one segued into the standard apache routine: of Lucienne and Ashour. The team did an outstanding job to big hands. This was followed by a salute to the Irish, with Jessica Haist and Roy Raymond in the vocal slots and the flash coming from the baton throwing of Ted and Flo Vallett, backed by the Glee Club in period costumes. It ended with Adriana and Charley's trampoline act dressed up as a hay wagon drawn by a yoke of imitation oxen. The act looked good on this huge stage, tho the effect was hindered by one in the Glee Club trying to adjust a strut under the canvas all thru the act.

The finale started off in three-quarter time, bringing on Myrna Galle and Alpheus Koon for a short ballroom bit, followed by the ballet, which went thru feathered gyrations for beautiful effects.

Pic, *A Woman of Distinction*.  
Bill Smith.

## Palace, New York

(Thursday, March 16)

Capacity, 1,700. Price policy, 50 cents-\$1.20. RKO chain booker, Dan Friendly. Four shows daily, five Saturdays. Don Albert's house ork plays the show.

This one is all tied up in green ribbon for a hooray-for-the-Irish trade. Even the overture is full of auld sod tunes which must be a change for Don Albert, who's been opening each show with *I Love a Parade* until it must be coming out of his ears. The show started fast and good, with Winton and Diane hoofing very well. They're both good-looking young people with clean and attractive wardrobe who do a solid job. The gal in particular was the personality kid.

Tu-Tones, two boys on accordion, hit best with a take-off, with one guy doing a female falsetto for giggles. Their take-offs on the Three Suns, Harmonicats and Rose Murphy got them off to good mitts. Clem Belling and Company is a wonderful act. Belling handles dogs extremely well and does sly magic throw-away bits for heightened values and added laughs. His dog-wet bit was a funny, tho in questionable taste in a family house.

Cookie Bowers did okay but didn't really hit until his *By the Sea* routine. Crowd was apathetic. The Four D'Lovelies looked and worked like amateurs. Whoever gave them their billing has a keen sense of imagination. Ross Wyse Jr. and Peggy Womack are usually sock right from the walk-on. But with previous act putting things into a hole, it took them some time to get any results. However, once they got them they didn't lose them. They finished way ahead to yocks and sock hands.

Gus Van still punches his songs in the grand old style. Maybe his pipes aren't what they used to be, but he can still sell. His standards and oldies were tied together pleasingly, and for a bonus he threw in a Harry Lauder medley for still bigger hands.

Brick Brothers and Gloria wound up the eight-act bill with their standard trampoline comedy act. Incidentally, the gal might switch to different shoes. Her silver sequin tights are okay, but white slippers make her feet resemble a duck's.

Pic, *Davy Crockett, Indian Scout*.  
Bill Smith.

## Orpheum, Los Angeles

(Wednesday, March 15)

Capacity, 2,200. Prices, 50-65-95 cents. Four shows daily. Booker, Bill McIlwain. Shows played by Rene Williams's house ork.

Altho there are no standouts, current bill offers solid entertainment. The Novellos prove strong openers on the trapeze. Mort Herbold's accordion virtuosity pulled hefty mitts in the No. 2 spot. Burns' Birds combines birds' novel feats with Burns' rib-tickling patter. Knight and Day, zany fem disk panto team, keep laughs rolling.

Pat Moreno clowns opera arias and mimics current pop vocalists, but his rich tenor voice deserves a few serious solos. Rochelle and Beebe, comedy dance team, are solid sellers. West and Lorenzo, Mutt and Jeff comedy pair, offer a welcome flashback of yesteryear's vaude humor. Cycleonians (3), spotted last, get laughs via a smooth wheel act, with

## Paramount, New York

(Wednesday, March 15)

Capacity, 3,654. Price, 55 cents to \$1.50. Number of shows, five daily. House and chain booker, Harry Levine. Show played by ork on bill.

The new flicker *Francis* is supposed to be a sleeper, but management has taken reasonable precautions to protect box office with a solid stage-show featuring the King Cole Trio, Ray McKinley's orchestra, Larry Storch and dancer Johnny Coy.

The King Cole Trio closes the show, but applause-wise Larry Storch was the high point of the bill. The comedian has always been a favorite here, and this time around he's better than ever.

His movie star impersonations and take-offs on a "punch" styled British fight announcer and a torching dame on a crying jag convey an uncanny realism and keen insight into characterization. In addition to his mimicry, Storch is a distinctive personality in his own right. The crowd loved him and he finally had to beg off.

Cole's four-piece "trio" (piano, bass, guitar and bongo drums) displayed its usual deft delicacy with a sales-wise selection of pops, standards and a medley of the leader's biggest vocal hits (*Nature Boy, Paper Moon, Straighten Up and Fly Right*). Bongo player Jack Costanza rated a nice hand for his calypso drum solo, and the group closed the show with a gagged-up instrumental.

Ray McKinley's 14-piece outfit was competent musically and backed the acts all the way. McKinley himself turned in an ingratiating emcee performance and scored vocally with *That's Plenty for Me* and a duet version of *Go To Sleep* with band warbler Daly Nunley. Miss Nunley is far superior to the usual run of ork canaries. The pretty brunette looks good, sings well and wraps it all up with ace showmanship.

In the opening slot, dancer Johnny Coy contributed some clean-cut terping, with emphasis on multi-tap turns. The effectiveness of his dramatic routine about a terper's week-end was marred by faulty timing, limited space and a prosaic background.

June Bundy.

## Olympia Theater, Miami

(Wednesday, March 15)

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

It's a smooth-running well-balanced show this week, headed by Basil Rathbone, with a supporting bill of solid proportions.

It opened with Larry and Lynn, conventional cycling act, with the man on wheels and the girl, an attractive blonde looking pretty. Norman Brown, the dancing drummer, opened with a tap routine, went to work on the skins and closed with a neat job of tapping on the head of the big bass drum which is especially fitted with a wooden head to bear his weight.

Lois Lee, on third, has a well-trained voice, and got them from the start with *It's a Grand Night for Singing* (See *Olympia, Miami*, on page 52)

a tramp character peddling zany bikes while another lad and gal do their stuff straight. Williams's ork backed acts okay.

Pic, *Blonde Bandit*. Lee Zhito.

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## NIGHT CLUB REVIEWS

### Lookout House, Covington, Kentucky

(Monday, March 13)

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

Paul Gilbert, comic, and two classy supporting acts make for topflight nitery fare. Altho he starts slowly, Gilbert is a slick gagster. His material is fresh an' jammed full of parodies that keeps the audience alerted. Lures table sitters with a nifty psychiatry bit before shooting across prize impressions, including one on Hopalong Cassidy and a death-cell inmate, and a wealth of smart gags to keep patrons howling. Turned in an adroit balancing stint for a sock closer and left 'em wanting more.

Johnson and Owen, horizontal bar turn, caught on immediately with neck-risking corkscrews, full and half-gainers and flying wizardry which merit constant mits. Their one-and-a-half somersaults, done in unison and with one lad settling in the lap of the other on the bar, garnered terrific applause. Show's fast pacing doesn't suffer from their efforts at setting and striking their paraphernalia.

Lawrence Brooks and Victoria Sherry, engaging duo, match powerful pipes with sage song selection to grab hushed audience attention. Sport perfect phrasing and diction in a duet on *There's No Tomorrow* for an outstanding opener, despite a faulty mike. When they go it alone, however, the pace and general freshness of the turn sloughs off, with the lad showing to a bit better advantage than his smartly attired blonde partner. Their *Showboat* medley, *Why Do I Love You?* and *Only Make Believe*, stopped diners' eating completely, as did Brooks's *Donkey Serenade*. Won long palm counts for their efforts.

The attractive and talented Arden-Fletcher Dancers (8) lend charm with precision parading on three numbers that found big audience reception. Bob Cantell, obviously nervous, handled the background vocals, but wasn't as lucky as the gals. Does only a fair job with the difficult musical selections with which he associates himself.

Bob Snyder's ork is still cutting solid show and dance music. Evan Selby, piano, and Chet Norwood, singing pianist, hold forth in the Wonder Bar. *Bob Doepker.*

### Circo's, Hollywood

(Friday, March 10)

Capacity, 460. Price policy, \$1.50 cover week nights, \$2 Saturdays. Shows at 9:30 and 12. Owner-operator, H. D. Hover. Press, James Byron. Estimated budget last show, \$4,000. Estimated budget this show, \$4,000.

Radio-disk-cafe balladist Jerry Wayne offered a pleasant earful in his local nitery debut. He revealed a warm and winning personality with his informal platform manner, and easily sold his songs with a soothing voice and sincere approach. Selections included *The Dickey Bird Song*, *You Call Everybody Darlin'*, *Roomful of Roses*, *You Can't Be True*, *She Wore a Yellow Ribbon*, *September Song* (self-accompanied on the guitar), a tongue-in-check treatment of *A Man Could be a Wonderful Thing*, *Talk of the Town*, a soft-shoe turn on *Silvery Moon* and *Melancholy Baby*. He closed with specially prepared lyrics for *Warsaw Concerto*.

*Concerto* proved dull compared to the brighter forerunners, hence a poor choice for a wind-up. Wayne's cafe repertoire could use special material to give his work more punch.

Nappy Lamare's Dixieland combo excited the ear with its Delta rhythms. Dick Stabile's ork provided smooth terp tunes. *Lee Zhitto.*

### Macombo, New York

(Tuesday, March 14)

Capacity, 90. Price policy, \$3-\$4 minimum. Shows at 10, 12 and 2. Operator, Joey Kaufman. Booking, non-exclusive. Publicity, Simmons Brothers. Estimated budget this show, \$1,800.

For a small spot the budget runs to a high figure. The op plans on enough turnover biz to get him off the nut, and the two Maxies, Rosenbloom and Baer, are the lure to bring them in. On the night caught, biz was fairly good, both in the main room as well as the bar, and the ops said it has been holding up since the boys opened.

Baer and Rosenbloom do a completely new act since last caught. They now do parodies on pops and standards, throwing in chatter for studied ad lib effects. Rosenbloom is still the comic of the team, tho Baer tries awfully hard. The latter's contribution, however, is mostly a muscular flexing of his huge torso, a condition that can prove very dull after a few minutes.

Roy Sedly opens and gives a Club 18 touch to the proceedings. His heckle bits and satirical pikes warm 'em up in good style. Muriel Kirz and her husband, Buddy Boylan, do a fair duet job on pops and standards. Their most intriguing was a Yiddish version of *Baby, It's Cold Outside*. The latter could be amusing but not to an audience that doesn't know the language. And on show caught, the audience obviously didn't. Gordon Andrews plays the 88 for the show. Milt Sherman hits the keys for the lulls. *Bill Smith.*

### Shelburne Lounge, New York

(Thursday, March 16)

Capacity, 200. Prices, \$2.50-\$3.50 minimum. Operator, Hotel Shelburne. Booking, MCA. Publicity, Kurt Hofmann. Estimated budget this show, \$1,500. Estimated budget previous show, \$1,500.

The comparatively new, room is becoming real competition to the older established intimate clubs further uptown. If its shows are any criterion, competition has something to worry about. Current bill has Phil Leeds, Paul Villiard, Monica Boyer and Eddy Manson, backed by the Cy Coleman group and emceed by Norman Wallace. It makes a well-balanced entertaining package which registers most of the way.

Phil Leeds, in his first cafe date in years, has improved remarkably. He handles many lines in almost a throwaway fashion, but they are intelligent lines the hep audience here appreciates. His songs, however, don't measure up to his dialog. But all in all he's a sharp and smart comic.

Paul Villard's Gary Cooperish delivery of songalogs, self-accompanied on an accordion, are as listenable as ever. He's added some moving poems to his routine that make him more effective than ever.

Monica Boyer's sultry song selling of novelties is a pleasant good change of pace in a show devoted to the smart and esoteric. She looked good and sold for solid returns.

Eddy Manson's harmonica work included bright tunes mixed with long-hair and novelties with a beat. Backed on the 88 by Margery Wells (Mrs. Manson), the lad turned in a pleasant and effective job.

The Cy Coleman group (Coleman on piano) is rapidly becoming one of the best show-cutting outfits around. The boys are all young and work with an infectious enthusiasm. Norman Wallace's emceeding is pleasant and unobtrusive. *Bill Smith.*

## Follow-Up Review

**LATIN QUARTER, NEW YORK:** Will Mahoney, bac' in Stern show-biz after a 15-year absence, mostly in Australia, still does a big-time act. His hard, drum-like taps are as sharp as ever. His hammer-hoofery atop the xylophone is still eye-catching, his topple-stagger falls build up as skillfully as ever. It is doubtful, however, if the present day Mahoney, working to an entirely new generation, is strong enough to hold down a key spot in a mass nitery where buyers have been accustomed to top comics. Mahoney's derby bits, and other well contrived things are top-drawer stuff. The big laughs, however, are not there.

### "Carmen" NSG

Lou Walters attempted an ambitious project. He boiled down Bizet's *Carmen* to a 10-minute production, putting Ernestine Mercer in the chief role. Miss Mercer is a well-stacked lady of many parts, some of which she displays with a good abandon. But a *Carmen* must have attributes other than physical to carry the role with authority. Miss Mercer sings commendably in the low and middle register. *Carmen*, however, requires a lot of high notes most of which were obviously too high for her. Her dancing also high-lighted her ineptitude. While music can be scored differently, there's little to be done about her dancing. After the new production has run a couple of shows it will run smoother. Walters is too good a showman not to make changes. The Spanish dancers, part of the regular LQ show, played their parts admirably. The rest of the show holds over. *Bill Smith.*

### OLYMPIA, MIAMI

(Continued from page 51)

ing. Followed thru with *Some Enchanted Evening* and *My Hero* to solid applause. Encored with *Las Chiapanecas*, the audience participating in the hand-clapping bit.

Rathbone had a tough job following her, but his smooth, suave manner soon had them eating out of his hand. Commencing with a few anecdotes, he carefully interspersed two poems and a bit from *Romeo and Juliet* that for sheer class and recitative quality has seldom been equaled here. Had to beg off with a neat bit directed to two youngsters sitting in the front row which was very effective.

Sammy Walsh emceed the bill and closed the show with about eight minutes of his regular routine. House was crowded opening show, and Walsh drew a good hand.

Pic, *Blue Grass of Kentucky*.  
*Art Green.*

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## HOWARD & WANDA BELL

Currently appearing Bellevue Casino, Montreal, Quebec. Opening March 27, April 8, Shoreham Hotel, Washington, D. C. Thanks, Miles Ingalls, Hans Lederer.

Recent Engagements  
Cavalcade of Bands TV Show  
Ed Sullivan Toast of the Town TV Show  
Palace Theatre, New York, N. Y.  
Henry Grady Hotel, Atlanta, Ga.

Olympia Theatre, Miami, Fla.  
Chase Hotel, St. Louis, Mo.  
Thunderbird Hotel, Las Vegas, Nev.

Management—MCA

## "Kate" Chants No Lenten Blues

NEW YORK, March 18.—The Stem may be singing its annual Lenten and income-tax-doldrum blues, but it wouldn't appear that Messrs. Saint Subber and Lemuel Ayers are feeling a b.-o. bite. As of Tuesday (14) a reporter dropped in at the Century Theater and found *Kiss Me, Kate* still packing the house to the seams with the exception of one upper box—an item which should give the producers no financial headache. And Tuesday night, incidentally, had co-star Alfred Drake out of the show and an understudy in the male lead singing slot. There is no question that after 13½ months of solid playing, *Kate* still packs its opening night wallop.

It all goes to prove that when a group of real theater experts club together on a job an indefinable hit potential, born of long experience, gets into the works. To begin with, Cole Porter came up with his best score and lyrics in years. Sam and Bella Spewack manufactured a merrily serviceable musical book. There is nothing novel to their play-within-a-play approach or in a conceit about a divorced-but-still-loving acting couple breaking in a revival of *Taming of the Shrew*. But tricked out with an occasional bow to the Bard, the inclusion of a couple of comic stage-struck mobsters, brilliant tunes and lyrics and top-flight specialty dancing, it gives ample framework for two hours-odd of frolicsome nonsense. In addition, John Wilson fitted all the elements together with consummate skill and rallied a cast capable of giving it the best of show-casing. The combination was a natural for the smash bracket.

### Keeps Up Pace

So after 500 performances *Kate* comes across with all the freshness and gayety of opening night. Patricia Morrison feuds, sings and relents as delightfully as ever, and Lisa Kirk continues to be an enchantingly innocent, true-to-you-in-my fashion baggage. Harold Lang is still one of the theater's most agile steppers and can now even give a reasonable facsimile of making with a song. Harry Clark and Jack Diamond, those amiable thugs, without whom the plot would go to pieces midway of the first act, are still stopping the show with their *Brush Up Your Shakespeare* number. And finally—as of last Tuesday night—there is the performance of understudy Ted Scott.

A reporter had never seen or heard young Scott before, altho he has filled in at the lead slot some 27 times since joining the troupe for his first Broadway chore last June. While he hasn't Drake's vocal power or his sharper comedy timing, he lacks nothing that experience won't remedy, and has a fine, ingenuous aptitude for foot-light salesmanship. Over-all, he is a happy choice as a substitute and has everything to go far song-and-dancer wise on his own.

Bob Francis.

## ROUTES Dramatic and Musical

Ballet de Paris (Cass) Detroit.  
Ballet Theater (Tower) Atlanta 21.  
Blackstone (Shubert-Lafayette) Detroit 20-22.  
Borschtcapades (Blackstone) Chicago.  
Brigadoon (Playhouse) Wilmington, Del. 20-22; (Community) Hershey, Pa., 23-25.  
Cornell, Katharine (Home) Oklahoma City 22; (Melba) Dallas 23; (Worth) Fort Worth 24-25.  
Cry of the Peacock (Shubert) New Haven, Conn., 23-25.  
Death of a Salesman (Hanna) Cleveland.  
Diamond Lil, with Mae West (Music Hall) Kansas City, Mo.  
Harvey (Auditorium) Memphis 23-25.  
Hayes, Helen (Shubert) Philadelphia.  
Kiss Me, Kate (Shubert) Chicago.  
Lend an Ear (Brianger) Buffalo 22-25.  
Mad Woman of Chailot (Erlanger) Chicago.  
Man Who Came to Dinner (Metropolitan) Seattle.  
Mr. Roberts (Colonial) Boston.  
Oklahoma (Poohe) New Orleans 20-25.  
Philadelphia Story (Biltmore) Los Angeles.  
Private Lives (Harris) Chicago.  
Skinner, C. O. (Wilbur) Boston.  
Street Car Named Desire (Palace) South Bend, Ind., 22-23.

## Sides and Asides

### Centralized Convention Tic Service Set

To make Stem legit tickets more accessible to visiting firemen, activities of the Convention Theater Ticket Service (CTTS) will get under way March 27 at 11 East 44th Street. Warren P. Munsell will be in charge. CTTS is organized by the Committee of Theatrical producers (CTP) and the League of New York Theaters (LNYT) on a non-profit basis. CTP is represented in the joint set-up by Irene Selznick, Richard Rodgers, Kermit Bloomgarden and Herman Shumlin. LNYT representatives are Lee Shubert, Louis Lotito, Herman Bernstein and James Reilly.

### Equity To Ponder Silo Report

Equity council will ponder a report from a committee which has been investigating various phases of summer stock at its weekly meeting March 21. Meanwhile, silo managers are jittery at a proposed hike by Equity of weekly rehearsal expense money from \$20 to \$30. The managers are looking to eliminate package deals by having stars and their companies rehearse five days at every stand.

### Wing Sets Easter for Antoinette Perry Awards

The American Theater Wing has set Easter night for the fourth annual Antoinette Perry Awards. Presentations will be made to winners in 15 categories for outstanding contributions to the theater during the past year at the regular subscription dinner to be held in the Waldorf-Astoria ballroom. Members of the wing's board of governors are the judges in making the awards, which are in honor of the late Antoinette Perry.

### "Wedding" Slices Its Cake

Backers of "Members of the Wedding" should be happy. Checks for a final pay-off on the original production nut of \$75,000 were mailed out March 11. Hereafter they are on the melon vine. What is more than amazing in these high-bracket times is that it took "Wedding" only nine-and-a-half weeks to get its money back.

### Sullivan Takes Over Joy Role

Francis L. Sullivan will fly up from Bermuda this week to take over Nicholas Joy's role in "Caesar and Cleopatra" for the Actors' Fund benefit March 26. He will continue to pinchhit for Joy while the latter is on a pic commitment in South America.

### "Liar" Rehearsals Postponed

The Alfred Drake-Edward Eager musical adaptation of "The Liar" will skip its skedded practice session in New Haven, Conn. Current schedule calls for a Philadelphia unveiling April 17, with New York the base thereafter, beginning May 8. Producers Dorothy Willard and Thomas Hammond have set back rehearsals, which were to have started last week, to March 27.

### "Love" and "Caesar" To Close for Dog Days

Both "I Know My Love," at the Shubert, and "Caesar and Cleopatra," at the National, New York, will shutter for the summer June 3. "Love" will reopen in September prior to a road trek. After a tour ending in the spring of '51, the Lunts will take the Behrman opus to London. A similar road trek is planned for "Caesar," after a limited New York September reopening. However, while Cedric Hardwicke will return to the title role, Lili Palmer is skedded to switch to the new John Van Druten play, "Bell, Book and Candle." Producers Aldrich and Myers are seeking the services of Paulette Goddard as a replacement for next fall.

### Holy Week Lay-Off for "S. P." and "Roberts"

"South Pacific" and "Mister Roberts" will suspend performances during Holy Week. "Pacific," however, will give a special performance April 2 in place of its regular April 10 showing, in order to permit Ezio Pinza to appear on radio on the later date. Mary Martin skeds a Beruma vacation for the lay-off.

### Film House Books Legits

ATLANTIC CITY, March 18.—The Warner Theater, Boardwalk movie temple, will again be available for legit bookings this season. A. J. Vanni, local movie chain manager, has already booked in *Brigadoon* for the week of June 18. Last year the movie house brought in *Oklahoma* and *Harvey* for pre-season engagements to good returns. The house was renovated last year to provide for full-scale legit productions. While Vanni does not intend to convert the Warner completely into a legit showcase, he figures on rolling up the screen for several weeks during the summer season for road shows. Attempt to create a standard legit theater here, both on Steel Pier and in Convention Hall, has been no financial go in recent summers.

### CC OK's W. Hartford Legiter

HARTFORD, Conn., March 18.—The directors of the West Hartford Chamber of Commerce have endorsed the plan to locate the Frank Lloyd Wright-designed legitimate theater in West Hartford. The endorsement is based on the report of a committee which met with representatives of the Wright theater group. Among those interested in the project are Paton Price, of Hartford, and Kirk Douglas, actor. Price has assured

## B'dway Mourning Brock Pemberton

Broadway is echoing the sentiment of Bert Lytell, expressed at the funeral of Producer Brock Pemberton March 14: "We actors have lost a kind and considerate employer and the theater has lost a great and gentle man." If anything, the tribute is an understatement of a career of 30 years' faithful attendance and rugged championship of the fabulous invalid. No project was to big or too small that concerned the theater's welfare, but found him militantly in the front rank to battle for it. His was a place that will not soon be filled. The theatrical profession and all who work with it mourn his loss.

Brock Pemberton died March 11 at his home on 455 East 51st Street, New York, of a heart ailment. He was 64 years old.

the committee that ample provision would be made for off-street parking regardless of which local site may finally be selected for the project. He also assured that the building would be adapted to the chosen site to make for complete harmony with the surrounding area.

## Tent Operetta Plan Readied

(Continued from page 3)

ure Island attraction for a 10-week season closing tonight (18).

The Terrell-Lawrence Schwab musical circus unveiled here January 9 to general local pessimism except on the part of the producers. However, while no accurate figures are available, results appear to have exceeded even the latter's expectations.

The original tent lay-out called for 13 rows of seats surrounding the center stage. But after the first week attendance called for the addition of pews to bring capacity up to 1,050. With over half the seats pegged at a \$3 top and the remainder at \$2.40 and \$1.50, the venture has proved something of a bonanza. Terrell is enthusiastic in regard to future plans. At present he is visualizing a tent tour for his closing production, *Showboat*, and its predecessor, *Annie, Get Your Gun*. However, at this stage the notion is predicated on several factors. Richard Rodgers and Oscar Hammerstein II have been partial backers of the Terrell-Schwab venture here. Both are deeply interested in reaching new musical and operetta audiences, heretofore inaccessible, because of lack of local theater facilities. The plan calls for a sort of Howard Johnson business set-up, with locally controlled operation, but with talent, production, promotion, etc., supplied by Terrell and his associates.

Terrell admits that there are obvious clinkers to be ironed out before embarking on such an undertaking. The selection of a proper tent is of vital importance because success of under-canvas operetta projection depends on the proximity of audience to cast. A top that is too large destroys intimacy, whereas one too small lacks the capacity to make an operation profitable. New idea that it is, it is a problem to be solved by trial and error. He believes that his past experience has solved it.

Local economies, Terrell points out, can be effected without detracting from the quality performance. At Treasure Island, for instance, stage-wise students of the University of Miami were hired for walk-ons and ensembles, and jumped at the opportunity to get the experience. In most localities, he believes, there are sources of this sort to be tapped.

Currently, Howard Reinheimer, who handles legal matters for Rodgers and Hammerstein as well as for Terrell and Schwab, is exploring the feasibility of putting the plan into effect.

However, whether or not the touring set-up becomes a reality, Terrell will open his Lambertville summer stand again June 3.

He is comparing bids for a new and larger tent, submitted by the U. S. Tent & Awning Company and the O'Henry Tent Company, both of Chicago, and another from the Smith Manufacturing Company, Dalton, Ga.

Another season here is set to unveil January 9, 1951, for a 15-week run. Both schedules signpost ample evidence of the success of the Terrell legit-in-a-tent gimmick and a potential for other producers to go and do likewise.

### Fleshers Boom in Sydney

SYDNEY, March 18.—The legit and flesh boom here continues with all shows playing to full houses. Vaude is the dish at the Tivoli, the *Hypnotist* program fills the Empire and *Oklahoma* is a week-ahead sell-out at the Royal. Ticket demand has been in that bracket for months. At the Palace, where *One Wild Oat* has been showing for five months, demand is not as heavy but each night sees the house-full sign by curtain time. Producers of all flesh shows claim there seems to be no slack-off indicated and every production put on is still packing them in when it is due for replacement.



## BROADWAY SHOWLOG

Performances Thru  
March 18, 1950

### DRAMA

All You Need Is One Good	Opened	Farfs.
Break (Mansfield)	2-9, '50	36
Armour of Light (Blackfriars)	2-23, '50	21
As You Like It (Cort)	1-26, '50	60
Caesar and Cleopatra (National)	12-21, '49	100
Come Back, Little Sheba (Booth)	2-15, '50	37
Death of a Salesman (Morosco)	2-10, '49	460
Detective Story (Hudson)	3-23, '49	412
I Know My Love (Shubert)	1-12, '49	158
Mister Roberts (Alvin)	2-18, '48	523
Now I Lay Me Down To Sleep (Broadhurst)	3-2, '50	20
The Cocktail Party (Henry Miller)	1-21, '50	63
The Consul (Barrymore)	3-15, '50	5
The Devil's Disciple (Royale)	2-20, '50	32
The Happy Time (Plymouth)	1-24, '50	60
The Innocents (Playhouse)	2-1, '50	94
The Man (Fulton)	1-19, '50	60
The Member of the Wedding (Empire)	1-5, '50	84
The Velvet Glove (Booth)	12-26, '49	96

### MUSICAL

Arms and the Girl (46th Street)	2-2, '50	32
Gentlemen Prefer Blondes (Ziegfeld)	12-8, '49	116
Kiss Me, Kate (Century)	12-30, '48	306
Lost in the Stars (Music Box)	10-30, '49	140
Miss Liberty (Imperial)	7-15, '49	263
South Pacific (Majestic)	4-7, '49	396
Texas, L'il Darlin' (Mark Hellinger)	11-25, '49	132
Where's Charley? (St. James)	10-11, '49	600

### ICE SHOWS

Howdy Mr. Ice (Center)	5-16, '49	306
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### COMING UP

(Week of March 20)

Great To Be Alive (Winter Garden)	3-23, '50
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### CLOSED

Tobacco Road (48th Street)	5-6, '50	8
Touch and Go (Broadhurst)	10-13, '49	176

## French Alter 'Annie' With Expo Feature

PARIS, March 18.—Maurice Lehman, operator of the government-subsidized Chatelet Theater here, has made several alternations in the French version of *Annie, Get Your Gun*, which he is presenting under the title of *Annie, Du Far West*.

The most radical revamping job has been done on the final scene of the first act, in which Lehman uses a background with the Eiffel tower

## Lighthouse Players Revive 'Kind Lady'

NEW YORK, March 18.—For on reason or another, a reporter never got to see the Lighthouse Players in action until this week. The Lighthouse Players are a group of blind, amateur actresses who put on plays with a professional touch in the little theater housed by the New York Association for the Blind on East 59th Street. This week, their offering was a revival of Edward Chodorov's old melo, *Kind Lady*.

*Lady* is a wonderfully atmospheric chiller which piles terror on terror, while nothing untoward actually happens. It needs the sharpest kind of interlaying to build it to its hang fire climaxes. Obviously, a Lighthouse production is not to be judged by such standards. But it is absolutely amazing to watch the results obtained by half-a-dozen totally blind actresses, even when aided and abetted by the efforts of as many "seeing" guest actors. Except for an occasional slight hesitancy or fumble for a prop, no pew-sitter is more than occasionally conscious that every character on stage doesn't see as well as another. As a matter of fact, these handicapped players have one tremendous advantage over their seeing sisters, since every rehearsed step and gesture must be rigidly adhered to. Overplaying is therefore practically impossible, and restraint is the watchword.

Margaret Foley, a veteran member of the group, did exceedingly well by the difficult chore of the kindly spinster victimized by the lively crooks. Sarah Rae was excellent as the harpyish, cockney member of the gang, and Lillian Hillman contributed a good portrait of the loyal maid. On the male assistance side, Bruce Hall was properly, restrictedly, sinister as the No. 1 crook, and Dan Keyes gave him a solid assist as the mob's muscle man. A reporter suspects that a mighty staging effort stemmed from director Ramsey Burch. It must be a tremendous problem to map out a matter like *Lady* with 50 per cent of the cast relying on touch and sound to keep them in their respective grooves. It was a splendidly able job.

Make no mistake about it. These Lighthouse Players are something to see. They very evidently play for the love of it, and take their work seriously. It is worth any pew-sitters' while to go and watch them at it.

Bob Francis.

and the Champs du Mars, site of the Paris Exposition of 1900, as a setting for a tabloid performance of the Buffalo Bill Wild West Show, which was a feature attraction at the 1900 fair.

Appropriately enough, Lehman is using two elephants from the Bouglione Bros.' Circus, which is playing the indoor season at the Cirque d'Hiver, in his scrambled version of the Irving Berlin musical. The Bougliones for many years riled rival French circus operators by touring with their circus which they flamboyantly billed as *Stade Capitaine Buffalo Bill*. Bouglione lithos were a marvelous facsimile of genuine Buffalo Bill posters, but the Bouglione Buffalo Bill resembles a Spanish Don and the show's redskins were black.

During the course of the International Exposition of Paris in 1937, he inveigled the French government into bringing over the entire troupe of Rockettes from the Radio City Music Hall for one brief performance at a big gala show tendered gratis by the French government to high exposition and diplomatic personages. The girls were not only winned, dined and shown all the high spots of Paree, but were provided with escorts of French-speaking English chorines and showered with souvenirs and gifts—all paid for by the French government.

## Broadway Review

### THE CONSUL

(Opened Wednesday, March 15)

#### BARRYMORE THEATER

A music-drama by Gian-Carlo Menotti. Staged by the author. Settings by Horace Armistead. Costumes by Grace Houston. Choreography by John Butler. Musical director, Lehman Engel. General manager, Chandos Sweet. Stage manager, David Kanter. Press representatives, George and Dorothy Ross. Presented by Chandler Cowles and Efram Zimbalist Jr.

John Sorel.....Cornell MacNeil  
Magda Sorel.....Patricia Neway  
The Mother.....Marie Powers  
Chief Police Agent.....Leon Lishner  
First Police Agent.....Chester Watson  
Second Police Agent.....Donald Blackey  
The Secretary.....Gloria Lane  
Mr. Kofner.....George Jongeyans  
The Foreign Woman.....Maria Marlo  
Anna Gomes.....Maria Andreassi  
Vera Boronell.....Lydia Summers  
Nika Magadoff.....Andrew McKinley  
Assan.....Francis Monachino  
Voice on the Record.....Mabel Mercer

In the meshes of consular red-tape humanity and its individual problems become a procession of numbers and cases, with its hopes on interminable file. Such is the theme of Gian-Carlo Menotti's newest music-drama, *The Consul*, and the composer-dramatist has developed it to a climax of vivid tragedy. In retrospect his *Medium* of a couple of years back seems but a sign-post for this one. *Consul* is a real experience in the theater, and there isn't the slightest doubt about the line-up that's going to be forming at the Barrymore box office.

Like *Medium*, *Consul* is hard to classify. Technically, opera is the word. But it also has a plot that could stand on its feet without musical aid, and it stresses its drama frequently to a point where the singing and accompaniment seem completely secondary. Since obviously the latter is not so, it adds up to a consummate combination of projection. To one pew-sitter's ear, Menotti's score is too strident in general pattern with over-emphasis percussion-wise, but it has fine moments when really lovely melodic themes are allowed to creep in. In any event, the score exactly fits the dramatic requirements of each situation. Menotti's own description of his work as "musical-drama" is exactly right.

The focal point of *Consul* is the frantic effort of the wife of an escaped underground patriot to follow her husband across the border of an unnamed European country. Due to ensuing clogs in the machinery of cold-blooded bureaucracy, she is hounded by secret police, her baby dies of starvation and her mother-in-law finally succumbs.

In a futile attempt to prevent her man from returning to join her she kills herself. However, hers is only the highlight of the human tragedies which swamp Menotti's consular waiting room: An old man seeking his homeland, a woman in living terror of being sent back to hers, a mother desperately trying to reach a sick daughter, a hammy actor brazenly attempting to find a happier spot—a whole poignant cross-section of baited humanity. Their individual frustrations add up to a rueful picture of the state of the world, but they make theater which often puts a pew-sitter on the edge of his seat.

Menotti must get full credit for splendid staging of his own work and for the selection of a superb cast. As might be expected Marie Powers, who scored so strikingly in *Medium*, is excellent as the mother. However, this time it is a comparative newcomer, Patricia Neway, who carries off major laurels. As the hapless wife, Miss Neway combines a splendid voice with a beautifully shaded performance which will put her at the head of the class as a singer-actress. Likewise, Andrew McKinley's hammy actor is a complete standout, a small triumph both vocally and as a poignant character study. Others who contribute effectively are Cornell MacNeil, Leon Lishner, Gloria Lane, George Jongeyans and Maria Marlo. In fact every-

## Off-Broadway Review

### MALLARD RETIRES

(Opened Sunday, March 12)

#### NOLA STUDIO THEATER

A melodrama by Charles Fue. Staged by Robert Lauren. Sets by Edward Salamone and Robert Lauren. Company manager, Edward Salamone. Stage manager, Fredda Lauren. Press representative, Robert Lauren. Presented by Theater Showcase.

Neal Mallard.....Charles McDaniel  
Alec Drum.....Edward Salamone  
Patricia Mallard.....Marian Russel  
Quinn.....Eugene Lilly  
Mr. "Andy" Mallard.....Vincent Rourke  
Newton.....Sherman Severin  
Tessie Loweth.....Fredda Lauren  
Endicott.....Harold Anderson

With good intentions to serve as a market place for new plays and players, Theater Showcase puts out its initial foot with a melodrama by Charles Fue entitled *Mallard Retires*. However, good intentions are scarcely adequate where writing and producing are concerned.

Mr. Mallard retires, it's true, with a few well placed bullets by his son. But events leading up to his retirement are so weighty with crosses, double-crosses, triple-crosses and criss-crosses that the play takes on aspects of tick-tack-toe. Andy, the father, intends crossing-up his partner, Alec, on a liquor smuggling deal. But his son, who has run down and killed a milkman, steps in to cross-up papa to get a cut on 100G intended for bribery of a U. S. Customs officer. Partner Alec, meanwhile, in order to double-cross Andy, crosses the son and gets him locked in his room for his pains. Then Tessie and Newton, accomplices of Alec, decide to double-cross him and make off with the hush money for getting the liquor into the country. Not to be left out of this skulduggeryous fiesta Andy's (he's the father, remember) daughter, Patricia, double-crosses her brother, so she can double-cross her old man and his plans by marrying and running off with the family chauffeur.

#### Even Off Stage

As if matters aren't intersected enough by the cast, there's an off-stage gal who is giving the son the cross and demanding her hush money for witnessing the milkman's death. Also at the finale the U. S. officer crosses everyone, alive that is, by turning honest. From this state of confusion Marian Russel stands alone as having talent worth all the trouble. She's still not a polished actress, but certainly can be. For the rest, experience will help some, but one in particular among them, Vincent Rourke, who has had experience, should know that there's such a thing as stage presence and that no one can understand a play if he can't understand an actor. Edward Salamone would make a good movie gangster type.

The play is circa 1931; the writing, 1920. The setting shows little imagination but serves; also the direction.

Theater Showcase will have to present better wares before there will be many takers.

Dennis McDonald.

NEW YORK, March 18.—Singer Tony Bennett, ex-Joe Barry, jumped his price tag from about \$125 to \$750 on the basis of one shot on Robert Q. Lewis's TV show. Bob Hope, after catching the show, called CBS and asked for the kid to work one show with him at the Paramount Theater here Wednesday (15). Bennett, supposed to do one song, did five, and Hope hired him for his tour.

body connected with *Consul* adds to its impact.

Chandler Cowles and Efram Zimbalist Jr. are to be congratulated on another fine and sensitive offering. *Consul* will likely run as long as it takes its participants to obtain their visas—and from every angle that's a long time hence.

Bob Francis.

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 1926 S. Vermont Ave., Los Angeles 7, Calif.  
 221 Golden Gate Ave., San Francisco 2, Calif.

**Mich. Ops Join ATM Members'p**

DETROIT, March 18.—At a special meeting in the Variety Club rooms here Thursday (16), Allied Theaters of Michigan received applications from seven drive-in houses, which await ratification by the board of directors for final acceptance. A total of 17 drive-in representatives attended the special gathering of drive-in operators from Southeastern Michigan. Charles W. Snyder, Allied's executive secretary, called the meeting. Formal applications from the other three drive-ins for membership are slated to be filed as soon (See MICH. OPS on page 56)

**Southington Group In Court Appeal on Drive-In Approval**

SOUTHINGTON, Conn., March 18.—A number of property owners here have announced plans to appeal to the State Superior Court the granting of a State police certificate of approval to James A. Holmes, of this city, to build an outdoor motion picture theater.

It was disclosed that papers appealing the decision were to be filed by Attorney Joseph H. Tolberg at the request of the property owner. Hearings on the granting of the permit, which were conducted at State police headquarters, Hartford, Conn., were among the longest ever held. The first hearing started in January and was continued on two different occasions. Police Commissioner Edward J. Hickey, in issuing his finding, said that he found Holmes a suitable person to operate the theater and the location a suitable site. Holmes said that the theater would accommodate 800 cars. Estimated cost of construction has been set at \$100,000.

**Texas Spot Pacts Hillbilly Artists**

ARLINGTON, Tex., March 18.—Owners of the Downs Drive-In Theater, between here and Dallas, will build a new \$100,000 Drive-In west of this city. It will accommodate 650 cars. In-car heaters, which will be furnished with speakers during the winter, will be used.

Tim Ferguson, manager of the Downs, plans to book hillbilly performers there at least once a month. First in Thursday (16) were the Delmore brothers, Wayne Raney and Lonnie Glosson.

**LeWitt Forms Plans For Conn. Drive-In**

HARTFORD, Conn., March 18.—Brookie LeWitt, general manager of the Glackin & LeWitt Theaters, this week disclosed plans for construction of a \$100,000 drive-in theater on the Wilbur Cross Highway at Berlin, Conn., if a zoning change is permitted. LeWitt said that he has entered into an agreement to purchase the property for the drive-in, which is to have a 600-car capacity.

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**Magic**

By Bill Sachs

**LYNN LYNDEL**, formerly with **Rajah Raboid**, mentalist, and later in vaude and niteries with her own act, has turned agent, with offices in the Ziegler Building, Spokane. . . **Seymour the Magician**, with headquarters in Little Rock, Ark., is on tour of schools and Legion halls in Texas and reports business as fair. He recently worked a girls' basketball tournament in White County, Texas, for five nights, doing two to 10 minutes between halves each night. . . **Fred (Manipo) Harris** has signed to do his magic and Punch in the Ringling circus Side Show opening at New York's Madison Square Garden April 5. He's now resting at his home in Gaffney, S. C., after a sojourn in Florida during which he worked two weeks with **Claude Bentley's** Side Show on the James E. Strates Shows. . . **C. Thomas Magrum**, on the road since September 19 last, with not even a layoff during the holidays, is currently touring Virginia and the Carolinas, with Eastern Kentucky to follow. Writing from Danville, Va., under date of March 11, Magrum says: "Spent a few hours with **Mr. and Mrs. Wallace Lee** at Durham, N. C. Wallace has the entire **Jack Handy** collection of magic. The Edmar Magic Shop at Norfolk is coming alone fine. Recently met **Mr. and Mrs. Elmer Newman (Newdini)**, of Orange, Va., who are doing a bang-up job with their magic in that territory." . . . **Charles A. Dietrich** has moved his Assembly Attractions from Wynnewood, Pa., to Bedford,

**New York's Drive-In Law Amendment Up for Hearing**

**NEW YORK**, March 18.—An amendment to the city's zoning resolution, stating that in the future drive-in theaters would need the city planning commission's approval for a site permit, will be up for a public hearing Wednesday (29). Proposal grew out of an executive session of the commission here this week. The commissioners held that the step was necessary to avert traffic congestion and to protect the health and welfare of the city's people. Chairman **Jerry Finkelstein** and Commissioner **Francis J. Bloustein** said that they were concerned with

Pa., with **Fred Mowry**, of the latter city, in charge. **Dietrich**, former magician and musician, toured for years for the leading lyceum and chautauqua bureaus. He has operated his own school assembly business since 1911. . . At the first election held by Ring 106, International Brotherhood of Magicians, at the Essex House, Newark, March 8, **Ed Mischell** was elected president; **Leon B. Hughes**, vice-president; **Ted Collins**, of the Mecca Magic Company, treasurer; **Paul Schuette**, secretary, and **Virgil Anjos**, chairman of the board. **Ted Collins**, **Harry W. Kessel**, **Kenneth Joralemon** and **Leon Hughes** were named to the entertainment committee. **Kessel** was also selected to serve as Ring historian.

**BLACKSTONE** winds up the season at the Temple Theater, Saginaw Mich., March 31 to return to his Magic Farm at Colon, Mich. **Charles Velvin Turner**, who served **Blackstone** this season as assistant to the dean of American press agents, **George Alabama Florida**, beats unsteadily on his Corona to give us an inkling as to what great force it was that put **Blackstone** thru one of his best seasons. "**Lon B. Ramsdell**, that illustrious managing director and counter of the wampum for the **Blackstone** enterprises," writes **Turner**, "wrote you at the season's start telling you that **Blackstone** would tour aided by the greatest executive staff in theatrical history. How well it has functioned is attested by the route that has been played. Probably never in the ken of man has one star of the theatrical world given performances in so many State capitals and key cities as has **Blackstone** this season. You either lost **Lon's** letter in your waste basket or were afraid that some of his claims were more wishful thinking than facts. However, **Blackstone** started the season with at least one new record under his belt—he had the highest-priced top brass ever on tour with any single production. He had the oldest press agent both in age and in number of years in show business (**George Alabama Florida**), the only billing agent now on tour with a legitimate attraction (**Charles Velvin Turner**) and the reincarnation of the know-how general manager (**Lon B. Ramsdell**). Knowing **Lon** as I do, I can readily understand that he might have dazzled you with his Corona. However, knowing me, you must know that my shyness will stop me from telling even half of it." In his anxiety to relate how effectively the **Blackstone** brass department functioned, **Turner** neglected to report that perhaps **Blackstone's** great talent, personality and drawing power may have had something to do toward making for a successful season.

the number of drive-in theaters that might mushroom here.

At present there are two drive-ins operating under permits granted by the city license department. They are located at the Bronx end of the Whitestone Bridge and in Staten Island.

Under the proposed amendment, the commission may "in any use district" approve an application for a drive-in theater if, after public notice and hearing, the commission determines that the use of the building or premises for such purposes will not create serious traffic congestion; will not be detrimental to health and general welfare and complies with the master plan of the city. All applications would require Board of Estimate approval.

License Commissioner **Edward T. McCaffrey** said this week that **Ball Parks Movies, Inc.**, Brooklyn, had sought a permit to operate a drive-in theater at **Luna Park**, Coney Island. **McCaffrey** added that the Traffic Commission opposed the application, while the Coney Island Chamber of Commerce favored it.

The Board of Standards and Appeals has an application for a zone variance to permit the building of an open-air theater at **Cross Bay Boulevard** and **Shore Parkway**, Queens.

**McCaffrey** said that he was in favor of the new zone change offered by the city planning commission.

**Loew's Three Conn. Drive-In Spots Set For April 9 Debut**

**HARTFORD**, Conn., March 18.—The three drive-in theaters in Connecticut operated by **E. M. Loew's Theaters Circuit**, will reopen for the season April 9, according to **George E. Landers**, circuit's division manager here.

**Landers** also said that completion of an 800-car capacity drive-in theater, being built by the circuit at **West Springfield, Mass.**, is expected by May 1.

**Adams Selectmen Mull Drive-In Bid**

**NORTH ADAMS**, Mass., March 18.—Application for a license to maintain a drive-in theater, with an 800-car capacity, halfway between this city and **Adams** was received last week by the **Adams selectmen** from **Boylston Amusement Enterprises, Inc.**

The selectmen deferred action for one week so that details regarding the license and other information can be obtained by the town council. If the application is approved the drive-in would be the first in **Northwestern Berkshire**.

**MICH. OPS JOIN**

(Continued from page 55)

as their own boards take action. Similar meetings are to be held as rapidly as schedules can be worked out in other parts of the State. **Snyder** emphasized that the new set-up places the new members in the same classification as regular indoor theater owners, in accord with **Allied's** stated position favoring industry unity.

A special drive-in committee probably will be formed to deal with problems peculiar to the field.

**PHILADELPHIA**, March 18.—Altho the outdoor theater season is scheduled to get under way with the Easter week-end holiday, first in this area to bow will be the **Roosevelt Drive-In**, outside the city limits, which re-lights Thursday night (23).

**Burlesque**

By UNO

**GAYETY**, Detroit, reopened March 16 with burly and pix under the management of **Arthur Clamage** and **Morton Jacobs**, with **David King**, who moved over from the Avenue, as assistant manager, and **Frances Parks**, producer. Three-balcony house, dark for 11 years has been remodeled at a cost of 100G. Opening cast included **Billy Reed**, **Nona Carver**, **Norene Jeffries**, **Parker Gee** and **Annette**. The Avenue, operated by **Clamage** for 35 years in partnership with the late **Charles Rothstein**, will be demolished to make way for a new Civic Center. . . **Lory Mason**, parade girl at the Hudson, Union City, N. J., has been elevated to a strip-tease berth by Producer **Jack Montgomery**. . . **Jack Beck**, former manager of the now-closed **Gayety**, Baltimore, in conjunction with **Gus Flaig**, has returned to his former location, the Roxy, Cleveland, to relieve **Eddie Shaefer**, recently stricken ill. . . **Winnie Garrett** will headline at the Empire, Newark, beginning March 24. . . **Gene Wunder** has replaced **Mary Veanes** as chorus captain at the Grand, St. Louis, where new chorines are **Beatrice Bessell**, **Joe Mano**, **Pauline Epperson**, **Virginia Breedan**, **Betty Sheets** and **Josephine Shoellenger**. **Mary Veanes** has joined the line at the Rialto, Chicago. . . **Marcia Edgington** opened March 1 at the Burbank, Los Angeles.

**EVELYN SHELBY**, Hirst Circuit strip, and **Milton Hay**, of the Impressionaires, vaude act, were tendered a reception at the **Shelby** home in New York in celebration of their marriage March 19 in Jersey City. . . **Jay and Sadie McGee**, former burly principals and now theater managers for **Jack Kane**, have reopened the **Gayety**, Columbus, O., with a policy of burly and pix. Opening feature was **Ramona**. . . **Bobby Ray**, following a return engagement at the Mirror Room of Hotel Saco, Saco, Wyo., played two weeks at the Parrot Room of the Bates Hotel, Lewiston, Me. . . **Gloria Marlowe**, new strip on the Hirst Wheel, made her start thru **Frank Bryan** at the Casino, Boston, after parade girl work there and other local houses. . . **Dick Bernie**, comic, and **James Cavanaugh**, house tenor, tried out a new comedy skit at the Hudson, Union City, N. J., recently for a possible shot at television. . . **Bob Ferguson**, **Max Coleman** and **Mary Murray**, with the disbanding of their Hirst unit at the Casino, Boston, March 23, move to the Alvin, Minneapolis, where they open Friday (24) for two weeks. From there they hop to the Empress, Milwaukee, for four days. **Bob Lee**, straight man with the unit, joined stock principals **Walter Brown**, **Smokey Burns**, **Mary Jane Porter** and **Georgia Reese**, replacing **Bob Winkler**. . . **Art H. Moeller**, former burly theater and show manager on the major wheels, is now operating the Embassy Supper Club, Clinton, Tenn.

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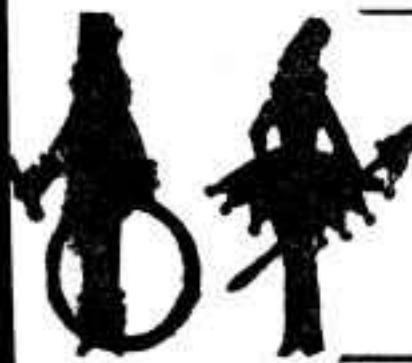
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# THE FINAL CURTAIN

**ARLISS**—Mrs. Florence, widow of the British movie star, George Arliss, March 12 at her home in London. Arliss, who died in 1946, and his wife appeared together in the movie *Disraeli*.

In Loving Memory  
**HAMDA BENN**  
Deceased March 27, 1943  
MRS. MABEL BENN and SON, LAWRENCE

**COIT**—Mrs. Estelle H. Davis, 82, former director of the Columbia University (New York) Laboratory Players and widow of Samuel Coit, actor, March 10 in New York. Widely associated with educational dramatics, she was a former president of the State Association of Elocutionists and authored *Shakespearean Nights* and *Voice and Speech Problems*.

**DE LA MOTTE**—Marguerite, 46, silent film star, March 10 in St. Francis Hospital, San Francisco, of cerebral thrombosis following an operation. She studied under Mme. Anna Pavlova and made her movie debut as leading lady for the late Douglas Fairbanks Sr., in *The Mark of Zorro*. Her last film appearance was with Harrison Ford in *Man's Woman*, in 1940. Survived by her brother, Joseph. Interment in the Show Folks of America plot, Mt. Olivet Cemetery, San Francisco.

**EVANS**—Lewis Powell, choir director, organist and baritone soloist, March 11 at his home in Ventnor, N. J. In 1934 he was co-director of a 2,000-voice chorus which sang at Madison Square Garden, New York. He operated the carillon bells during the New York World's Fair and Chicago's Century of Progress, and in recent years directed vocal groups in the Southern New Jersey area. Survived by his widow, Sarah; three daughters and two sons. Burial in Pleasantville, N. J.

**FARNEY**—James W., 41, magician, recently in Rock Island, Ill., of a heart ailment. Farney, who managed a Super Market in Rock Island, was a member of the Quad City Society of Magicians and International Brotherhood of Magicians. Survived by his widow, Helen; his mother; a daughter, Sharon Lee, and a son, James Eugene. Burial in Calvary Cemetery, Springfield, Ill.

**GASINK**—Roy S., 51, who formerly conducted the *Keep Warm Inside* program over Station KRUX, Phoenix, Ariz., March 5 in Papago Park Veterans' Hospital, Phoenix, of a heart ailment. He had also been a night club photographer. Survivors include a daughter, Mrs. Bettie Schmidt, society editor of *The Nogales* (Ariz.) *Herald*.

IN LOVING MEMORY  
Of My Dear Son  
**JACK "SMOKE" GRAY**  
Who died March 22, 1937.  
Sadly missed by  
**MOTHER**

**GUYOTTE**—Mrs. Blanche E., 58, ticket seller with various carnivals, March 3 in Elliott Hospital, Manchester, N. H., of a brain hemorrhage. Survived by a daughter, son and a nephew, Walter J. Bernard, showman and lecturer. Burial in Hooksett, N. H., March 5.

**HANAUER**—Morris, 63, known as Doc Black, formerly associated with M. J. (Mickey) Doolan, ride operator, March 11 in Los Angeles. Burial was in Showmen's Rest, Woodlawn Cemetery, Chicago.

**HEPBURN**—William, 64, past president of the Yorkton (Sask.) Agricultural and Industrial Exhibition Association and prominent livestock exhibitor, March 4 in Yorkton, Sask. Survived by his widow, three daughters and two sons.

**JULES**—Jacquinot (Mrs. James C. Landree), 64, radio organist, March 13 at her home in Richmond Heights,

Mo. She was the organist on Station KMOX when it began operating over 25 years ago, and the past 10 years she had been heard over KFUD, St. Louis, in *The Voice of the Harp* program. Survived by her husband, Dr. James Landree, a surgeon. Burial in Memorial Park Cemetery, St. Louis.

**KING**—M. Randall, infant son of Mr. and Mrs. Floyd King, in Macon (Ga.) Hospital March 12. Father is co-owner of King Bros.' Circus; mother, Vicki, is a former performer.

**KINSELLA**—William C., 84, former well-known trotting horse racer and exhibitor, March 11 in St. Vincent's Hospital, Bridgeport, Conn. Survived by a daughter, Helen, Bridgeport.

**KNOEPFLER**—John F., 63, veteran member of the International Alliance of Theatrical Stage Employees, Local 143, March 6 in St. Louis.

**LAMBERT**—Basil Garwood, 58, known professionally as Professor Lamberti, March 13 in Hollywood Presbyterian Hospital. He started in show business when he was nine, traveling thru the Midwest with a stock company. Later he became a trapeze performer and juggler with a circus. After studying music he became a member of the Cleveland Symphony Orchestra. Following service in World War I he toured vaude circuits with a xylophone act, later doing a comedy turn which brought him headline billing in top niteries and hotels. Among the films he appeared in were *Tonight and Every Night*, starring Rita Hayworth, and *Linda Be Good*, with Marie Wilson. Survived by his widow, Millie, a former ballet dancer, and two children, Michael and Ronnie.

**LOONEY**—Mrs. Mary A., mother of John J. Looney, novelty concessionaire with the J. C. Harlacker Circus, February 24 at her home in Brockton, Mass. She also leaves a daughter, Julia. Burial in Calvary Cemetery, Brockton, February 27.

**LOWE**—Mrs. Annie J., of the Stubblefields Trio, aerialists, March 9 in New York. Formerly in vaude as Myrtle Davenport, she was the first woman to do blackface song and dance. Later she married M. H. Lowe, acrobat, and they worked together in sketches and dances, subsequently developing an aerial trio which became a standard vaude and circus act. Her husband and two daughters survive. Burial in the National Showmen's Association plot, Kensico, N. Y.

**MANN**—Heinrich L., 79, novelist and brother of Thomas Mann, Nobel Prize winner, March 13 at his home in Santa Monica, Calif. Interment in Woodlawn Cemetery, Santa Monica.

**MARKLE**—Harold J., 42, showman thruout Southern Ohio for the past 15 years, March 13 in Somerville, O. Burial in Greenwood Cemetery, Hamilton, O.

**MATTERN**—Johannes Wolfgang, 41, former film director, March 5 in Woodstock, Ill. A native of Germany, he had been diplomatic co-ordinator of the First International Fair and directed many films in Europe. He also worked in Hollywood and was the author of a book on Nazi torture. His widow and two daughters survive.

**PECK**—Raymond, 73, former playwright and shepherd of the Lambs, recently in East Islip, L. I., N. Y. Best known for his books and lyrics, he counted among his shows *Paraders* and *Tom-Tom*, produced in Chicago, and *Castles in the Air*, *The Right Girl*, *The Rosemaid* and *The Vanderbilt Cup*. Broadway hits. Long active in many theatrical organizations, Peck held high posts in the Actors' Guild and the Actors' Fund of America, and was a member of the American Society of Composers, Authors and Publishers. In 1940 he became manager of the Percy Williams Home for Retired Actors. A nephew survives. Burial in Kensico Cemetery, Valhalla, N. Y.

**PEMBERTON**—Brock, 64, veteran legit producer and head of the League of New York Theaters, March 11 in New York. (See Legit Department for details.)

**RAIKES**—George, president of Station WMCK, McKeesport, Pa., March 6 in that city. His widow and daughter survive.

**RIGGAN**—David S., 69, former rep performer and pianist, recently in Sidney, O., of a heart attack. He had been with the R. H. & R. Players. Survived by a sister and two brothers. Burial in Petersburg, Va.

**ROBBINS**—Roland, 72, veteran theater manager, March 13 in Washington. Once the manager of the Keith vaude house there, he retired when the house switched to films. He returned to management, however, to assume a post with the Trans-Lux firm. His widow survives.

**RORK**—Mrs. Ida, 85, mother of Ernest A. Rork, of Ernest A. Rork & Son, Memphis music publishing firm, March 4 at her home in Paducah, Ky. She leaves two other sons, Robert, Paducah, and Joseph, Miami. Burial in Oak Grove Cemetery, Paducah.

**RUSSELL**—Charles, 70, former acrobat and member of the Glinseretti Troupe, a circus and vaude sextet of the mid-'20s, March 16 in New York. He leaves his wife, Maude; a daughter and a brother, Ernest, all of New York.

**SCANNELL**—Mrs. Margaret A., 50, wife of Austin J. Scannell, assistant publicity director of the Batten, Barton, Durstine & Osborn Ad Agency, New York, recently in that city. Two daughters also survive.

**SEGAL**—Samuel, 51, musician, March 11 in Madison, Wis., of a heart attack suffered during a concert by the Minneapolis Symphony Orchestra. He was substituting at the kettle drums for a sick colleague.

**SWEETMAN**—J. Howard, 74, brother of Jack Sweetman, circus drummer, recently in Circleville, N. Y. A civil engineer, he was at one time advance agent for Long Bros. *Uncle Tom's Cabin*.

**TENNIS**—Charles O., 86, former legit producer and booking agent, March 10 in White Plains, N. Y. As a youth he was an advance man with a circus, later managed road legit and in 1912 organized the Eastern Theater Managers' Association in New York. He booked and produced such shows as *When Dreams Come True*, *The Kiss Burglar* and *Way Down East*. During World War I Tennis managed shows for the army. A sister survives.

**WARFORD**—Claude, 72, composer, singer and music teacher, March 11 in Keyport, N. J. He wrote over 40 compositions, including *Dream Song*, *Earth Is Enough* and *Three Ghosts*, which were featured by such singers as Mary Garden, Ezio Pinza, Frieda Hempel and Reinold Werrenrath. Warford was a member of the American Society of Composers, Authors and Publishers. Two brothers survive.

**WILLIAMS**—William, 110, former medicine show owner and Civil War vet, March 8 in Chicago.

## Marriages

**ASHOR-CHEVALIER**—Rene Ashor, member of the adagio team of Lucienne and Ashor, and Janine Chevalier, at St. Marylebon, England, February 24.

**AUTRY-BARDO**—Dudley Autry and Barbara Bardo, both members of Gene Autry's touring rodeo, March 3 in South Carolina.

**BAKER-DANIELS**—Taft Baker, member of the Sun Valley Trio, and Jean Daniels, dancer and singer, recently in Ketchum, Idaho.

**BURDEN-HODGKINSON**—Hugh Burden and Joy Hodgkinson, legit players, March 4 in London.

**CRAWFORD-GOETZ**—Raymond Crawford and Mary Anne Goetz, dancer in *Kiss Me, Kate*, March 9 in Chicago.

**FISHER-NELSON**—Bob Fisher (Robert Musselman), of Fishers' Fearless Flyers and special agent with the Royal Crown Shows, and Evelyn Nelson, nonpro of Bloomington, Ill., recently in Folkston, Ga.

**FITZGERALD-GILBERT**—James Fitzgerald and Carolyn Gilbert, television performer with her own show on ABC-TV, March 6 in Chicago.

**HAY-SHELBY**—Milton Hay, of the Impressionaires, vaude act, and Evelyn Shelby, featured strip on the First burly circuit, March 19 in Jersey City, N. J.

**MILLS-MEREDITH**—Cyril Mills, English circus owner, and Mrs. Marie Meredith, nonpro, at St. Marylebon, England, February 14.

## Births

A daughter, Lindy Fay, to Mr. and Mrs. Johnnie Hines recently in Wichita, Kan. Father is former manager of the Athletic Show on the Twin City Shows.

A daughter to Mr. and Mrs. David Alexander February 21 in New York. Father is the legit director, now represented on Broadway with *Alive and Kicking*.

A son, Mikeal, to Mr. and Mrs. Earl Pardo recently in Bloomington, Ill.

A son, Daniel Aaron, to Joyce and Wally Gluck February 9 in Buffalo.

A daughter to Mr. and Mrs. Moulton Kelsey February 14 in Chicago. Parents are featured on WGN's *Coffee With the Kelseys*.

A daughter to Mr. and Mrs. Ted Mills February 7 in Chicago. Father manages National Broadcasting Company TV programs there.

Twin sons to Mr. and Mrs. Sammy Nestico February 13 in Pittsburgh. Father is with Baron Elliott's ork.

Twin sons to Mr. and Mrs. Duane Peterson February 18 in Des Moines. Father manages KRNT Radio theater there.

A son, Peter, to Mr. and Mrs. Phil Hale recently in Hartford, Conn. Father is Hartford sales manager of Station WKNB, New Britain, Conn.

A daughter to Mr. and Mrs. Reginald Smith February 10. Father is an organist and is heard over Station WENY, Elmira, N. Y.

A daughter to Mr. and Mrs. Thomas Renault (the Renos), carnival troupers, recently in St. Joseph's Hospital, Hot Springs.

A daughter, Jonna Jay, to Mr. and Mrs. John J. Sullivan February 20 in Faulkner Hospital, Jamaica Plain, Mass. Father is a Boston theatrical press agent; mother is a dancer.

A son to Mr. and Mrs. Hal Ferrin February 20 in Atlantic City. Father is musical director of the Haddon Hall Hotel, Atlantic City, mother is the former dancer, Jean Moorhead.

A son to Mr. and Mrs. Howard Sinnott February 25 in New York. Father is head of the General Artists Corporation's one-nighter band department in New York.

A son, Stephen Anthony, to Mr. and Mrs. Robert Neil Martin, February 26 in St. Luke's Hospital, Bluefield, W. Va. Parents were formerly with the Mighty Page Shows.

A son, Alan Stephen, to Mr. and Mrs. Louis Rosenberg, February 24 in Magee Hospital, Pittsburgh. Father is owner of the Triangle Poster Company, Pittsburgh.

A daughter, Patricia Esther, to Carolyn and Lucky Thomas recently in Forest Hill, La. Father is co-owner of the Lucky Shamrock Shows.

A son, Ron Lee, to Mr. and Mrs. Jack Mills recently in Creston, Ia. Father is music director and production manager of Station KSIB, Creston.

A son, Danny Joe, to Mr. and Mrs. Ted Griffen recently in Creston, Ia. Father is a continuity writer and salesman with Station KSIB, Creston.

A daughter to Mr. and Mrs. Paul Draper March 6 in New York. Father is the dancer; mother is the former ballerina, Heidi Vosler.

A daughter to Mr. and Mrs. Jack Gardner March 9 in Van Nuys, Calif. Father is chief announcer at KLAC.

A daughter to Mr. and Mrs. George Kravitz March 12 in New York. Father is a flack.

A daughter to Mr. and Mrs. Sherman Loudermilk March 9 in Santa Monica, Calif. Father is TV's Cowboy Slim.

A son to Mr. and Mrs. Tommy DeSimone March 10 in Philadelphia. Father leads the musical unit at the Cynwyd (Pa.) Lounge.

A daughter, Ivy, to Mr. and Mrs. Larry Penzell March 13 in New York. Father is a flack.

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

## Canada Burns Tax, D. C. Fiddles

### Ontario Cuts Benefit All Showbiz Ops

Some Savings 50%

(Continued from page 3)

to nearly \$3,000,000. This sum is in addition to scheduled grants.

Amusement ops had sought reductions in the tax for the past several years. However, the purpose to which the money was put effectively restricted the forcefulness of their demands in the interest of good public relations.

#### Big Savings for Carnies

Outdoor ops stand to reap the greatest benefit because of the tremendous kid patronage catered to in the now tax-free bracket. J. W. (Patty) Conklin, major op whose interests include the fun zone at the Canadian National Exhibition (CNE), said the tax cuts would mean at least a 50 per cent saving to everyone in the carnival business.

Premier Frost said that the tax reductions were designed to benefit everyone attending theaters, games and places of amusement. "The reductions are given with the distinct understanding that the benefit must be passed on, in total, to the public," he said. "Already we have letters from the majority of the theater operators in the province undertaking to pass this tax reduction in total to the people, and it is emphasized that the reduction in tax is made with that as a positive understanding."

Several American carnivals and circuses, which annually play in the Province of Ontario, will also benefit from the tax cuts.

The new tax rates follow:

Admission Price	Tax
Up to 15 Cents	None
16-18 Cents	2 Cents
19-23 Cents	3 Cents
24-31 Cents	4 Cents
32-36 Cents	5 Cents
37-44 Cents	6 Cents
45-50 Cents	7 Cents
51-57 Cents	8 Cents
58-64 Cents	9 Cents
65-70 Cents	10 Cents
71-77 Cents	11 Cents
78-83 Cents	12 Cents
89-90 Cents	13 Cents
91-96 Cents	14 Cents
97-100 Cents	15 Cents
Over \$1	15% of Admission Price

### Glen Echo Snares 363G Take in '49

GLEN ECHO, Md., March 18. — Glen Echo Park here took in \$363,257 during 1949, according to the annual report of the Capital Transit Company, park owners, released this week. The take from the funspot exceeded the net from streetcars and buses by more than \$30,000, according to the transit firm.

The park, managed by Leonard B. Schloss, features nine major rides, five kiddie rides, a pool, beach, six refreshment stands, restaurant, penny arcade, shooting gallery and picnic facilities.

### Cash in Farm Belt Placed at '49 Levels By U.S. Dept. of Ag.

WASHINGTON, March 18.—Outdoor shows hitting the farm belt the coming season can expect to find about the same amount of cash available as last year, according to estimates by the Department of Agriculture. Farmers and their employees are generally making less money than a year ago, but their living expenses have dropped at the same time.

Farm employment is running about 1 per cent behind last year, but the number of hired hands is up about the same percentage. The decline is accounted for by a decrease in the amount of family employment.

Using the parity years 1910-'14 as a base of 100, Agriculture puts current farm wages at 429 and living costs at 243. Both figures are down eight points from last year. The average hourly farm wage is 58.7 cents as compared with 60.1 cents a year ago.

### Pool Ops Shrug At City Warning Of Ban on Water

(Continued from page 4)

portation to the park from other parts of New York City was too high.

#### No Effect at Rye

At Rye's Playland, outside the city's limits, General Manager Allan MacNicol said that he did not think the closing of city pools would noticeably increase business at Rye. He added that those who used neighborhood pools would stay in their own bailiwicks if pools were closed, rather than visit funspots.

Ravenhall Park would pick up added cash, both thru its salt water pool and other park attractions, according to Lester Dworman, manager, if other pools using city water were shuttered. He said that even the showers at the park could be converted to salt water use in a pinch.

Henry Guenther Jr., official of Olympic (N. J.) Park, and Irving Rosenthal, co-owner with brother Jack of Palisades (N. J.) Park, agreed that the water situation on their side of the Hudson was not tight enough to warrant concern over restrictions. Both offered the idea that their respective parks were too far from New York, and transit costs too high, for them to catch trade from those who frequent pools that might be closed.

### Stebbins Sues Thompson For 15G in Back Salary

NEW YORK, March 18.—In an action filed here this week by Walter C. Stebbins, of this city, sportsman Alexis Thompson and the defunct Small Car Enterprises, Inc., were named defendants in a \$15,117 breach of contract suit in Supreme Court.

Stebbins claimed that in 1948 when Thompson was planning to promote midget auto races at the Polo Grounds here, he was hired as general manager for \$10,000 a year and was never paid. A general denial of these charges was made by the defendants.

### Danny Kaye Set For Grandstand At Toronto Expo

(Continued from page 3)

powerful names as against limiting the huge production to Canadian talent.

#### 385G Gross in '49

Last year Olsen and Johnson headed the CNE's grandstand show for the second successive year and piled up an all-time gross of \$385,000 in 13 nights, one night performance having been lost to rain. That take topped by a slight margin the Olsen and Johnson gross for the previous year when the zanies worked the opening of the 22,090-capacity grandstand.

The deal for Kaye was made thru Sol Shapiro, of the William Morris office, New York, on behalf of the latter's subsidiary, Speller Enterprises. Contract calls for Leon Leonidoff, producer of recent CNE spectacles, again to produce the show.

There will be four production numbers, two with a Canadian and two with a U. S. motif, Hughes disclosed. The production will embrace a line of 60 girls, a vocal chorus of as many girls and possibly a men's chorus, Hughes also said.

#### Big Draw From U. S.

Decision to head the show with Kaye was prompted in a large measure by the big patronage given the CNE by Americans, Hughes indicated. He said that last year, even tho the show did not open until August 28, the advance sale of reserved seats to Americans aggregated \$75,000 by the end of the first week in August, at which time the last of the reserved seats were sold out.

Details of the contract for the Kaye-headed show follow closely along the lines of that for the Olsen and Johnson show last year, Hughes said. Olsen and Johnson were guaranteed \$135,000, with the option of 50 per cent of the gross. The percentage returned the O. and J. show close to \$193,000.

#### Slight Up in Price

The price scale then ranged from 50 cents to a \$2 top. There will be a slight upward revising of prices this year, with a block of center seats to be priced at \$5, as against \$2 previously.

The grandstand show actually played to over 25,000 last year on some nights. Additional seats placed on the concrete apron and on the ground in front of the grandstand enabled that many to see the show.

Hughes, in company with Mrs. Hughes, leaves here this week-end for New York, where he will confer with Shapiro Monday (19), after which he and his wife will go to Miami for a five-week vacation.

CNE's dates are August 25-September 9, with Sundays omitted.

### Waterbury Shrine Awards Act Pact to Hamid Firm

WATERBURY, Conn., March 18.—Joe Hughes, field representative of the George A. Hamid & Son Agency, this week was awarded the talent contract for Zinda Grotto Shrine Circus which will be staged in the City Stadium here June 26 July 1.

Promotional features will include fireworks and nightly giveaway of a television set. The program is not yet complete, Hughes said.

### New Firm May Be Formed To Run DC Sesqui

#### Truman Voices Hope

(Continued from page 4)

Walter M. Bastian, counsel to the sesqui commission, has already given an informal opinion that the Commission has the power to turn over to a private corporation, yet to be formed, the reins for financing the exposition. In addition to this legal question, the Commission also faces the problem of picking the best possible site for the exposition.

Massmann informed the Commission this week that he believes the originally chosen site at the foot of East Capitol Street is adequate. Massmann said that proper use of the site probably would provide ample exhibit space with revision of previous blueprints. Presumably, the original plans for construction of exhibit buildings shaped "USA" will be out.

The originally planned structures would have provided 400,000 square feet of exhibit space, but Massmann believes that revised construction plans would allow for twice that amount of exhibit space on the same site, without reducing the amount of space to be allotted for a vast amusement area.

#### New Corporate Entity

If McGrath gives the green light for delegation of authority to a private corporation for building and running the fair, it is contemplated that the firm would be known as the "Freedom Fair, Inc." The new corporation would be an independent set-up in view of the fact that federal law prohibits government agencies, such as the sesqui commission, from creating corporations. "Freedom Fair, Inc." would become the corporate representative of the exhibitors at the fair, officials explained.

At this week's Commission meeting, two Capitol Hill members were allowed to drop their memberships because of legislative duties. They are Rep. Norton (D., N. J.) and Senator Smith (R., Me.). They were replaced by Carter T. Barron, Loew's regional chief and exec vice-chairman of the Commission, and Mrs. Philip L. Graham, wife of the publisher of *The Washington Post*.

A financial report showed that about a third of the original \$3,000,000 congressional outlay has been allocated by the Commission, with only \$42,500 of this for exposition activities. A bit under \$500,000 has been spent, most of this for the Rock Creek amphitheater construction. About \$2,000,000 will be used as a revolving fund to get the fair started.

### Lester Takes Agent Post With Ringling

CINCINNATI, March 18.—Waldo T. Tupper, general agent and traffic director of the Ringling Bros. and Barnum & Bailey Circus, announced from his New York headquarters this week that he has retained the services of William J. Lester, veteran contracting agent.

Lester's association with circuses totals 48 years, having originally started his contracting duties with the Great Wallace Circus in 1902. He has served in similar capacities with John Robinson, Gollmar Bros., Campbell Bros., Hagenbeck-Wallace, Sells Floto, Miller Bros., 101 Ranch Wild West Show, Sparks, Forepaugh-Sells, Al G. Barnes, Robbins Bros. and Cole Bros. circuses. He was with the Big One in 1947.

**Close-Ups:**

# J. A. Mitchell Overcomes Tight Budgets With Shrewd Planning

By Jim McHugh

**N**EXT to the effortless begetting of a magic wand, the improvisation practiced by J. A. Mitchell, general manager of the Atlantic Rural Exposition, Richmond, Va., is the best thing that could happen in connection with the staging of an annual. Working with a short bankroll most of the time, Mitch has nevertheless succeeded in conjuring up some of the most striking exhibit areas that have ever sprouted on a barren red clay lot.

Mitch has 40 years' experience in the fair business, with the first part, 1919-1946, given over to the operation of the Anderson, S. C., Fair, an annual that was recreated each fall on a vacant lot until a few years ago when it moved into its own fine plant. Since 1947, when he joined the

Atlantic Rural, an off-shoot of the old Richmond State Fair staged in a new location, Mitch for the first time has been able to concentrate on permanent installations altho, and unfortunately, not on the unlimited plane that would add fuel to his imaginative planning.

**Civil Engineer**

An appropriate educational background, including a degree in civil engineering from Mississippi A & M College, prepared Mitch for the planning and building in which he was later to engage. His first practical experience in the framing of eye-catching exhibits was gained under the tutelage of R. M. Striplin in Corinth, Miss., where Mitch was born November 27, 1895.

In 1921 without a dime, other than the midway deposit money, Mitch put the first Anderson Fair together. A combination of luck and good weather made it a success. With the exception of one year, 1930, the Anderson annual was a winner under Mitch's direction. The weather



J. A. MITCHELL

was to blame for the losing year. Rain washed out nearly the entire run, but the financial loss amounted to only \$3,500 and this was nullified when Mitch got 35 prominent persons to each loan the fair association \$100 worth of credit.

From 1923 to 1947 Mitch was secretary to the Anderson Chamber of Commerce. As such he was able to secure the wholehearted support of

this group. Lacking buildings, Mitch hit upon the idea of using tents. Going under canvas wasn't novel, but the use of modernistic permanent fronts together with shrubs and indirect lighting was. Special cut-out designs of domestic animals identified each unit. The plant now owned by the Anderson Fair association is worth about a quarter-million dollars, Mitch says.

At Richmond, Mitch is still operating largely under canvas altho buildings are replacing the duck as quickly as funds are available. The 453-acre Richmond grounds, with parking space for 30,000 automobiles, offers unlimited possibilities. Since 1947 Mitch has planned and erected six buildings, including a 100 by 150-foot Guernsey Building and a 100 by 300-foot Commercial Exhibit Building. He also has erected a number of uniform aluminum concession buildings measuring 20 by 40 feet and costing only \$750 each. It takes Mitch only one day to erect a concession unit which is all aluminum welded.

**Fair Under Canvas**

The Richmond annual probably uses more canvas than any other fair. About 120,000 square feet of space, approximately three acres, of animal and other exhibits are housed in tents. In all 16 tents ranging up to 110 by 300 feet are used.

The use of tents has frequently posed difficult maintenance problems for Mitch and his assistants. On a Sunday in 1925 every canvas unit on the grounds was blown down. But Mitch and his crew had everything up and operating by Tuesday morning even tho one of the tents was never found. At Richmond he has had several units blown down in the three years that he has been there.

The Richmond operation, held up by a new location and bad weather previously, got into high gear last year. The paid attendance, according to Mitch, was 315,000 and the goal for 1950 is 500,000. Over 1,000 tractors alone exhibited last year

(See J. A. Mitchell on page 63)

## NEW KIDDIE RIDES!

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are reporting greatly increased grosses on Eyerly rides having the new Eyerly automatic passenger safety belt. This speedy, positive and self-adjusting safety development, now standard equipment on the new Rock-o-Plane, Fly-o-Plane and Roll-o-Plane, actually saves from fifty to seventy-five per cent in loading time. Write for complete information.

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**3000 BINGO**

1 Cards, heavy white, black back, 7 1/2 x 7 1/2. No duplicate cards. These sets complete with Calling Numbers, Tally Card, cards, \$3.50; 50 cards, \$4; 75 cards, \$4.50; 100 cards, \$5.50. All cards from 100 to 3000 \$5 per 100. Fibre Calling Numbers, 75¢. Colored Calling Numbers, \$1; Printed Tally Card, 15¢. Colored Heavy Cards, \$3, same weight as #1, in Green, Red, Yellow @ \$6 per 100. **DOUBLE CARDS**, No. 1 size, 1 1/4 x 1 1/4 ... 10¢ each

**3000 KENO**

30 sets of 100 cards each. Played in rows across the cards, not up and down. Light weight cards. Per set of 100 cards, \$3.50, calling markers, \$3.50.

- LIGHT WEIGHT BINGO CARDS**
- White, Green, Yellow Cards, postal card thickness. Can be retained or discarded. 50 size 5x7, per 100, \$1.25. In lots of 100, \$1 per 100. Calling markers, extra, 75¢.
  - Numbered Ping Pong Balls, \$15.00
  - Placements, Numbered Balls, Ea. .40
  - 10 Jack Pot Slips (strips of 7 numbers). Per 1,000 1.25
  - 100 Lightweight Cards, 5 1/2 x 7 1/4; White, Green, Red, Salmon, Yellow, Per 100 2.00
  - 100 Small, Thin "Brownie" Bingo Sheets, 5 colors, loose only, no pads, size 4x5, M 1.50
  - 100 Plastic Markers, Red or Green, Round square, 3/4" Diameter, M 2.50
  - 100 Colloped Edge, Green only, M 2.00
  - 100 Smaller Size, 3/8" Diam., Red or Green Plastics, M 1.50
  - 100 Display Posters, size 24x36. Each cardboard Strip Markers, 10 M for .75
  - 100 Rubber Covered Wire Cage, with white, Wood Ball Markers, Master board; 3-piece layout for 15.00
  - 100 Transparent Plastic Markers, Brown, 3/8 inch. Per M 1.00
  - 100 Lightweight Thin Bingo Sheets, size 4x5, very large numerals, 7 colors, loose, not tabbed, M 2.00
  - 100 White N. J. Cardboard Markers, sizes: 1/2 inch dia., 1800 to lb.; larger size 3/4 dia., 1000 to lb. Either size, lb. 1.85
  - 100 Bingo Blower, electric operated, complete with 75 Numbered Ping Pong Balls, weight 90# Send for illustrated circular. For 135.00
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**Out in the Open**

**E. W. (Deak) Williams**, secretary of the Fair Managers Association of Iowa and manager of Delaware County Fair, Manchester, Ia., was re-elected chief of the Manchester volunteer fire department for the 28th consecutive year. Williams has been a member of the department 47 years.

**Harry Stahl**, Eastwood Park, Detroit, and **Mrs. Stahl** and their children, have returned to the Motor City from a Florida vacation. . . . **Mr. and Mrs. John Coleman**, Riverside Park, Indianapolis, are vacationing in Florida. . . . **Charley Paige**, Coaster engineer for National Amusement Device Company, Dayton, O., will supervise construction of National Amusement's Comet Junior Kiddie Coaster at **H. O. (Herb) Breault's** new Kiddieland in Hammond, Ind.

**Jack Sweetman**, since closing the season with the Boyle Woolfolk Agency, has been employed as night manager of the New American Hotel, Circleville, O. . . . **Russ Moyer**, who suffered a siege of illness a month ago, recently spent two weeks recuperating in Florida.

**Irish Horan**, producer - manager of the Lucky Hell Drivers, has been confined to a New York hotel suite by illness and is under the care of **Dr. Jacob Cohen**, National Showmen's Association medic, who reports that Horan is making satisfactory progress. . . . **Joe Godin**, Interstate Fireworks Company prexy, was in New York Thursday (16) on business.

**Art Briese**, of Thearle-Duffield Fireworks, Inc., Chicago, motored from Miami to Chicago last week, spent a few days in the Windy City and left on a tour of the Midwest. . . . **Charles Zemater**, Chicago Booker, has contracted the Paul Lewis Circus for still and fair dates this season. Unit will be presented as a grandstand attraction at the annuals.

**Sen. Taylor Brown**, secretary-manager of Winnebago County Fair, Oshkosh, Wis., recently made a

swing around the South and Southeast. The trip included cattle judging at Florida State Fair, Tampa, and a visit to Hot Springs.

**Bill Powell** stopped off at Hamburg, Germany, to look over the big Hagenbeck Zoo and circus while en route to Berlin where he will visit indoor circuses and other amusement spots. . . . **Peter Collins**, Scottish Side Show operator, is getting set to bring his "Would You Believe It" show to America for a coast-to-coast tour this summer. Collins is known as the British Barnum. . . . **Bill McGaw**, general manager of **Joie Chitwood's** thrill shows, left Philly last week for the West Coast to work on film sequences in "To Please a Lady," forthcoming pic which casts **Clark Gable** as a car jockey of the Chitwood school.

**Bernhard (Ben) Robbins**, former secretary of Michigan Showmen's Association, is recovering from ptomaine poisoning at his home in Detroit. . . . **John M. Phillips**, manufacturer of rides and hi-strikers, is back at his home in Grosse Pointe, Mich., after a return trip to the hospital. He expects to be back on the job in a few months.

**English Firm Displays New Portable Merry-Go-Round**

LONDON, March 18.—One of the new rides exhibited at the recent Amusement Trades Exhibition was the Minor Mobile, compact kiddie ride made by **F. W. Coulson** at Ripon, Yorkshire.

The Minor Mobile is a small Merry-Go-Round which is built on a trailer and requires no tearing down or setting up. Platform of the ride is made up of three hinged sections, two of which, with their portion of the ride, fold inward for traveling. Canvas top is made in the form of an umbrella and all that is necessary on reaching the lot is to detach the trailer, lower the side sections and raise the top. Ride is hand-operated thru a chain drive. Platform is 10 feet in diameter, but only six feet wide when ready for the road.

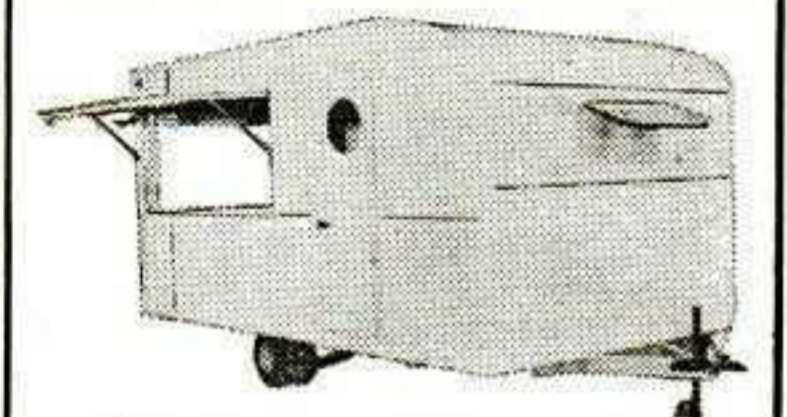
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# 19 Acts Inked For Cole Bros. Chicago Stand

CHICAGO, March 18. — Partial line-up of acts for Cole Bros.' Circus at its Chicago Stadium stand, which opens April 14, includes Terrell Jacobs's wild animals, Wallenda family, Con Colleano and George Hanneford family, it was announced today by Sam J. Levy, of Barnes-Carruthers Theatrical Enterprises, Chicago.

Nineteen acts have been signed and more will be added to the Chicago program, he stated. Make-up of the show for subsequent dates has not been set.

Hopalong Cassidy, cowboy star of television, will be the top feature of the program, which combines talent from Cole Bros. and the Barnes Bros.' Circus, indoor org which has played the Stadium in the past. The show now is owned by Arthur M. Wirtz, Chicago, and associates.

Several new acts have been booked, Levy said. They include Mustafa and Company, aerial balancing; Jan Risko and Nina, aerial balancing, and the Van De Veldes, who feature a girl doing a one-finger stand without a glove.

Jacobs's animal act has been a fixture with Barnes Bros. for several years. The George Hanneford family of bareback riders was with the Cole show last season, as was Colleano, tight wire star. Other wire acts will be Leo Gasca and Company and the Dearos. The Wallenda high-wire act will be accompanied by Miss Rietta, sway pole turn.

The Idalys, Norbertys and Cimse and Company are other aerial sensation acts booked for the Chicago date. Wong Troupe of Chinese acrobats will be on the bill.

Dorina Konyot's high school and menage act as well as the Cole Bros.' Liberty horses will be included. Cole Bros.' elephants will be used and a mixed animal number is scheduled. Twenty-four clowns will be signed.

Wirtz was expected back in Chicago early next week from Florida.

# Stratford Veterans Ink Expo Features

STRATFORD, Conn., March 18.—The Connecticut State Exposition, sponsored by the Department of Connecticut and chapters of the Disabled American Veterans, will be held at the former Chance-Vought plant here June 30-July 9. Emphasis will be on industry and agriculture.

Plant facilities lend themselves well to the fair set-up. Features are paved midways and parking areas to handle over 5,000 cars, a cafeteria, 300,000 square feet of exhibit space on one floor in the main exposition building, fluorescent lighting and floodlights.

Departments open to local, State and national exhibitors will be Sports and Travel Exposition, Home Show, Food and Beverages Exposition and an Opportunities Show. Other features include free acts presented on five stages located thruout the exposition and midway areas, thrill shows, free movies, beauty pageants, baby health contests and two free kid's days.

# Attractions Set for Tinty's Plainville, Conn., Stadium

PLAINVILLE, Conn., March 18.—The first jalopy race at the quarter-mile track in Plainville Stadium here will be held Sunday afternoon (26), Joseph E. Tinty, stadium manager, said this week. The United States Stock Car Racing Circuit will put on the semi-weekly races, Tinty said.

Also set to play the spot are the Ringling Bros.' circus, Prell's Broadway and James E. Strates shows, Harlacker Enterprise, Lions Mammoth Show, auto and trailer shows and a rodeo. Tinty said that all events would take place between March 26 and July 1.

# Talent Topics

Miss Gabrielle and her husband-manager, Louis A. Nelsor, recently embarked with their high school horse, Silhouette, on a South American tour. They plan to play Buenos Aires, Rio De Janeiro and Montevideo. Returning to the U. S. in June, the act will play fair dates for Ernie Young, followed by other engagements lined up by E. R. Braly, Lawrenceburg, Tenn. . . . **The Aerial Christensens**, high act, are visiting in Hot Springs. . . . A revival of vaudeville at Lethbridge, Alta., after a 10-year absence was brought about recently by **Irving Grossman**, of the Gus Sun-Irving Grossman Agency, who booked four acts into the Capitol Theater for a two-day stand. Acts were **Bill Warfield**, magician; **Wally Sands**, vocal and emcee; **Tom and Gene Gary**, comedy, and **Rosemary Wade**, accordionist.

**Howard and Wanda Bell** sustained the loss of their wardrobe and personal effects when thieves broke into their car shortly after their arrival in Montreal recently to fulfill an engagement at the Bellevue Casino. . . . **Lang and Lee**, who concluded an engagement at the Ben Ali Theater, Lexington, Ky., recently, will play special show and club dates around Cincinnati until April 1.

**Tom, Joe E., and Betty Hodgini**, who closed with the Gran Circo Americano recently, visited **Rita Tybell Hughes**, **Millie Aylesworth** and **Mrs. Jerry Wilson** in Sarasota, Fla. While in Peru, Ind., with the **Joe Hodginis** and **Steven Enyearts**, they renewed acquaintances with **Mr. and Mrs. Fred Young**, **Dorothy Carter**, **Mickey Freeman** and **Mr. and Mrs. Charles Ballard**. They then headed for Mobile, Ala., to pick up their riggings before joining **Siebrand Bros.** Shows in Phoenix, Ariz. . . . **Speedy Babbs**, who is in Port Au Prince, Haiti, with his Silodrome, advises that he has signed his **Globe of Death**, free attraction, with **Eddie Dietz's** Exposition Shows. He'll also have his **Monster Show** there. **Babbs** says he plans to book his No. 2 Silodrome at an Eastern resort. . . . **Neveida Caswell**, who appeared at the

42d Street Museum, New York, for many years with an under-the-water show, is in the Robert Breck Brigham Hospital, Boston, and would like to read letters from friends.

Married to **Janine Chevalier** February 24 at St. Marylebon, England, was **Ashor**, of the acro-adagio team of **Lucienne and Ashor**, who appeared in the United States in **Clifford Fischer** revues, vaude spots and niteries. . . . **Adriana and Charlie**, European trampoline act, opened at New York's Radio City Music Hall Thursday (16). . . . **Patricia Malloney** has joined **Nate Eagle's** Hollywood Midget Stars.

**Marcus Troupe**, teeterboard, have been booked into the Montgomery County Fair, Dayton, O., grandstand show by **Ernie Young**, Chicago. Young also announced signing the **Los Rios**, aerialists, and the **Flying Ortons**, swaypole, as free acts at the State Fair of Texas, Dallas. . . . **The Langs**, teeterboard, who are playing the Toronto sports show, are skedded to appear at the Minneapolis sports expo April 8-16. . . . **Jake Disch**, better known as **Clown Cop Corrigan**, is wintering in Cudahy, Wis.

# Ohio Supreme Court Kayos Dayton's Tax

DAYTON, O., March 18. — This city's 3 per cent municipal amusement tax, which went into effect October 1, 1947, and which last year produced \$130,000 in revenue, has been declared illegal by the Ohio State Supreme Court because the voters were not given a chance to approve it.

The high court threw out the city's income tax law on the same grounds.

The Dayton City Commission, meeting in emergency session following the release of the court's opinion on the income and amusement tax laws, reached no conclusion on what steps, if any, would be taken to reinstate the taxes. Mayor **Louis W. Lohrey** said the commission is awaiting a detailed legal report from **Herbert S. Beane**, law director.

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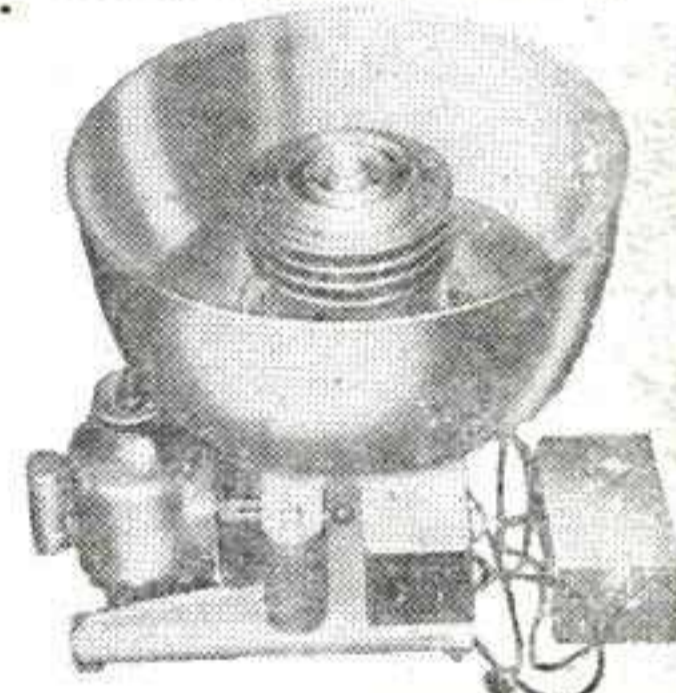
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**Tough Opponents:**

**Weather, Flu, Airplane Crash  
Slug Mpls. Shrine Show, But  
Final Count Proves It Winner**

MINNEAPOLIS, March 18.—Despite the winter's worst snowstorm, a tragic airplane crash and an outbreak of the flu, Zuhrah Temple Shrine Circus (2-11) proved a financial winner, Bud Johnson, circus chairman, reported.

This year's 19-performance run drew an estimated 123,000 persons, 12,000 more than the 14-performance show of 1949, the chairman said. The extended run this year was Zuhrah's first attempt at going beyond a six-day schedule. Next year's dates tentatively are March 1-10.

**Storm Strands Workers**

The snowstorm hit Tuesday night (7) leaving hundreds of workers stranded in their cars or delayed an hour or more by public transportation facilities. Later in the evening a Northwest Airlines plane crashed into a private home killing two children along with the 13 passengers. Word spread thru town and thousands converged on the crash scene despite the blizzard.

That left the Tuesday night draw in Municipal Auditorium at low ebb. Aided to that was the outbreak of a flu epidemic which emptied school rooms in some instances and bedded hundreds of workers. Even some of

the acts were affected by the outbreak, notably the Zacchinis, high wire, who had to miss a performance.

**Friday, Saturday Big**

Despite this, Zuhrah's first Friday night (3) and Saturday night (4) were sellouts, as were the Friday matinee and night (10), the Saturday morning milkmen's matinee, afternoon and evening performances (11), Johnson said.

The chairman estimated that the gross for the 19 performances will be between \$165,000 to \$175,000. Of this amount upwards of \$150,000 is from tickets. Concessions showed a 30 per cent hike over a year ago, while banner business was 10 per cent ahead, as were ads in the program. Gross receipts will run approximately 25 per cent better than in 1949.

**Atomic Bazuka Location  
Tested at Calif. Fairs**

SAN BERNARDINO, Calif., March 18.—Location-testing of the Atomic Bazuka, rapid fire air cannon, continued with Cal Swalm and Frank Redmond bringing the concession to the National Orange Show here after successful tryouts at California Mid-Winter Fair and Riverside County Fair and Date Festival.

With a dime-play policy, the operators were offering three balls or nine for a quarter. Take was reported good.

The Bazuka is powered by a 1½ h.p., 7½-cubic-foot compressor with 85-pound pressure and is designed to shoot beer bottles, cans, baseballs, etc. Swalm and Redmond are using pitch rubber balls here. Machine has an over-all length of 54 inches, 42-inch barrel and 2¾-inch bore. Air pressure can be boosted to 125 pounds per square inch, at which point the Bazuka will fire a beer bottle 700 feet, Swalm said.

The game is adaptable to permanent or portable operation and is now in production.

**Ex-Trouper T. J. Cramblatt  
Builds 650-Seat Theater**

SALISBURY, Pa., March 18.—T. J. Cramblatt, who has trouped in circuses, carnivals, stock companies and vaudeville for 20 years, recently opened his 650-seat Village Theater here.

The house is air-conditioned, has a stage adaptable for legit productions, a Hammond concert organ on a hydraulic lift, and is fireproof thruout.

The theater is half of a unit which will cost \$250,000 when completed. A 15-room hotel is slated to open in the new building by May 1. Cramblatt will manage both theater and hotel.

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**Davies Winter Tour  
Concludes March 23;  
Under Canvas Apr. 20**

DIXON, Ill., March 18.—The Ayres and Kathryn Davies Circus concludes its fourth indoor season at Valparaiso, Ind., March 23 and will return to quarters here to ready for the canvas season. Winter tour has been plagued with cancellations in school buildings, closed because of the recent coal strike.

Rockford and Lee Center, Ill., and Michigan City and Veedersburg, Ind., were called off.

Org opens its tent season April 20-21 under the Lions' Club in Dixon, Ill. It recently acquired all property of the Mack & Sandy Tent Show, Dubuque, Ia. Sale included the top, a 60 with two 40's, marquee, light plant and other equipment. A candy stand top and other equipment was acquired from the Robbins show at Danville, Ill.

Show will have its own concessions, a concert featuring Harry Rawls and Mary, and Side Show. Big show program will be presented in three rings. E. C. Stowell again is general agent, assisted by Cliff Larson; Raymond Duke will have the brigade and all dates will be under auspices.

Act line-up includes Harry Villeponteaux, single traps, comedy contortion, ladder and clowning; Harry and Mary Rawls, ropes, whips, tight wire, swinging ladder and web; Captain Christy's lions; Ayres Davies, dogs, monkeys and ponies; Walter Raudenbush and Raymond Duke, clowns, the latter also doubling on the advance. Betty Tilton, rolling globe and swinging ladder, left this week to return to her Evansville, Ind., home.

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## R-B's Program Again Includes Plush Pageants

NEW YORK, March 18.—Processional pageantry will again play a prominent part in the 1950 Ringling Bros. and Barnum & Bailey Circus program which unveils at Madison Square Garden here Wednesday night, April 5.

The principal spec, following the format so successful in recent years, will be *When Dreams Come True*. Other specs will include *Seville*, which will show off the Ringling equine stock and equipage, an aerial ballet number with a Spanish motif, and *Jungle Drums*, a gaudy finale in which the Big Show bull herd will be featured.

The show is again being staged by John Murray Anderson. Miles White is handling the designing and Henry Sullivan has written special music.

Publicity chief Roland Butler and his tub-thumping crew, who arrived here Monday (13), will time their first releases for the Tuesday (21) journals. Besides the specs and a new influx of foreign talent, Butler and his men will have two new baby gorillas to present to the public. They, together with M' Toto, already famous, are expected to fill the breach caused by the death of Gargantua, perhaps the most famed of all circus animals.

Butler said his staff this year would include Allan Lester and Frank Braden, both holdovers; A. J. Clarke, former William Morris agency office manager, hall and legit show agent, and Arthur Cantor, who was schooled by Bill Fields, well-known Broadway legit representative. Fields will again assist in handling the New York campaign. Bill Antes will again handle radio.

Butler said that the contracting chores would not be delegated to any one man and that all staffers would share in this phase of promotion. Story material is being compiled by Fields and Cantor, Butler said.

Top-bracket holdover acts include Unus, one finger equilibrist; Francis Brunn, juggler; the Alzanas, high wire, and The Geraldos, trapeze.

The advance ticket sale is reported good. Prices range from \$1.50, an increase of 30 cents, to \$6.

## Nunis Opener Again Skedded for Atlanta

READING, Pa., March 18.—For the fifth straight year Sam Nunis Speedways will present the auto race opener at Lakewood Speedway, Atlanta, Sunday (26), Nunis announced at local headquarters this week.

Following the Atlanta premiere, which is for modified stock cars, Nunis will make his AAA Eastern big car bow at the fairgrounds here April 2.

Nunis, who completed a three-month booking tour recently, said that his 1950 itinerary will take him into 10 Eastern and two Mid-Western States. He said he has closed deals for three days of racing at the Minnesota State Fair, St. Paul, and one race day at the All-Iowa Fair, Cedar Rapids.

Other skedded dates are Greensboro, N. C., April 16, modified stocks; Elizabeth City, N. C., April 23, modified stocks, and Trenton, N. J., State fairgrounds, April 23, AAA big cars.

The Nunis promotion staff includes Russ Moyer, Frank Mihalik and Fred McBride, publicity, and Walter Reinert, Ray Maddox and Charles Hetrick, billposting. Moyer is on leave from the Reading Fair, where he heads the publicity and promotion department.

Nunis said that his staff would be enlarged within the next few weeks because of conflicting dates.

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### KENMORE KIDDIE RIDES

Box 11, Hertel Station, Buffalo, N. Y.

## J. A. Mitchell Overcomes Tight Budgets With Shrewd Planning

(Continued from page 59)

and every available foot of space for the display of farm equipment was sold.

### Success Formula

Mitch is convinced that the size of the harboring town does not regulate the size of the fair. A good fair will draw, regardless of distance, he says. His psychology for building a successful annual is simply that of giving people much more than they pay for.

When Mitch arrived in Richmond he was confronted with an annual that was devoted almost entirely to the exhibition of cattle. He injected large doses of showmanship without slighting the cattle end of the production. As a matter of fact, plans are in the making to supplement the principal cattle exhibition building and show ring with two units for the showing of black Angus and Hereford cattle.

Mitch dressed up the grounds with numerous eye-appealing but economically constructed pylons and attractive fronts for the tented displays. Finishing touches like leaning flagpoles also were added.

### Barn Dance Brings \$\$

With the initial operations showing only a nominal success, Mitch turned promoter in an effort to put the plant to work on as many days of the year as possible. He has staged and played few blanks with stock, midget and big car auto races, horse shows, steeplechase and a better homes show. Last October he hit the jackpot when he staged the first of a series of barn dances. The main exhibit building is used to house the frolic which promises to provide a \$100,000 melon by the end of the fiscal year since attendance has been averaging over 4,000 at each session.

Altho only part of the sprawling plant is used, even during fair week, there are three miles of black top road within the grounds. A crew of six, with three trucks, three tractors and various road machinery, keep the plant in shape. Mitch is an on-the-spot superintendent, continually roaming the grounds and seldom caught in his office.

The Richmond plant has unlimited possibilities, Mitch says. The vast areas available for parking preclude the possibility of future growth throttling the enterprise. Last year from parking alone the fair grossed \$15,000, charging 25 cents per car.

### Well Known to Carnival Ops

Mitch probably has as wide an acquaintance with carnival folks as any fair exec in the country. He always played railroad shows and these have included Rubin & Cherry Exposition, T. A. Wolfe, and Lew Dufour shows,

Johnny J. Jones Exposition, Mighty Sheesley Midway, Royal American, Dodson's World's Fair, World of Mirth, Hennies Bros., James E. Strates and Cetlin & Wilson shows. The last named will have the midway again this year.

Mitch has only kind words for the outdoor show brethren. Thru the years, while catering to an estimated 2,000,000 patrons, there has been only one fatality on his fairgrounds. A girl was killed in a ride accident. This tragedy will not be repeated if Mitch and inspection by a local engineer can prevent it.

### Supervises Concessions

The type and operation of concessions at his events always have been of primary concern to Mitch. He advocates the charging of reasonable privileges since, he points out, this will obliterate the need for any but honest operations.

Mitch has had at least one current successful fair manager as a student. He is I. V. Hulme, operator of the Elberton, Ga., Fair, who as a youth had a truck on which was mounted a hand-cranked calliope. I. V. would crank up the music box and let it screech away while he posted a bill advertising the Anderson annual. I. V. now owns an imposing number of billboards thruout Georgia and South Carolina.

Mitch served in the marines in World War I as an instructor in radio. He married his present wife, Martha, in 1946. His first wife died in 1944. He has a stepdaughter and a granddaughter.

## Candlelight Raceway Adds 4,000 Seats for Mar. 26 Bow

BRIDGEPORT, Conn., March 18.—Team races under United States Stock Car Racing Association sanction will be a feature at Candlelight Stadium Speedway here when the 1950 outdoor stock car race season gets underway Sunday (26).

Frank Silva, general manager, said that 4,000 new seats have been added at the speedway and for that reason lowered grandstand prices will be in effect during the season.

## Sweet Corn Fete Inks Sacco

HOOPESTON, Ill., March 18.—Tommy Sacco Agency, Chicago, has been signed to provide the midway and pavilion attractions at the Sweet Corn Festival, sponsored by the Junior Chamber of Commerce here September 9. Rides, concessions and shows will be booked independently.

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 2315-21 W. Huron CHICAGO 12  
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# Hitzelberger Quits Dallas Fair Position

**Leaves To Join Bank**

DALLAS, March 18.—W. H. (Bill) Hitzelberger, vice-president and general manager of State Fair of Texas, has resigned to accept a position with a local bank.

Hitzelberger, whose resignation becomes effective April 15, will assume the vice-presidency of the Republic National Bank, second largest in Texas and 50th in size in the nation. He will be in charge of the bank's building plans which call for the erection soon of the biggest skyscraper in the nation.

The fair board of directors scheduled a meeting to choose Hitzelberger's successor but later canceled it.

**Replacement Later**

"We are not going to make any snap judgment in selecting a successor," a member of the executive committee said. "Because details of the fair have been worked out so carefully in advance by Hitzelberger, there is no hurry. He has done a terrific job. His successor will have to be a man of similar stature and qualifications."

Three fair staffers have been mentioned as likely candidates. They are S. Bowen Cox, fair secretary, and employee since 1927; Charles R. Meeker, managing director of the Fair Park Auditorium and State fair operettas and former publicist for Interstate Theaters, and David A. McMinn, sales and promotion manager since 1946.

Several members of the fair's 48-man board also have been mentioned and officials reportedly are considering a professional showman for the job. Fair President R. L. Thornton refused comment on a possible successor.

**Attendance Records Set**

Hitzelberger was made general manager of the fair before the 1946 exposition and was charged with putting the fair on its feet after a wartime lapse. He succeeded in operating it in 1946, when most fairs, which had been occupied by armed forces were unable to open at all. That year the fair had what was then a record attendance of 1,250,000. Attendance climbed steadily until last year when the fair broke all records for State fairs in the country with attendance of over 2,000,000. Improvements in the fairgrounds



W. H. HITZELBERGER

during Hitzelberger's administration included enlargement of the Cotton Bowl stadium from a capacity of 45,000 to over 75,000, construction of an \$800,000 Automobile Building and new livestock buildings, and enlargement of the midway and parking areas.

Hitzelberger is a native of Dallas. He organized the first special train to carry Southern Methodist University fans to West Point for a football game with Army in 1928, and in 1936 organized the largest movement of football fans ever to travel across the continent for a grid game. That was the year SMU played Stanford in the Rose Bowl. For years he handled the fair's athletic committee and always has been active in sports promotion in Dallas. In 1926 he was awarded the Linz Trophy for outstanding service to the city.

Before joining the fair Hitzelberger was district manager for the Portland Cement Company.

## Collins Expanding England Holdings With 2 New Spots

LONDON, March 18.—John Collins, operator of a big East Coast amusement park at Great Yarmouth in North England, is expanding his activities thru the opening of two additional parks for the coming season.

In addition to his recently announced new Funspot at Birmingham, Collins is setting up a large park at Seaton Carew, West Hartlepool. Featuring a large Roller Coaster, which is under construction, the new park will have six other major rides, shows, games and concessions.

Beginning Easter week-end all the parks will operate on week-ends until May 21 when daily operation starts.

## Young Contracts Davenport

DAVENPORT, Ia., March 18.—Ernie Young Agency, Chicago, has been signed to provide the grandstand show at Mississippi Valley Fair here August 17-20. The Aqua Thrills show will be the featured attraction supplemented by five acts.

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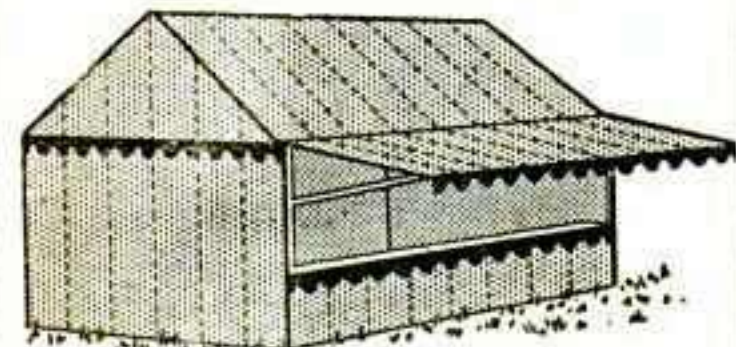
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# Flashbacks

## 25 Years Ago

Jack Welsh, clown, was re-engaged by Sells-Floto Circus. . . . R. Willard Eanes resigned as secretary-manager of Petersburg (Va.) Fair to organize Twin City Fair at Petersburg. . . . Joe S. Scholibo, general press representative of the Morris & Castle Shows, was in Shreveport, La., quarters of the show preparing advance press matter. . . . George (Doc) Owens, general manager, reported work progressing on construction of new Forest Park at Utica, N. Y. . . . Bruce Greenhaw signed to work on the advance car

of the Sells-Floto Circus. . . . Reading (Pa.) Fair board elected Abner S. Deysher, president; Jacob H. Reichert and J. William Kline, vice-presidents; Charles W. Swoyer, secretary; William M. Hartenstine, assistant secretary, and Thomas M. Keppelman, treasurer. . . . Ernest Pickering, pier builder, announced plans for construction of a pier at Pacific Beach, Calif. Associated with him were C. W. McPhail and John W. Forward.

George E. Snyder began his third season as promotion agent and assistant manager of the Great White Way Shows. . . . Georgia Carson signed to do knife-throwing act on the Side Show with the Sparks Circus. . . . Chattanooga Inter-State Fair Association re-elected Judge Sam A. Conner, president; Joseph R. Curtis, secretary, and Mrs. W. L. Brandon, assistant secretary. . . . Loss of about \$45,000 was entailed in a fire which destroyed Joyland Park, Phoenix, Ariz. . . . F. J. Matthews accepted a position as advance representative with the Conklin & Garrett Shows. . . . Siegrist-Silbon Troupe closed its indoor season and announced it had been re-engaged by the Ringling-Barnum show. . . . Pennsylvania State Association of Fairs elected Harry White, president; William Buechley Jr., Abner S. Deysher, S. B. Russell and John J. Koebert, vice-presidents, and Jacob F. Seldomridge, secretary-treasurer.

Fred Fansher, Eastern representative of the Custer Specialty Company, reported good business for the firm. . . . W. W. Dowling, outdoor show agent, was recovering from injuries sustained in a fall. . . . Pauline Cohen was engaged as prima donna with Hagenbeck-Wallace Circus. . . . Free acts booked for Henry County Fair, Napoleon, O., were Three Adone Brothers, Ezra Buzzington's rube band, Yokios Japs, and Uncle Ezra and Aunt Samantha. . . . William R. Hicks, of the Greater Sheesley Shows, was visiting in the South. . . . Mrs. Lois Whiteside, of the Upton-Whiteside Trio of tight-wire artists, signed with the Walter L. Main Circus. . . . F. H. Plant, William Mac- (See FLASHBACKS on page 85)

## Carnival Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

(Routes are for current week when no dates are given. In some instances possibly mailing points are listed.)

- All-American Midway: Livingston, Tex.
- American Eagle: Sumner, Miss.
- American Midway: Alice, Tex.
- Big State: Rocksprings, Tex., 27-April 1.
- Bohn & Sons United: Clarksville, Tex.
- Burdick's Greater: Lampasas, Tex., 25-April 1.
- Burkhart: Kingsland, Ark.
- Cal-Mo: Ethel, Miss.
- Capell Bros.: Ada, Okla., 25-April 1.
- Capital City: Fitzgerald, Ga.
- Craig's Heart of Texas: Odessa, Tex.
- Down River Am. Co.: River Rouge, Mich., 30 April 8.
- Dudley, D. S.: Wichita Falls, Tex., 23-April 1.
- Dyer's Greater: West Helena, Ark., 24-April 1.
- Ferris Greater: Brawley, Calif.
- Folk Celebration: Artesia, N. M.; Roswell 28-April 1.
- Franklin, Don, No. 1: Cuero, Tex.; Luling 27-April 1.
- Franklin, Don, No. 2: Three Rivers, Tex.
- Gentsch, J. A.: Columbia, Miss.
- Glade's Am.: Immokalee, Fla.
- Gold Medal: Prattville, Ala.
- Hill's Greater: Corpus Christi, Tex.
- Imperial Expo.: Santa Paula, Calif.
- Interstate: Dublin, Ga.
- Jack's Greater: Greer, S. C.; Easley 27-April 1 April 1.
- Kirkwood, Joseph J.: High Point, N. C.; Statesville 27-April 1.
- Lone Star: Macon, Ga.
- Magic Empire: Alexander City, Ala.
- Marion Greater: Cheraw, S. C.
- Midwestern Expo.: Center, Tex.
- Miller's, Ralph R., Attrs.: Rosedale, La.
- Model: Bonham, Tex.
- Moore's Modern: Seguin, Tex.
- Myers (Hollywood Road & Scott Crossing) Atlanta, Ga.
- Nolan, Larry: Douglas, Ariz.
- Orange State: (Fair) Belle Glade, Fla.
- Palmetto Expo.: Lyman, S. C.
- Peppers All-State: Orange, Tex.
- Pike Am.: Bowie, Tex.
- Playtime: Manchester, N. H., 24-April 1.
- Rafferty: Havelock, N. C.; Washington 27-April 1.
- Royal Crown: Sanford, Fla.
- Royal Expo.: Belle Glade, Fla.
- Royal Midwest: Water Valley, Miss., 25-April 1.
- Siebrand Bros.: Tucson, Ariz.
- Southern Valley: Fort Gibson, Miss.; Vicksburg 27-April 1.
- State Fair: Caldwell, Kan.; Anthony 27-April 1.
- Stephens, C. A.: Covington, Ga.
- Strates, James E.: Washington, D. C., 30-April 8.
- Texas: Edinburg, Tex.
- Tidwell, T. J.: Big Spring, Tex.; Snyder 27-April 1.
- Tinsley, Johnny T.: Greenville, S. C., 25-April 1.
- Thunderbird Am. Co.: Naco, Ariz.
- 20th Century: Fort Smith, Ark.
- United Expo.: Magnolia, Ark.
- Victory Expo.: Del Rio, Tex.
- Wallace & Murray: Augusta, Ga.
- West Coast: Visalia, Calif.
- Wheeler, Eddie L.: Buchanan, Ga., 25-April 1.
- Wolfe Am.: Greer, S. C.

## Circus Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

- Beatty, Clyde: Upland, Calif., 21; Riverside 22; Redlands 23; Pomona 24; San Fernando 25; San Gabriel 26; Lynwood 27; Los Angeles 28-April 9.
- Davenport, Orrin: Sioux Falls, S. D., 20-25.
- Polack Bros. (Eastern): Akron, O., 20-25; Clarksburg, W. Va., 27-29; Norfolk, Va., 31-April 6.
- Polack Bros. (Western): Indianapolis, Ind., 27-April 5.
- Rogers Bros.: Valdosta, Ga., 21; Jasper, Fla., 22; Madison 23; Adel, Ga., 24; Albany 25; Donaldsonville 27.
- West Bros.: Roswell, N. M., 21; El Paso, Tex., 23-24; Hot Springs, N. M., 27; Belen 28; Albuquerque 29-30; Santa Fe 31; Las Vegas April 1.

## Misc. Routes

Send to  
2160 Patterson St. Cincinnati 22, O.

- Carroll Bros. Conjure Circus: Clarksville, Tex., 21-23; Bogata 24; Blossom 27.
- Ice Capades (Arena) Chicago, Ill., thru April 2.
- Lewis, Bud, Wheeling Jamboree (Manos) Monessen, Pa., 22; (Manos) Indiana 23; (Casino) Vandergrift 28; (Manos) Jeanette 29; (Manos) Latrobe 30.
- Miller's, Irvin C., Brown-Skin Models (Ritz) Monroe, La., 22; (Vesper) Pine Bluff, Ark., 24; (Gem) Little Rock 25.
- Roller Skating Vanities (Cincinnati Garden) Cincinnati, O., 21-26; (The Arena) Toledo 28-April 2.



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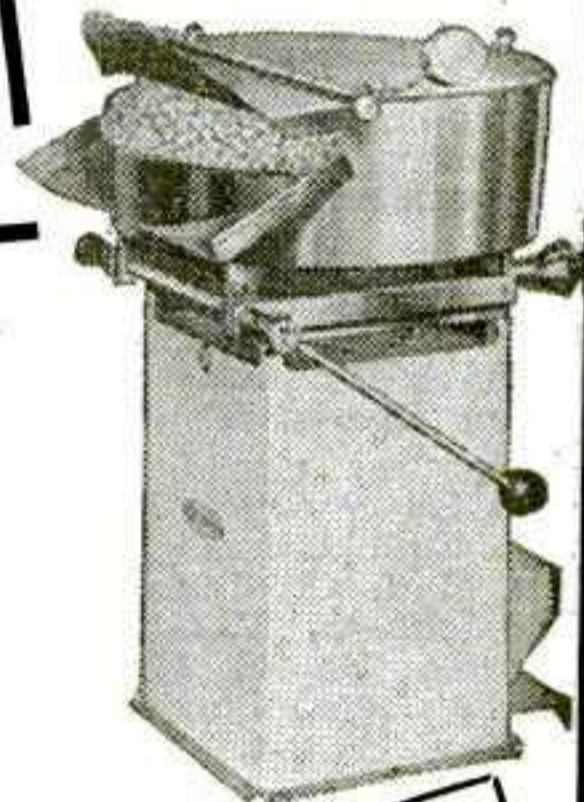
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# All New Canvas Will Mark Beatty's Bow in El Monte; Big Top Size Is Increased

**"Warm-Up" Dates Set Before Opening in L. A., March 28**

EL MONTE, Calif., March 18.—The Clyde Beatty Circus will hit the road this year with all new canvas, including a big top, Side Show, pad room, menagerie and two marquees, all purchased from the U. S. Tent & Awning Company, Beatty announces. Show, which opens here Monday (20), has increased the size of its big top by 10 feet, Beatty said. It is a 140 with three 50s. The big top marquee will be 30 by 25 feet. New Side Show top is a 60 with three 30s, the Side Show marquee 20 by 20, the pad room 40 by 80 and the menagerie a 70 with four 30s. The 1949 cookhouse canvas, 40 by 40 and new last year, will be retained.

In addition Beatty has purchased reserved seat curtains, end curtains and ring carpet. El Monte bow will feature org's only parade for the season. The city's stores and schools will shutter during the two-mile parade which, in addition to the Beatty wagons and equipment, will be highlighted by army units and 20 high school bands from around this area.

Paul Eagles, Beatty's general agent and traffic manager, reports he has 10 billposters working downtown Los Angeles for the 13-day stand at Washington and Hill streets, starting Tuesday (28).

**Warm-up dates:** In addition to the local stand, include Upland, March 1, Riverside (22), Redlands (23), Pomona (24), San Fernando (25), San Gabriel (26) and Lynwood (27). Ticket sales in Los Angeles, in charge of George Jones, have started.

## New Cats

Ora Parks, general press representative, reports that Beatty has been working a new shipment of cats this winter. Acts include Bob Steele, film and TV performer; the Great Barton, Frank Doyle, Caudillo Sisters, the Acevedo Troupe, Monzellos and the Flying Thrillers.

All equipment has been repainted, Moss, general superintendent, reports. The show will carry 45 wagons, including new rigging and canvas wagons. Four new cages also have been added.

## 40-Man Crew

Joe Applegate, boss canvasman, is assembling a 40-man crew, headed by his chief assistants, Pappy Johnson and Chester Welch.

Billposters signed include Glenn Booth, car manager; J. C. Buchanan, N. Cofield, I. M. Faulkner, Ben Ank, C. I. Golding, H. L. Gordon, L. Johnson, W. S. Keyser, W. E. Kennedy, Harold McAnally, Mack Howell, Harold Perry, Edward Saxe and H. E. Wilson.

A press dinner for 250 invited guests will kick off the Los Angeles stand Tuesday (28).

# Kelly-Morris Does Good Biz in Elgin

ELGIN, Ill., March 18.—Kelly-Morris Circus opened a two-day stand at the armory here Tuesday (14) under auspices of the National Guard. Proceeds go to the polio fund.

Tuesday shows were better than Wednesday shows each and Wednesday performances were full houses. Promotional and phone crews worked weeks in advance. Banner sales are good.

Acts were, Two Jumps and a Jerk, comedy acros; Caroline Hodgson, roly poly; Kelly's Military Ponies; Bernice Kelly, wire; Kelly's High-Diving Acts; Hartley Duo, perch; Bob Hodgson, wire; Kelly-Morris's baby elephant; Hodgsons, rings, and Moreen Dupe, teeterboard.

A new Liberty horse act is being taken at Havana, Ill., quarters and is ready for the summer tour. Show is booked to appear as free attraction with Ken Murray's United Liberty Shows for 20 weeks after July 22.

# Cole To Play Ebbets Field In Brooklyn

**Hopalong Included in Pact**

MIAMI, March 18.—Cole Bros. Circus and its co-owner-star, Bill (Hopalong Cassidy) Boyd will play Ebbets Field, the Dodgers home in Brooklyn, this summer. The dates, while not announced, are believed set for July.

The deal was consummated here yesterday (17) when Arthur M. Wirtz and Jim Norris, co-owners of the circus, met with Branch Rickey, the Dodger's owner.

Brooklyn, always a lucrative date in the past under canvas, was abandoned some years ago when the Ringling circus limited its metropolitan New York showing to a month-long stay in Madison Square Garden. Since then, no lot large enough to accommodate a big circus has been available in Brooklyn.

The Cole management may well have chosen the Brooklyn ballpark as a show-case for the drawing power of its video-flicker star, Boyd, in a bid for the lucrative Madison Square Garden date. The current pact between the Garden and the Ringling circus ends with this year's engagement, which begins April 5.

# Dhotre Joins Amar As RB Tenure Ends

SARASOTA, Fla., March 18.—Dammoo Dhotre, who has been rehearsing his big cats daily at Ringling circus winter quarters here, took off by plane with his wife, Bess, bound for Paris and a year's booking with the Cirque Amar thru France and Africa.

The Indian trainer, featured with his act for several years in the Big Show, shipped his five spotted leopards, two black panthers, two jaguars and three pumas to Paris by special freight plane after inking a contract with the French show.

The Dhotres are residents of Sarasota where they have a new home on Fruitville Road. Life mag recently plugged Dhotre as among well-known animal trainers offering advice on how to capture the leopard that recently escaped from the Oklahoma City Zoo.

# Allen on Southern Junket

WEST POINT, Miss., March 18.—The Tex Allen Show is in its 10th week, playing one and three-day indoor dates under auspices. George DeSilva, formerly of Rogers Bros. Circus, joined here as general agent. Thomas D. Hart, co-owner with Allen, will remain back on the show as manager and legal adjuster. Fifteen people and five trucks are used.

# Attendance, Gross Off Slightly for O. Davenport Show

ST. PAUL, March 18.—Osman Temple's annual Orrin Davenport Shrine Circus which opened Monday (13) in the St. Paul Auditorium for a 14-performance, six-day run ending today, was 6 per cent off in attendance and 8 per cent off in revenue thru Wednesday (15), Potentate Einar W. Johnson reported.

Attendance for the first six performances hit 29,539 as compared with 31,381 in 1949, while gross revenue from tickets and concessions was \$30,192 this year as against \$32,670 a year ago, he said.

Banner and program book revenue this year hit \$15,137. This is \$6,000 better than a year ago.

The show, streamlined somewhat from its Cleveland date, for the first time this year has a milkman's matinee set for 9:30 a.m. today.

Ticket scale is the same as in past years, 50 cents for kids, \$1.50 general admission and \$2 reserves.

Circus performers were guests of the "Better Language Club" at a St. Patrick's Day party following the show Friday night (17).

Clowns Saluto, Joe Short, Jackie LeClaire, Mickey McDonald and Charlie Bell appeared at the Shriners Hospital for Crippled Children in the Twin Cities to stage an impromptu performance.

The flu caught up with Corinne Dearo and Earl Shipley.

# Turnaway Biz Marks Polack Stand in Chi

**Mid-Week Attendance Up**

CHICAGO, March 18.—Biz of Polack Bros. Western Unit here has been big enough to consider skedding of more performances for the 1951 stanza, Louis P. Stern, manager, stated. Full houses have been the rule this week, and the house is sold out for performances remaining in the 17-day run ending Sunday (19).

Week opened with the strongest Monday in history of the Medinah Shrine date with 2,000 turned away. The next two days were strong and Thursday (16) brought another turnaway at the matinee and a strong night show. Sunday night shows, usually weak, have been good.

Stern said length of the run will not be increased next year but that a third show may be added on Saturdays. There is some chance of Monday matinees being used. Tuesday matinees were new this year and three shows were given on Sundays. Capacity of Medinah Temple is a little more than 4,000. Stern said attendance will total about 140,000 this year.

Polack biz here has edged upward in recent years. Big houses came only on week-ends in the past, but the midweek days were good last year and this time opening days were strong.

Melitta and Wicons, perch act, was out of the program Wednesday (15) and Thursday (16) because the former had influenza, but the act was back for the week-end.

Personnel will remain the same for Indianapolis, March 27-April 5, after which the unit jumps to Sacramento.

Stern will go to Louisville March 20-26 to attend a meeting of the Shrine's national directors. He also announced that Seattle and Vancouver fair dates have been contracted.

# Preparations For '50 Hyped By Mills Show

**Two Elephants Added**

CIRCLEVILLE, O., March 18.—Two elephants, purchased by Jack and Jake Mills, of Mills Bros. Circus, arrived at the show's quarters here this week from Sarasota, Fla.

Jack Mills announced that Frank Noel, with the show two years ago, will be head elephant man. He will arrive soon from Kansas.

Mamie Ward, whose son has the Ward-Bell flying act with Polack, will handle the Mills wardrobe which was purchased recently in Florida.

## Buy Semi-Trailer

A semi-trailer purchased from Lucky Lott, thrill driver, has been added for the new elephants, Trilby and Jennie, while an old semi has been reconditioned to transport Burma. Three tractor trucks have been delivered, along with two smaller trucks. Ring carpets will be picked up in April with the show's new canvas from United States Tent & Awning Company, Chicago. Charles Brady's crew has converted a concession truck to a sleeper, and a new concession truck has been added.

Chief White Eagle and sister, Catherine, will be back with the show to work concert. Mrs. Digger Pugh and part of the Wallaby Troupe, English acro girls, arrived in New York. Remainder of the 13-people Wallaby unit will arrive next week with the Sayers, English comics. Another import, the Rickerts, German jugglers, also are expected then. After stage and television appearances in Manhattan all will head for quarters rehearsals. Mr. and Mrs. Dobas will again present their perch and balancing acts with Mills. Bert and Jeanette Wallace will train the menage riders. All advance drills will be under way by April 1. Another British troupe, the Bakers, sails April 5.

## Banquet Plans

Invitations are going out for the banquet to be held opening day, April 15, at Memorial Hall here under auspices of Pickwick Rainbow Auxiliary. About 350 persons, including heavy representation from fan orgs, will attend. Tom Wilson, Circleville Herald publisher, is banquet chairman. Johnny Jones, Columbus Dispatch columnist and radio commentator, will be toastmaster.

A circus jamboree was held Monday (13) in Lorain by the Kiwanis Club with Doc Waddell, show chaplain, and Fred Stafford, press director, speaking. Waddell has visited New Albany and will open a series of services at Kent, O., March 22.

Mechanics Don Mann and Kentucky Red have overhauled all but five pieces of rolling stock. They will go to Pennsylvania soon to pick up the cookhouse truck in which a new refrigerator has been installed. Mark Roe is feeding 51 persons daily at quarters.

# Rogers Rodeo Opens In Georgia April 2

ORLANDO, Fla., March 18.—Rogers Rodeo and Thrill Circus, under General Manager Larry Sunbrock, opens its season in the stadium at Columbus, Ga., April 2, Bob Walker, secretary, announced from local quarters this week. Walker said that the Terrell Bros. Circus unit will join the show in time for the opening. Features include an exhibition rodeo and auto thrill show.

Advance will be handled by Tom Terrell, general agent, and Janette Terrell, promotion manager. Other officials are Jimmy Rogers, president, and Larry Shaw, treasurer.

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## UNDER THE MARQUEE

Cyril Mills, head of the Bertram Mills Circus, and Mrs. Marie Meredith of Canada were married at St. Marylebon, England, February 14 and have been honeymooning in Switzerland.

Trouble among general agents is that one distrusts the other—with reasons.

Bill Green, of the Polack Bros.' Eastern Unit, was a guest speaker before the journalism class of Washington and Lee University, Lexington, Va., recently. Horace Hood, city editor of The Roanoke Daily Times, introduced Green. Elly Ardely, trapeze, rejoined Polack's Eastern Unit at Akron after her Minneapolis engagement for Mrs. Dennis Curtis.

One more warm winter in the South and someone will have to coin a new name for winter quarters.

Walter L. Main spent a week at West Baden Springs, Ind., recently. He's showing friends the match folders put out by the new Walter L. Main Tent, CFA. . . Mr. and Mrs. Charles G. Campbell, circus fans of Adrian, Mich., are spending a month at Sarasota. . . "Pageant" magazine is readying an article on Jack Earl, the giant, a former trouper with the Big One.

Every circus has its "two groups," but neither has enough working majority to be heard in an office wagon.

Bill (Hopalong Cassidy) Boyd, recent addition to Cole Bros.' Circus, and Chester Lauck, Lum, of Lum and Abner team, will establish a boy's ranch at Blue Diamond near Las Vegas, Nev. Spread will give boys from 9 to 14 years old a taste of boots-and-saddle life during the summer. . . Tom Gregory, former CFA president, and his wife, and daughters, Dorothy and Virginia, are staying at the John Ringling Hotel in Sarasota, Fla., having motored there from their Lakewood, O., home recently.

Boss canvasman is a fellow whose job is to show the boys how to get it up and down for the glory of being with it.

Johnny Tripp, clown on the Ringling circus for 51 years, suffered a slight stroke and is confined to St. Francis Hospital, Blue Island, Ill. The Tripps recently moved into their new home at 216 East 140th Place, Dolton, Ill. . . Jack Harrison, clown, who closed with the Benny Fox Circus in Lawton, Okla., joins the Gil Gray Shrine Circus for its March 27 opening in Springfield, Mo. . . When Polack Bros.' Eastern Unit was in Roanoke, Va., Ed Raymond, in clown attire, entertained a nine-year old boy in his home. The youngster was recuperating from a serious illness.

New circus paper is being studied earnestly these nights by a disillusioned biller who knows no interior of a menagerie ever looked that way.

William J. Dammarell, prominent member of the John Robinson-Loyal Repensky Tent of Circus Fans, Cincinnati, who has been assistant U. S. District Attorney in that city, recently was appointed by Governor Lausche of Ohio to the Hamilton County Common Pleas Court, Cincinnati, succeeding Judge Thomas H. Morrow, who died recently. . . Herb (Pop) Fursier, who is undergoing treatment for a war disability in Westminster Veterans' Hospital, London, Ont., Can., is planning to join the Kelly-Miller circus as soon as he is released.

Showbiz has so many minorities that everybody can find somebody on their side.

City council of Macon, Ga., has approved application of the Firemen's Relief Association for use of the city-owned Central City park

for opening of King Bros.' Circus April 8. . . Charles Katz, former assistant manager of Downie Bros.' Circus, and long-time associate of the late Charles Sparks, recently made his first visit to Macon, Ga., in over 10 years. Katz is in business in Zanesville, O., and was returning from a Florida vacation. . . Joe Sutherland, chairman of the uniformed bodies of Al Sihah Temple, is organizing committees for the Macon, Ga., Shrine Circus in November.

Cost of a private secretary may be big, but it's worth it, in the opinion of a manager who dodged thousands of pass-seekers by being reported "ahead with the advance."

Newly organized Gastronomical Gourmets Society and Tasters and Sippers Auxiliary held their first meeting during Polack Bros.' Eastern Unit's engagement in Roanoke, Va., under Kazim Shrine Temple auspices. Officers include Henry Kyes, master chef; Harriet Lewis, chief cook; Irene Lafferty, chief taster; Terry Peers, chief vegetable peeler, and Al Hyman, chief dishwasher. Charter members attending the spaghetti dinner included Mr. and Mrs. Ernie Wiswell, Mr. and Mrs. Nate Lewis, Mr. and Mrs. Terry Peers, Irene Lafferty, Al Hyman, Henry Kyes, Mr. and Mrs. Whitey Boyd, Mrs. Senta Randow and Mr. and Mrs. Gene Randow.

J. C. Admire, veteran advance agent, who with his cousin, Frank Admire, has had four acts playing high school dates in Central Kentucky, has signed to have two phone crews selling banners and tickets in advance of King Bros.' Circus for the coming season. Crews open their season March 27 in Bowling Green and Glasgow, Ky. Joe Sullivan also will have his crew in advance of the show. . . Hazel King is in quarters at Gonzales, Tex., bringing along the two camels born recently on her farm there. She's putting her horses and fox terrier act thru their paces and plans to use more horses in her Liberty act this season.

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**Rogers Bros.**

In Sarasota many of us visited the John Ringling home and museum. The latter houses a large collection of circuses, including three model circuses and six of the old-time Ringling and American Circus Corporation wagons. John Sullivan and the Reverend Hoyt, museum curators, were wonderful hosts.

Bob Noels and family are visiting, and on our Gainesville Sunday off he entertained the personnel with his boxing chimps under the big top. Hot-foot Blackout and several other big top workers put the gloves on against Noels' huge chimps and lasted from 5 to 15 seconds against the apes.

Frankie Lou Woods is again doing her single traps. Prince Ali warms up the Side Show throngs with his Hindustan fire-eating.

At Daytona Beach our lot was near the speed course. Royal Crown Shows day and dated us here and visits were exchanged. We enjoyed seeing Bob Fisher, who has his flying act on Royal Crown.

One of Eddie Kuhn's lion cubs was injured in a fight with a panther during the mixed wild animal act. Louise Gaines and Phyllis Newman are practicing a one-high chair fall, and Skippy O'Donald is doing doubles off the teeterboard. Happy Yak Davis is the most modest person on the show.

Electric beacons have been installed on top of the big top center poles. This innovation attracts attention from considerable distance and also aids in the teardown. Billy Barton concluded a string of Eastern theater dates and is visiting his parents, Mr. and Mrs. George Barton on the show. Si Rubens's cousin, Adolph Margolis, is a daily visitor. Other visitors were Phil and Zu Strife, Don Love, Colorado Mac and Sam Daily.—GEORGE HUBLER.

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**Dressing Room Gossip**

**Polack Bros.' Western**

Our second week in Chicago. This date runs for 17 days and has been pleasant especially for Jo and Slivers Madison. Chicago is Jo's home town. Dr. and Mrs. H. H. Conley gave a dinner at L'Aiglon French restaurant for the following: Gus and Betty Bell, Eddie and Yvette Kohl, Harry Dann, Millie Keathley, Dottie and Eddie Ward, Harold Ward, Freddie Freeman, Norma an Mrs. Kohl, Dr. and Mrs. Coleman, Bill Brown, and Mr. and Mrs. Joe Smouse.

Robert Zimmerman drove from Madison, Wis., caught our matinee, visited friends and returned home the same day. Harry Dann did a good job of redesigning the ring curbs. The Loyal-Repensky family came up with new wardrobe here that is out of this world. Papa Loyal looks good, too, in that white soup and fish. These performers were out to Hines Veterans Hospital and gave the boys there a real two-hour show: Melitta and Wicons; Alfredo, Nino, Victor and Mike Landon of Landon Midgets; Nana Woolford and her dogs; Rudy Ducky, the Shyrettos, Arthur Springer, the Sherman Brothers, Harry Dann, Bobby Kellogg, Otto Griebing, Billy Griffin and your truly.

Hanna Pallenberg is nursing a sprained ankle. We have a new shuffleboard champion in Millie Keathley, and are a few of our star performers' faces red!

Visitors: Mrs. Emil Pallenberg Sr., who flew from Honolulu to visit Emil Jr. and Hanna; Noble Joe Lewis, Mr. Davis, Frankie Stroud, Carl Marx, Curt, Hilda and Eric Oranto; Otto Gretona, Emmett Sims, Benny, the Bum; Mary Nelp, Eddie Kohl's mother and daughter; Dr. and Mrs. Conley, Dr. and Mrs. Coleman, Bill Brown, Virginia Lynch, Mr. and Mrs. Smouse, Father Marcel Lavoy, Ruth Rice, Jane Meredith, Joe Ambrose, Mr. and Mrs. Maximo, with whom the writer tramped many years ago in Australia and Europe; Mr. Walkmir, the Snell brothers, Red Carter, Helen Huntley, Roy Allan, Ruth Christiansen, Charles Zemater, Mrs. Marie Reiffenach, Mr. and Mrs. Arthur Konyot, Sgt. Harold R. Shotwell of Chanute Air Base; Paul Geyer, Hubie Dyer, Johnny Pack, George T. Durham, Victoria and Joe Coyle, Dan Nugent; Hector Jorge Mendez, consul-general of the Argentine; Felepe Preiser, attache to the consul-general; Eva and Borje Barton, on their way to join Clyde Beatty Circus; Jack Crippen, George Barnaby, Billy Burke and Gene Lewis, all on their way to Cole Bros.' Circus; John Vani, brother of Joe Sherman, Kenneth Waite, Dr. and Mrs. William Huebener and party which included the World War I submarine commander, Count Felix Von Luckner; Mike Nidos, on his way to the Biller show; Dick Scatterday, Buddy and Jean Peterson, Bill Osborne and Charlotte Moody.—FREDDIE FREEMAN.

**Hamid-Morton**

Our arrival in Wichita, Kan., being a late one, had everybody in a rush Monday evening. However, with all credit due to Mike Malos and his crew, we started show pretty much on time. Attendance was light.

During our last few days in Kansas City, Mo., Bob Morton took some fine third-dimension pictures in color of the show. Sgt. Merle Thurman, of the police force there, also took pictures and presented many of the performers with copies. James Dunn, movie star and his cast, attended a matinee performance. They were on the same train with us coming into Wichita. Pia Dobritch is on the sick list with a broken bone in her foot. She injured it when she landed too fast from her slide down the rope at the finish of the act. Tiny Tovey and Ray Bozo Cosmo have been added to clown alley. Sa-So is mailman on the show.

Harry La Mar, after closing in K. C., returned to his home in Bloomington, Ill., to complete redecorating his home there. The Three Barretts are blushing when anyone mentions their high-ladder act. Due to the building being small, they are only working about 35 feet in the air. We will open again in Buffalo April 10. Ben Truex handled the promotion in Wichita.

Visitors included James Dunn and company; Slivers and Mrs. Johnson and their son, Robert; Irma Lee, who visited the Zavattas; Charles and Earl Lewis; Chief George Shepard, of the Wichita Police Department.—BILLY HUDSON.

**Orrin Davenport**

St. Paul marks the 12th week of the season and business is good. Joining the No. 1 unit here were La Brac and Bernice; Eddie, Duina and Bala Zacchini with their flying act; Hogan's Seals; Kinko; Mac MacDonald and wife with the Tom Packs elephants, and Prof. Joe Short.

Visiting from Minneapolis were Johnny Packs, Helen Klausen, Punch and Judy Jacobs, Sonny and Pat Moore; Mr. and Mrs. Bozo Harrell with their daughter and granddaughter; Al Ackerman and Frank Carey. Bette Leonard, of Wichita, Kan., is recovering from an operation. A letter was received from Will Sprague, CFA of Sacramento, stating that he is recovering from an accident.

Dots and Dashes: Free Roll Saluto is doing quite well in St. Paul. Joe Walsh is his sponsor. . . . The Gudas Troupe still stops the show. . . . The Chambertys (Max, Millie and George), are one of the best casting acts in this country. . . . Bert and Corrine Dearo are with the Davenport No. 1 Unit. . . . Whitey Harris has bought an interest in the Coca-Cola Company. . . . Hattie Shipley came to St. Paul to take charge of wardrobe and watch Uncle Earl. . . . Yette Wallenda still is the thrill gal of the circus. When she sways that high pole, they hang on their seats. The Haags, Ruby, Harry and Naomi, are batting 1,000 every day. . . . Prof. Carl Marx has a new moniker, "Hitch". . . . Jimmy Armstrong is the half-hour and 15-minute bugler.—DICK LEWIS.

**West Bros.**

Org played Hobbs, N. M., two days, under auspices of the 20-30 Club to good biz. Zetta, Edward Weideman's elephant, and the clowns were in parade at the Odessa, Tex., Fat Stock Show. Manager Julien West had prop trunk and ring curbs painted at Carlsbad, N. M. Weideman has been on the sick list. Mrs. Patrick Knight recently observed her birthday. Show is booked until April 1 and opens under canvas April 10. The Jacksons purchased a new trailer. Charles Lake (Moko, the Monkey Man) visited in Hobbs.—FRANK DERUE.

**Clyde Bros.**

Even with a rather long jump into Mansfield, O., on icy roads, no one missed the matinee. Nana Hanneford celebrated her 80th birthday and was presented with roses after the riding act. George Vest keeps the music for the show up to date. The Mar-Vels, Roman ladder act, has been added to the program. Doc Ford is doing a good job announcing the show.

Poodles Hanneford is happy again now that we are playing towns where his portable television set will bring in the TV shows. Manager Harry Allen, Josephine Gasga, La Vern Fleck, Patsy and Tama Frank Jr. have been on the sick list.

Visitors: Mr. and Mrs. Harry Shannon, Bob Shaw, Gus Sun Jr., Mr. and Mrs. Buck Steele, Chick and Helen Varnell, Mr. and Mrs. Buck Lucas, Mr. and Mrs. Bill Meyer, Mr. and Mrs. Al Jones, Pat and Patsy O'Brien, the La Blonde Troupe and Bob Couls, of Patterson Bros.' Circus.—GRACIE HANNEFORD.

**Siebrand Bros.**

Last-minute painting and general renovations kept everyone busy the last few days before org left winter quarters at Phoenix, Ariz. Pancho received congratulations on the good job he did in laying out the unit. There were many visitors around Phoenix, saying hello and goodbye, including Mr. and Mrs. Babe Clatterbuck, Roy Golden, Joe Brogan and Mike Mecanif. Show is enlarged this year and performance runs over an hour and a half. Line-up of personnel includes Pancho and Donita, Tommy and Rosa Patine, Clara and Eugene Hoffman, Ravell and Renous, Harry Ross, Jack and Gracie Fairburn (Koko and Loco) and the Hodges-Hodgini Trio. Captain Clark has his dogs, ponies and menage horses with the org.—JOE HODGES HODGINI.

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## Carroll Closes Drive-In To Up Parking Area

AGAWAM, Mass., March 18. — Riverside Park-In, oldest drive-in theater in this area, will not be operated this season and the space will be used for a parking area, according to Edward J. Carroll, owner-manager of Riverside Park.

Announcing the opening date of Riverside Park as April 1, Carroll declared that the drive-in theater is "undergoing a mushroom growth. When it settles down, as it must, we may consider the advisability of a modern-type outdoor theater on our property opposite the main park."

Riverside Park-In, an innovation in Western Massachusetts motion picture quarters when it was started 12 years ago, has been popular since that time.

### Make Way for Parking

Carroll said that free parking space must be extended and the area formerly occupied by the theater fills the need. He said that on Saturday nights last season the auto race crowd and the theater line both entering the park by the same gate created a bottleneck. Use of the theater lot for parking means that traffic will move into the park faster and hundreds of extra cars can be accommodated.

An additional mid-week night of racing plus other special events will add to the parking problem this season, according to Carroll. The new super-highway from above River Road to the State line suggests increased auto traffic on his side of the Connecticut River and means that cars will have to move into the park at a faster rate, Carroll said.

### Operating Sked Set

The April schedule calls for operation of the entire park on week-ends with bowling and skating every night. Starting May 1, the park will be open every night plus Sunday afternoons. About mid-June the funspot will be open afternoons during the mid-week period for school outings and kiddies matinees.

Carroll reports that some 40-odd remodeling projects will be completed in time for the opening. Major change is taking place in Laff in the Dark, where a complete reconstruction job will be done.

Stock car racing will start opening night with the United Stock Car Racing Association handling the contests. Jalopy racing will be staged at the park starting early in May.

## New Bldg. To Erase Wildwood Fire Loss

WILDWOOD, N. J., March 18.—While an investigation was proceeding this week to determine the cause of a fire which destroyed three stores on the Boardwalk side of Casino Arcade Park here, S. B. Ramagosa, operator, announced that the damaged area would be razed and a modern building constructed on the site. The area involved is owned by a group of stockholders known as the Casino Pier Corporation which leased the buildings to Ramagosa, who in turn sublet the three stores to concessionaires.

The fire last week swept the Kentucky Derby amusement parlor, operated by Roc Coster, of Philadelphia; a salt-water taffy and ice cream store, operated by David Silver, and a store which was being renovated for use as a Howard Johnson restaurant.

Morris Senekoff, city supervisor of fire safety, began an immediate investigation to learn the cause of the blaze. All the stores damaged were unoccupied, he said, and none was serviced by electricity. At the fire's height a detail of fire fighters doused Hunt's Starlit Ballroom on the other side of the Boardwalk when flying sparks endangered that spot.



WILLIAM F. SHINNICK, prominent restaurateur, has been named director of New Bay Shore Park near Baltimore. The Chesapeake Bay resort recently changed hands for the second time within a year, but name of the new owner has not been announced. Several staff members are holdovers from the 1949 regime.

## Mission Beach Bow Attracts Okay Business

MISSION BEACH, Calif., March 18.—Mission beach bowed for the season here Saturday (11) to a good crowd and okay business, Manager Warner Austin announced.

New this year are a Pretzel ride and a 25 by 45-foot archery concession. The Merry-Go-Round was repainted by Eduardo Vargas, Mexican artist. C. L. Gleason, El Dorado, Kan., park operator, has purchased the derby game, formerly owned by A. C. Van Horn. Snow cones, formerly owned by Mrs. Cauley, has been purchased by Chris Strong, Lansing, Mich.

There will be 65 concessions in operation Austin said.

## E. Anderson Obtains Ride and Concession Lease in Danville

DANVILLE, Ill., March 18.—Earl Anderson, Illinois and Missouri coin machine operator and distributor for the last 20 years, has leased all rides and concessions at Fairgrounds Park here.

William F. Brown, Louisville, who purchased the park in 1945, will operate the weekly auto races, roller rink and swim pool. This year's first race will be held May 14.

Line-up includes an Ottaway steam train, Jordan's Hobby Horse, Allan Herschell Little Dipper and Eyerly's Midge-O-Racer. It is planned to add two more rides.

Rides and concessions will operate week-ends only until the park bows for daily operation May 30.

## More Parking for Rockaway

NEW YORK, March 18.—Far Rockaway section at Rockaway Beach will be provided with additional parking space this summer. The Board of Estimate has turned over 27½ acres of ground to Robert Moses, New York's commissioner of parks, for use as auto parking lots. Lots, acquired by the city thru tax lien foreclosure, are located along the Boardwalk between Beach 9th and Beach 17th streets.

# Improvements for Detroit's Edgewater To Cost \$100,000; Larue Heads Promotion Dept.

## Four New Rides To Be Added to Kiddie, Major Line-Up

DETROIT, March 18.—Major improvements at Edgewater Park here, costing an estimated \$100,000, were announced this week by Harry Stahl, general superintendent of Edgewater, Eastwood and Jefferson Beach spots, operated by the Wagner-Kerner interests. Currently being installed is a driveway, bordered by two rows of neon-lighted columns and leading across the River Rouge Bridge into the park. The Kiddieland is being redesigned. A new depot for the Miniature Train is under construction and at least two new rides, the Horse and Buggy and a Boat ride, will be added. The Kiddieland, which will have its own entrance, Stahl says, will operate every afternoon during the season. The major park operates at night only during the week.

New rides in the major park will be a Rock-o-Plane and Bubble Bounce. The Circle Swing, which burned last fall, has been replaced. Every ride, excepting the Coaster, has been moved and overhauled. New cars have been ordered for the Dodgem.

Cyril and Alvin Wagner will manage Edgewater, with Harry Brown remaining as ride superintendent and Paul Barr as ground superintendent. Jack Larue, who had shows and handled promotions at Eastwood a few years ago, is returning to take over as promotion manager at Edgewater. Larue will aim heavy artillery at picnic reservations.

A new structure, 100 by 36, with aluminum pillars and an all-neon front, is being constructed for Harry Lewiston's Freak Show. A steel tank has been installed in the long-range shooting gallery.

Mrs. Bernice Stahl, the superintendent's wife, has purchased a new 20-unit Kentucky Derby and also will have the Greyhound and Rock-o-Plane.

Concessions, operated the last few years by Jack Dickstein, will be taken over this year by Louis Wish. Tentative opening for Edgewater is April 21.

Opening date at Jefferson Beach probably will be Decoration Day. Walter O. King, Mount Clemens, Mich., who has leased most of the rides in the Jefferson funspot, has a crew busy revamping the entire ride set-up.

## Balt. Bay Shore Changes Hands; Shinnick Pilot

BALTIMORE, March 18. — Recently changing hands for the second time in the past year, New Bay Shore Park, 14 miles from Baltimore and fronting on Chesapeake Bay, is being readied for the new season under the direction of Bill Shinnick, prominent local restaurateur. Name of the owner is to be announced later.

In addition to features already situated at the park, Shinnick plans to install a fish pond, dart-a-lite, pitch-til-you-win, greyhound racer, shooting gallery, Ferris Wheel, bingo and Funhouse. A bath house accommodating 15,000 patrons has been refurbished.

New Bay Shore, located on Hart Island, is connected to the mainland by a quarter-mile bridge which connects with a new \$12,000,000 dual-lane highway. Patrons motoring to the park will be accommodated with a parking lot for 6,000 cars. Shinnick also is negotiating with the Baltimore Transit Company for a special bus line to transport patrons.

In addition to performing the duties of park director, Shinnick will manage the Marine Dining Room and have charge of all food concessions. Shinnick said he will feature sea food dinners.

Several members of the old park staff are associated with Shinnick. Reese H. Jones is public relations director; Edward T. Stevens has charge of the bath house, and William Weyant is superintendent of rides.

## Prospects Good For Idle Hour

PHENIX CITY, Ala., March 18.—With personnel at near-by Fort Benning greatly increased, General Manager J. L. Marlowe reports prospects bright for a good season at Idle Hour Park here, which opens Easter Sunday, April 9, with an expanded line-up of attractions, and plans for a regular schedule of special attractions.

Completely renovated, Idle Hour will offer 12 major rides this year, representing additions and removal of old devices during the winter. Marlowe also stated that the midway has been lengthened to accommodate more concession stands and buildings for group games. A steam train layout costing \$15,000 is being added to complete the kiddieland.

Stadium shows tee off April 20 with the first of a series of midget auto races. During the season such attractions as rodeos and Joie Chitwood's thrill show will come in.

For Easter Marlowe has arranged a program of motorcycle races and an egg hunt for children. The same day he begins a policy of weekly changes in free acts booked thru the Gus Sun office. First in are the Silver Condors, high act.

## Council May File Suit

DETROIT, March 18.—Latest step in the long battle of officials of suburban East Detroit against Edgewater Park is the contemplated filing by the city council of a suit in Macomb County Circuit Court to close the park.

The ballroom and roller rink is operating at present. The council has instructed the city attorney to seek an immediate closing order.

Earlier the court issued an order that the park secure a license or cease operating. There remained some doubt as to whether the continuation of these winter-time operations constituted regular park operation.

## Lions Chose A. C. For '50 Convention; 50G for Talent

ATLANTIC CITY, March 18.—The five-day annual gathering of Lions International has been booked by the local resort for June, 1951, and the group figures to spend about \$50,000 for pro talent during its stay, according to Sidney Page, Chicago, in charge of booking all shows and attractions.

About 40,000 Lions and their ladies are expected at the resort next year. It is estimated that they will spend \$5,000,000 at a \$1,000,000-a-day pace. A Boardwalk parade and entertainment will be a feature.

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**SAFRANEK, Vineland, N. J. Phone Vi 9-9560****Tubis Organizes New Group  
To Operate A. C. Mil \$ Pier  
As Ride and Concession Spot****10-Year Lease Involved; McKee Supervising Planning**

NEW YORK, March 18.—A newly formed group headed by Max Tubis, well-known concessionaire, will operate Million Dollar Pier, Atlantic City, this year, it was announced here this week. Associated with Tubis in the Beach Amusement Corporation are S. J. Batoff, operator of food concessions at major golf tournaments, and Harry Schwartz, operator of the Pennsylvania Linen Service. Both are Philadelphia residents.

The pier will be operated as a straight funspot with rides and concessions and on a free-gate basis, Tubis said. Tubis will handle the managerial end. His experience in show business, all involving the handling of concessions, includes Bill Rose's Aquacade, five years with the Clyde Beatty Circus and a similar

term with Jack Tavlin and Harry Dube in the Circus Publishing Company. He is a New Jersey resident.

**Rides Listed**

Rides slated for inclusion at the new spot include the following kid units: Auto, boat, Whip, Ferris Wheel, Airplane, buggy and Merry-Go-Round. Major units will be a Ferris Wheel, Merry-Go-Round, Tilt-a-Whirl and Caterpillar. About 25 concessions will be operated.

The entire fire-ravaged front area of the pier, measuring 225 by 308 feet, is now being cleared prior to installation of new decking. Towers fronting the Boardwalk and the fire wall which saved the back end of the pier will be removed. The entire area fronting the Boardwalk will be left open except for the addition of decorative shrubs.

Completion of the renovation work in time to allow for a June 1 opening has been promised by the pier owners thru their representatives, Albert M. Greenfield &amp; Company. The refurbishing will cost an estimated \$110,000, Tubis said.

**10-Year Lease**

Tubis and his associates were awarded a 10-year lease. No option to buy is included. The deal is reported to involve a flat rental plus percentage.

Joe McKee, superintendent of Palisades (N. J.) Park and father-in-law of Tubis, has completed the ground plans. He will also supervise erection of all units and installation of decorative features.

The pier theater will not be operated, except possibly for presentation of top-flight flesh attractions. A grind flicker policy is definitely out, Tubis said.

Tubis and his associates will operate all the kid rides but may lease several of the major units. Some concession space also will be leased to independent operators, according to Tubis.

**Air Conditioning Planned  
For Bronx Zoo's Penguins**

NEW YORK, March 18.—Pampered penguins at the Bronx Zoo here will reside in a refrigerated penthouse this summer with work on the project being pushed so that the birds can move in about May 1.

The penguins will cavort in an Arctic landscape with mountains of white cement, a clear water pool 20 by 30 feet and temperatures of 52 degrees.

**30G Flicker To Plug A. C.**

ATLANTIC CITY, March 18.—A tour of 1,200 cities east of the Mississippi River has been arranged for a movie of resort life and activities which was produced for \$30,000. The 10-minute technicolor film made here last fall was sponsored by the Atlantic City Convention Bureau. After the theater run plans call for the making of 16-millimeter prints to be distributed to schools and clubs.

**Hershey Zoo Re-Opens**

HERSHEY, Pa., March 18.—Closed since the start of the war, the Hershey Zoo reopens May 7, Hershey Estates manager, George Bartels said here.

The Pennsylvania Game Commission will operate the former reptile house for educational and conservation exhibits, Leo A. Luttringer, chief of the conservation education division of the agency, said.

**Clemen Shifts Cincy  
Kid Spot to Reading**

CINCINNATI, March 18.—Ferd A. Clemen, owner of a kiddieland at Lunken Airport Playfield here the past two years, this week announced its removal to the outskirts of nearby Reading, O. Clemen said he was moving his operation because he believed scheduled raising of a levee near the airport site would affect attendance.

Clemen's new site is a six-acre plot. He has set April 15 as the tentative opening date. The new kiddieland will feature an array of riding devices, pony tracks; a concession stand to house rest rooms, storage facilities and offices, and a 200-car parking lot. Contracts for grading and structural work have been let. Clemen also said he is negotiating to have a junior saddle horse show staged on the pony track.

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# Coney Planning Top Events To Lure Customers in 1950

By U N O

NEW YORK, March 18.—Prospects for a constant heavy flow of customers to Coney Island this summer are brighter with the adoption of a long list of novel promotional events and stunts by the new officers elected March 16 at a meeting in the Seven

Seas eatery of the local Chamber of Commerce. A large percentage of those raised to control the destinies of Coney the next two years comprise the younger element of amusement operators and concessionaires.

The program—as detailed in the list submitted by the Lester "L" Wolff Associates, a public relations and advertising firm brought in to supply the necessary personnel, gimmicks and incidentals for attractions to cover four days and nights a week thruout the season at a cost of \$2,500 a performance — includes Howdy Doody Day, Little Abner Day and Dog Patch Day for the kiddies, to be presented on a large open-air stage erected on the corner of Stillwell Avenue and the Bowery; American Legion Day, July 19; Salute to the Armed Forces, one week in July; air races, one day a week during July and August; amateur night on the local Loew's Theater stage; Queen of the Cover Girls Contest, in which many mags will be sought to take part; Living Hall of Fame, for the picking of celebs in all walks of life; roller skating and dancing contests in which various of the larger dance studios will be requested to participate; Fashion Show, the first one to take place Easter on the Boardwalk; Liberty magazine day and Police Athletics' Day.

### Tuesday Fireworks

All this plus fireworks every Tuesday evening during July and August and a \$35,000 Mardi Gras for the season's wind-up. Electric light poles along Surf Avenue are to be gayly painted and bedecked with flags and bunting. Also two large "Welcome" and "Come Again" signs to greet entering and departing motorists at the Ocean Parkway entrance. Other items comprise daily newspaper publicity, the election of a king and queen for the Mardi Gras, with prizes for each in the shape of a Bermuda trip, and other prizes given by concession ops to the lucky ones supplying correct clues to the identity of a mysterious walking lady constantly perambulating the territory.

### 77C Estimated Outlay

An outside estimate of the entire expense involved in this elaborate Wolff schedule is 77C; for which some odd 500 concessionaires will be sent pledge cards to contribute in the neighborhood of \$150 each. National advertisers are to be solicited to help reduce the cost of fireworks and the Mardi Gras to concessionaires, with the Wolff firm assisting in this direction.

Date set for the annual preseason get-together dinner by the members and friends, to be held this year at the St. George Hotel, Brooklyn, has been set for April 18.

Pressure will be brought on the proper authorities for the speedy erection of the city-proposed Oceanarium, also for land excursion boats from New York and vicinities, completion of repairs to Steeplechase Pier. Before the start of the season bathhouse ops will be urged to plump for a reduction in the city sales tax affecting their institutions. Another big kick was that the current wage and hour law ought not apply to employees hired by resort or other outdoor show owners, in that weather conditions affects the business so differently.

### Officers Elected

Officers, all unanimously elected, are Stanley J. Reiben, prexy, replacing George C. McCullough; Frank S. Tilyou, Moe S. Silberman, Chris G. Feucht, Fred Moran and Alfred Shaw, vice-presidents; Victor A. Bonomo, treasurer; Leonard F. Tria, assistant treasurer, and Charles A. Feltman, secretary. Thomas H. Tesuro is chairman of the board of directors and William Nicholson is executive secretary.

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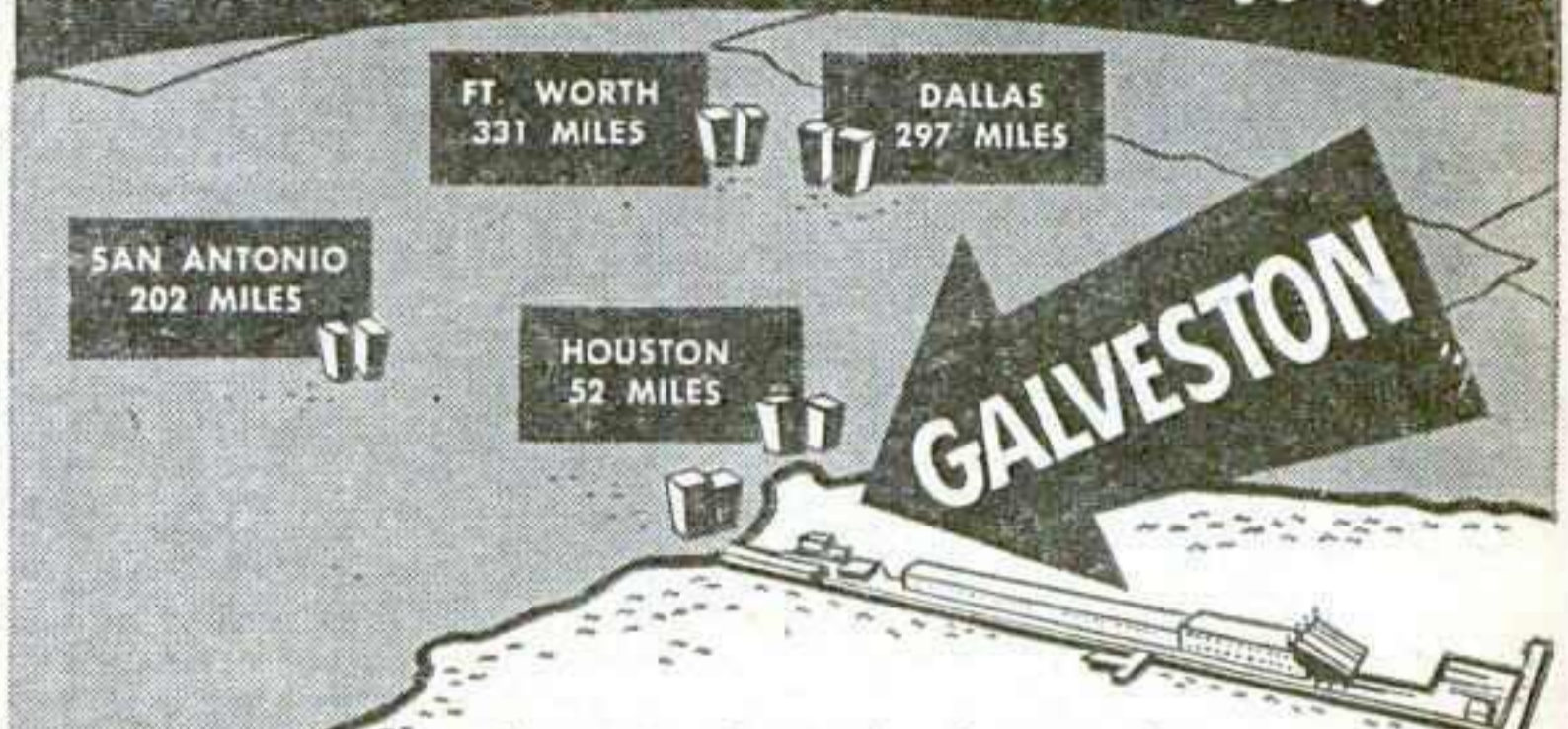
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## Nat'l Orange Show Proving OK for Ferris

### Gate Dips But Midway Holds

SAN BERNARDINO, Calif., March 18.—Playing the National Orange Show for the first time and moving into the California carnival big time, receipts for the Ferris Greater Shows were reported holding up well despite a 13 per cent decrease in attendance. Show is located on the lot formerly occupied by the huge exhibit building that burned last year.

Headed by Rose and Larry Ferris, the show is featuring 23 rides and approximately 70 concessions. Stands are well balanced between games and food.

The carnival this year has an area 300 by 920 feet. In other years a space 200 by 500 feet had been used. Ferris was faced with the problem of filling the increased footage and has laid out his lot with rides at the entrance and concessions along the back. Velare brothers' Skyride (double-Ferris Wheel) is centered on the lot with their Auto Scooter nearby. Kiddieland is to the back of the lot.

Approximately 1,766 feet of concession space was sold at \$15 a foot.

Ferris established a policy of "play any game for a dime" with all concessionaires adhering to the ruling. Top price on rides is 25 cents with 14 cents being the maximum on kids' day Monday (13).

(See Orange Show Chatter, page 76)

## Rain, Cold Hurts Gentsch Opening At Laurel, Miss.

LAUREL, Miss., March 18.—Rain and cold weather held business to a minimum at J. A. Gentsch Shows' 1950 debut date at the 4-H Club Rally and Livestock Show here.

Shows' staff includes J. A. Gentsch, owner-manager; Mrs. J. A. Gentsch, secretary-treasurer; W. H. (Bill) Lambert, business manager; Frank H. Owens, general representative; Russell Cooper, electrician and chief mechanic; Carl Cooper, assistant electrician; L. H. Hardin, lot superintendent, and Whitey Stewart, billposter.

Concession line-up includes C. W. Gentsch, 4; L. H. Hardin, 3; Butch Butcher, 2; Mr. Newberry, 2; Marge Micher, 4; Al Hennen, 2; B. Bremus, 4; Mr. Wear, 1; Tim Wathers, 2; Mrs. R. Cooper, 2; Gus Mitchell, 4; Mr. Crain, 1; J. A. Gentsch, 2; Mr. Patterson, 3; Antz McClanahan, 1; C. W. Kruge, 3; Bill Lites, 1; Sam Craden, 2; Bob Ames, 2; Mr. Anderson, 3; Mr. Schaffer, 1; D. Curtis, 2; Dell Bros., 1; Bruce McLaughlin, 1, and Mrs. W. H. Lambert, 1.

Office-owned rides are Merry-Go-Round, Twin Ferris Wheels, Tilt-a-Whirl, Rolloplane, Streak and Dipsey Doodle. Mrs. Williams has three kiddie rides and D. M. Irons has the pony ride. Buck McClanahan has the Octopus and Scooter.

Shows include Mrs. L. H. Hardin's Coro attraction, with Louise Ware as nurse; Zeke Shumway's Wild Life, Lowery Bros.' Motordrome, Side Show, Working World and Minstrel. Jimmie Shaffer is presenting the free act. Mr. Newberry has the cookhouse.

## United Expo Inks Greenville

GREENVILLE, Tex., March 18.—For the second successive year the United Exposition Shows have been contracted to play the October 2-7 Hunt County Livestock Show and Fair here, reports General Agent Charles S. Noell, who closed the deal.

## Lawrence Greater Dresses Up, Readies for Columbus, Ga., Bow

MOULTRIE, Ga., March 18.—Everything is spic and span with the Lawrence Greater Shows as the org readies for its April 1 Columbus, Ga., debut.

Quarters opened February 10 and a huge amount of renovations and additions have transformed and enlarged the outfit. Show will travel on 43 trucks.

Tower wagons and the giant searchlight are white enameled and bedecked with vari-colored fluorescent lights. New front gate has the show title in neon letters. Benny Wells has completed repainting. Many of his designs are original.

Many of the old staffers will be back this year. Herb Shive will be general representative for the fourth year. J. L. Machamer is in his third season as secretary-treasurer.

Art Frazier has joined as business manager and boss of concessions, a job held last season by Fizzie Brown. Jean Porter, the past 10 years with the Johnny J. Jones Exposition, is in charge of costumes. An old-timer, Johnny Matise, will again be chief mechanic and master of transportation, with John Schourburg, Jimmy Blankenship, Roy McGovern and Al Martin as assistants. Earl Lyons and Jack McBride are electricians and Diesel operators. Walter Page is boss carpenter. Louie Gueth, *The Billboard* and mail agent, is back for his 18th year, as is Bob Young, general utility.

Richard McGee is the major concession operator with 22 fluorescent light concessions. The following agents are in quarters: Sammy Stein, Johnny Giampatore, Woodrow Jones, Billy Ford, Jimmy Neal, Jerry Riley, Johnny Connors, Jew Murphy and Sam Goralick.

Jimmy and Lucy Harrington have Parker diggers and eight hankypanks. Mr. and Mrs. John Garrett

## Ken-Penn Inks Two Pa. Events

NEW KENSINGTON, Pa., March 18.—Ken-Penn Amusement Company will provide the midway at two Pennsylvania celebrations this year, the Punxsutawney Firemen's Old Home Week and the Saxonburg Firemen's Annual Carnival, Al Sessler, org's secretary, announced in quarters here.

In addition the org has contracted the Western Pennsylvania Firemen's convention and a centennial celebration, both in Leechburg, Pa.

Owner-Manager Ralph D. Sanders recently purchased a new Tilt-a-Whirl from Sellner Manufacturing Company and additional trucks and trailers from Berman Sales Company.

A new 40 by 100-foot concrete block building recently was erected here for truck shortage. All equipment will be repaired and repainted for the April 24 opener.

## JJJ Preps for Tour; Leonard Flack Chief

BRAINBRIDGE, Ga., March 18.—Johnny J. Jones Exposition will be set to leave winter quarters at the Bainbridge Air Base here April 22, according to the shows' managers, Morris Lipsky and Harold Paddock.

George W. Leonard will be the expo's new publicity director and will arrive here soon to prepare material for the coming season. Other personnel include Crawford Droege, of Fredonia, N. Y., as advertising agent, and Dr. John LaMarr as the show's medic.

The Enquirer Printing Company, of Cincinnati, has been contracted to furnish outdoor advertising material for the exposition.

have a new cookhouse. The kitchen is in a 32-foot truck. All equipment is of stainless steel, including the electric range, electric dishwasher and deep freeze. Dining tent is 18 by 40, floored, with 16 tables and 12 stools at the counter.

Owners-Operators Shirley and Sam Levy, faced with a strong route, are looking forward to their best season. Unlike some operators, they didn't retrench but put out a lot of money this winter. This week at quarters there were 41 employees, all getting three meals daily in the quarters cookhouse where Stella Young is first cook, Lucille Murphy and Hanna Carpenter, second cooks, and Doris Blankenship and Jean McBride are waitresses.

Jim Deal is general superintendent. Advance has been augmented by Willis Johnson, special agent.

## Success Marks NSA Annual Barn Dance

NEW YORK, March 18.—National Showmen's Association (NSA) annual Barn Dance in the clubrooms here Saturday night (11), was hampered by bad weather, but before midnight the rooms were well filled.

Harry Kaplan, entertainment committee chairman, had Fred C. Murray, David Brown, George Rector, Jack Stern, Lee Lewis and Larry Neumann as his aids.

Chaplain Fred Murray made an impressive justice of the peace, while Jack Alpert had charge of the marriage and divorce bureaus, with wedding rings getting a big play once the farmerettes, headed by President Ethel Shapiro, of the Ladies' Auxiliary, got their shotgun tactics working. Frank (Shrimpy) Rappaport and his lunchroom crew handled the church dinners and refreshments.

### Music by Basile

Dance music and vocal numbers were provided by a four-piece combo of Joe Basile's band. Vocal numbers were rendered by Mildred Ford, Jackie Owens and Helen Young.

Livestock in the farmyard, next to the town lockup, discovered that the barnyard fence was a push-over set-up and two of the inmates, a young pig and a large goose, spent most of the evening dodging the dancers on the floor. The pig was dubbed Dada King Jr.

NSA officers attending the shindig included President Jack Perry, Chaplain Fred Murray, Louis (Dada) King, Gerald Snellens and Max Gruberg. Heading a large contingent of auxiliary members were President Ethel Shapiro and Past Presidents Anna Halpin and Blanche Henderson.

## Nessler's Adds Two Illinois Celebrations; Sets April 24 Bow

SANDOVAL, Ill., March 18.—The Illinois Mendota Sweet Corn Festival and the Carthage Harvest Holidays, both in Illinois, have been contracted by Nessler's Shows, Sammy Silverstein, general manager, announced on his return to the org's winter quarters here.

Season's opening has been set for April 24. Owner B. C. Nessler and son, Jimmie, are supervising quarters work. Concession line-up will include Asa Ross, 3; Elmo Robinson, 7; Frank Lane, 2 and a ride; Carl White, 3; W. A. Napple, 2; Velma Nessler, 5; Jimmie Nessler, 2; George Mahoney, 2, and Otil Specht and Chief Ed Eagle, one each.

## Manos Suicide In Miami; Shots Miss His Ex-Wife

MIAMI, March 18.—Pete Manos, 48, retired carnival concessionaire, shot and killed himself here Tuesday (7) after luring his divorced wife, Laura Lorow Manos, into a would-be death trap. They were divorced only a month ago.

Manos, police said, had called his former wife to his home at 8116 Biscayne Boulevard. When she opened the front door she was greeted by her former husband, who was holding a pistol.

He blasted away at her from point-blank range with two shots. Both went wild. One lodged in the door beside the terrified woman. The second lurched off into space after striking a door knob.

### Third Shot

Hysterical, Mrs. Manos fled to a real estate office next door. As she was relating details of the fracas to persons in the office, a third shot came from the house.

Police were notified at once. Rushing to the scene, they found Manos lying in a crumpled heap on the floor of the living room. He was dead as a result of the single bullet which punctured his throat.

Manos was buried here Friday (10). He had worked more than 10 years as a concessionaire with Royal American Shows.

Mrs. Manos's father, Bert Lorow, retired from show business as an artistic glass blower in the '30s and moved to Miami, where the Lorow family winters.

### Living With Sister

There are five Lorow children in addition to Mrs. Manos. At the time of her escape from death she was living with her sister, Nellie (Raynell) Lorow Golden, a pioneer in the presentation of revues on midways and who has her own show on the Cetlin & Wilson Shows.

Her brothers, Cortez, Nat (Skeeter) and Bert (Snookie) Lorow, are veteran Side Show operators and have the Side Shows on Royal American. The other sister, known as Ginger Ray, formerly was with carnivals as a revue dancer and is married to Chuck Magid, carnival concessionaire. Mrs. Manos also was a revue dancer before she retired to Miami with her husband.

Her grandfather, Col. W. E. Willis, one of the founders of Coney Island, originated the Island's first Side Show, known simply as the Freak Show.

## Bob Felmet Biz Mgr. Of Royal Midwest

FINDLAY, O., March 18.—Bob (Doc) Felmet, veteran outdoor showman, has been named business manager and legal adjuster for the Royal Midwest Shows, Bill Harris, general manager, announced. Felmet formerly was with the Crystal Exposition, Tennessee Valley, Majesty Amusement and Bunty shows.

Other staff members, all with the organization last year when it operated as the Ohio Valley Shows, include Pat Brady, publicity; Robert Harris, special agent and superintendent of rides; Allan Clinke, billposter and sound car, and Dottie Harris, secretary and *The Billboard* agent.

## Crescent Canadian Slates Four Stands in Vancouver

VANCOUVER, B. C., March 18.—Henry Meyerhoff's Crescent Canadian Shows will play four stands on four different lots here this spring.

Org plays Grandview Park, April 17-22; Seaforth Park, April 24-29; Powell Street grounds, May 1-6, and Robson Park, May 8-13.



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RAYMOND SHEP, Concession Mgr.

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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

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## MIDWAY CONFAB

Zora Blaire, Girl Show operator for Bill Kennedy, is closing her night club engagement in Dallas, where she took delivery on a new truck. She will motor to Oklahoma City to join the Kennedys and Jean Eugene Mercer en route to the M. A. Srader Shows. . . . Sonda Fay and Bubbles LaToure letter from Owensboro, Ky., where they wintered, that they are planning to return to the road again in 1950. . . . Harry W. Hennies, owner Hennies Bros.' Shows, and his wife entertained friends at their Hot Springs home Saturday night (11). Guests included Mr. and Mrs. Charles Goss, Mr. and Mrs. Keith Chapman, Paul Olson, William B. Naylor and Tony McDonald, with the last-named supplying the wild ducks for the table.

Small show is one on which everybody knows when a concessionaire is behind with his privilege.

Vernon Barnes, owner, Ashland State Shows, and his mother, are at Barry, Ill., quarters where they are recuperating from recent illnesses. . . . Mr. and Mrs. Melvin Nord and son, John, have returned to Genoa, O., following an extensive vacation in Florida. They played the March of Dimes at West Palm Beach. They have taken over the restaurant at Forest Park in the Ohio city and have completed plans for rides and concessions for the coming season. . . . E. B. McLaughlin, widely known in carnival circles, is seriously ill in Ward 8, Veterans' Administration Hospital, Dayton, O., and would like to read letters from friends.

Best we can say for the coming April weather is that it comes at the wrong time.

Mrs. Buck McClanahan, of the J. A. Gentsch Shows, tendered her sister-in-law, Mrs. A. H. McClanahan, a surprise birthday party in her trailer at shows' winter quarters in Laurel, Miss. . . . Jack Poda will be master mechanic on Larry Craig's Heart of Texas Shows this year, with B. F. Hudson as boss welder. Pop and Ella Stafford, Lee McClung, Gale Dunbar, J. E. Smith and Nancy Armstrong will work concessions. Laverne Griffith and Ivy Mofield are cashiers.

Average manager is an optimist. Otherwise he wouldn't build a bigger and better midway after an off season.

Don Ricardo, former orchestra leader, has booked his photo gallery

on the Cavalcade of Amusements for the season. . . . Mac McMillan, of the Paradise Theater, Detroit, now vacationing in Florida, will have the 10-in-1 show on World of Pleasure Shows this summer. . . . Three Detroit carnivals were set to open last week-end. W. G. Wade has his No. 1 Unit at Warren and Livernois avenues, Cameron Murray has the No. 2 Unit at Davison and Gallagher, and Roscoe T. Wade, owner, Joyland Midway Attractions, was ready to open at Joe and Michigan avenues.

No showman should boast that his word is as good as his bond unless he has proof as to the value of his bond.

James Schneck, of the Alamo Exposition Shows, was in Kansas City, Mo., recently on a business trip. . . . George Kimbrell will have his Funhouse on the Jayhawk Amusement Company. Ted Corey and L. K. Carter will have concessions on the show. . . . George and Hattie Howk will go to Fairyland Park, Kansas City, Mo., early in May to get their concessions ready. . . . Raymond Clayton has his concessions on the Johnny J. Tinsley Shows in Georgia. . . . George A. Dean was in Chicago last week on a business trip.

No showman living in quarters is absent minded enough to forget to tear January and February off his calendar.

. . . Morris Lipsky and Harold Paddock, managers of the Johnny J. Jones Exposition, recently returned to show winter quarters at Bainbridge, Ga., after a Florida vacation. . . . Morty Brown, ex trouper, writes that he is now running a boarding house in Boston.

Person who appears to be satisfied with any show's management is always unpopular, because it is well known that he isn't supposed to feel that way.

John H. Marks, owner of the shows bearing his name, has recovered from the flu and is on hand daily at his Richmond, Va., winter quarters supervising activities prior to shows' opening early next month. . . . Tommy Riggan will have the cookhouse on World of Mirth Shows after an absence of several years.

Mr. and Mrs. B. (Red) Rogers were guests of Owner-Manager Rocco Maccucci, of Virginia Greater Shows, at a spaghetti dinner March 12 at his home in Suffolk, Va., the shows'

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Rides: Ponies, Train, Spitfire, Tilt, Roll-a-Whirl, Caterpillar. Shows: Mechanical, Animal, Monkey, Fat Show. Baby Thelma, contact me, have good proposition for you. Have 30 x 50 top, also 30 x 30 top. What have you to put in them? Mrs. Hayward wants Agents for String, Weight and Glass Pitch.

For Sale: 6 x 7 Chocolate Dip Ice Cream Trailer, equipped with Nelson Ice Cream Cabinet. Also 25W Buick powered Light Plant. Perfect condition.

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Can place COOKHOUSE, also GIRL SHOW, have complete outfit for same; SHOWS with own equipment. BULL MARTIN, contact immediately. HANKY PANKS, AGE and SCALES, CUSTARD, LEAD GALLERY, NOVELTIES, BINGO, MITT CAMP, FRENCH FRIES, HIGH STRIKER. THIS IS A BIG OPENING SPOT, WITH THREE OTHER BIG MILL PAYDAY SPOTS TO FOLLOW. Address: K. F. (Brownie) Smith, Owner; Harry E. Wilson, Mgr. Rt. 7, Box 185, Fayetteville, N. C. TIME IS SHORT, CONTACT AT ONCE.

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ALPHA, N. J.

winter quarters. . . . Charles and Mickey Boyer have booked their new mustard stand with Mickey Percell's Pioneer Shows. . . . Sidone Silver, treasurer of the Ladies' Auxiliary of the National Showmen's Association, is vacationing in Florida. . . . Fire in Hubert's Museum in New York last week brought death to Paddy, star performer of a flea circus. Roy Heckler, fleamaster, opined that he would have to start again from scratch.

Cartoonists who draw those weird strips of flying and indestructible men missed their calling as Side Show banner painters.

Bobby Kork infos from Trenton, N. J., he again will be under management of T. W. (Slim) Kelley on the John H. Marks Shows. . . . Jean Eugene Mercer, who rejoins M. A. Srader Shows for the season, recently returned from a vacation in Havana, Florida, Mexico and New Orleans. Jean's mother, Madge LeRoy, off the road since 1942, will tour with Jean. . . . C. Eddie Rood, stage manager at the Nu-Rio Theater, New Orleans, reports he will return to the road as a carnival billposter this season.

What puts shows in shape for the coming tours is the amazing number of expert mechanics who can tell at a glance if a coat of paint will hide the rot.

Eita and Tom Henderson, Paris, Tex., tendered their daughter, Hedda, a surprise birthday party March 6. Forty-nine guests attended. A telegram from Elsie and Bob Miller, Chicago, was read. Laura Lamb was unable to attend because of illness. . . . Mr. and Mrs. C. C. Groscuth, owners, Blue Grass Shows, recently visited Mr. and Mrs. Charles H. Hodges at their Coldwater, Mich., home. The Groscuths were en route from Detroit to their Owensboro, Ky., winter quarters. Mr. and Mrs. Earl Ingalls, of Ingalls Amusement Company, during a visit with relatives in Buffalo, are re-

ported to have bought several new rides from the Allan Herschell Company, North Tonawanda, N. Y. Their son, Edwin Ingalls, is supervising winter quarters work.

Gean Nadreau, who has been playing Florida fairs with Art Spencer's Lion Motordrome, is headed for El Monte, Calif., where he will join George (Red) White's Side Show on the Clyde Beatty Circus. . . . James Morgan and Lillian St. Clair celebrated the announcement of their engagement at a party in La Belle, Fla., recently. Guests included Jack Bursley, Harry Fink, Don Peck, Tex and Ginny DuBois, Jackie Lane, Mary Ackers, Harold Connors, Joe Hannon and May and Sally Connors. . . . While en route from Florida to Detroit recently, Paul M. Andrews stopped off in Atlanta for a visit with Ace Turner, who is still in the hotel business there.

After wintering in Florida, Mr. and Mrs. Frank Long have returned to their home in Hadley, Pa. Frank was secretary of the Penn Premier Shows last season. . . . Forest C. Swisher has returned to quarters of the Parada Shows where he again will have the percentage, stock stores, ball games and eat and drink stands. While on an extended vacation, Swisher took in the Washington Birthday Celebration at Laredo, Tex., the Charro Days Celebration, Brownsville, Tex., and the Mardi Gras in New Orleans. He returned to the shows' quarters via Nashville where he purchased new concession equipment. . . . Louis Bright letters from Concord, N. C., that he visited Lloyd Serfass, owner of Penn Premier Shows, at the org's winter quarters and was surprised to note the progress made with the shows since the fire that destroyed the org. . . . Joe V. Palmer, legal adjuster, visited the James M. Raftery Shows in quarters at Wilmington, N. C., where Mrs. Carrie Raftery, owner, and Nicholas B. Stepp, secretary-treasurer, are getting things ready for the org's opening in South Port, N. C.

Arthur and Jane Hunter have booked their six cat, bowling alley and huckley buck on Mickey Percell's Pioneer Shows. . . . Bill Rabon has been re-engaged as electrician on Blue Grass Shows, while Porter B. Bowers, who wintered in Fitzgerald, Ga., joins the shows in quarters April. . . . Mabel Atwell has signed her Crime and Freak Animal shows with Pioneer Shows for the coming season. . . . Jerry King and Nina and James Cavnar have joined Mr. and Mrs. Joe Moorie for the season, with Peaches DeVal taking over operation of the latter's Girl Show.

Charley Hamerschmidt has signed his rodeo on the Pioneer Shows and will remain with the org until his fair season gets under way. . . . Red (Tex) Tanner and Cleo Renee have booked their Casbah Show on American United Shows. . . . Mayo (Speck) Williams, ride operator at Fair Park, Little Rock, is in Veterans' Hospital, Leavenworth, Kan., to undergo an operation. He expects to be confined there for about two months. . . . Mr. and Mrs. Jesse Lee Crawford have joined Hotcha Hinton's "A Night in Bagdad" on American United Shows.

Dorothy Hankin, Girl Show performer with Jack Korie's Casbah Show on the W. G. Wade Shows, is visiting in Hollywood, where she is having a new wardrobe designed. . . . Walter G. Nagel, who wintered in Miami, planned into Jennings, La., last week to report for work to the Woolseys. . . . Carl Barlow is in Miami after being hospitalized in Washington, his home town. . . . Rita Raye, Rocky O'Day and Gee Gee Burns are in their second week at the Beechie Howard Club, Phenix City, Ala. . . . J. Lee (Buck) Smiles left St. Petersburg, Fla., recently to join the Cavalcade of Amusements at winter quarters in Mobile. This season marks Smiles' sixth with the org.

# DUMONT SHOWS

**OPENING SOUTH HILL, VA., MARCH 27  
CHURCH HILL LOT, RICHMOND, VA., TO FOLLOW**

**WANT CONCESSIONS**—Guess-Your-Age, String Game, Hoop-La, Photos, Cigarette Pitch, Cork Gallery, Ball Games.  
**SHOWS**—Fat Show and Motordrome.  
**RIDE HELP**—For Octopus and Rolloplane.  
Jimmy Fay wants Acts for Side Show (Tiny Elliot, contact.)

---

**FOR SALE**  
Complete French Fry Stand, all electric. Will book same.

**ALL ADDRESS: LOU RILEY, Mgr., South Hill, Va.**

## FOR QUICK CASH SALE

Several hundred feet of Bally Curtains, slightly used, 42 inches high, vari-colored stripes with heavy fringe top border. 25¢ per foot. A bargain for Bally Stages, Pit Cloths or Side Show and Illusion Stages.

Complete Cyclorama—very pretty for inside of Hawaiian Show, hooks on side wall—\$50.00.  
Complete set of Fat Show Banners—\$75.00.  
2 sets of Side Show Banners, one set \$125.00; other set \$200.00.  
2 sets of Midget Show Banners, 1 set \$100.00; other set \$250.00.  
Electric Bells or Deagon Unafone—great for bally—\$250.00.  
14 sets of Public Address Systems, while they last—\$75.00 each.  
Complete Pit Shows, with white 30x50 top, with wall and poles, white enamel panel front, fence, etc. Will take \$300.00 for whole show. Great for Snake, Fat, Midget or Geek Show.  
Brand-new set of Banners for World's Strangest Baby, pictorial, 2 double decks and a door piece. Great flash for bottle baby show. Cost \$300.00, will take \$100.00.  
Set of 4 Fluorescent Lights, 6 tubes to each set for center pole. Great flash and plenty of lights. All in loading box. Cost \$245.00, will sell for \$100.00.  
Banner Line, complete—84 ft. long, 16 ft. high, well painted—\$100.00.  
Write at once, tell what you want. Send money order for half the amount and I will express or motor freight balance collect.

**RAY E. THOMAS**

47 N. E. 52ND TERRACE MIAMI, FLORIDA

## I. T. SHOWS, INC.

**WANTED**—Caterpillar Foreman, Ferris Wheel Foreman and Second Man, Chairplane Foreman. We pay top salaries. Opening April 7.

You can start now at winter quarters. Playing around New York and Long Island. Call or wire:

**PHIL ISSER, General Manager**  
1539 East 29th St. Brooklyn, N. Y.  
Telephone: Cloverdale 8-1061.



**OPENING MARCH 31, FORT SMITH, ARK.**  
CAN PLACE A FEW MORE LEGITIMATE CONCESSIONS  
HELP WANTED: Caterpillar Foreman, Kiddie Ride Foreman, Mechanic, Second Men on all rides who drive trucks. ALL PEOPLE CONTRACTED COME IN TO FT. SMITH BY MARCH 27.  
All Replies:  
**E. D. McCrary, Ward Hotel, Fort Smith, Ark.**

## MELLOW CREAMS and FRUIT JELLIES

12 oz. cellophane wrapped **\$1.10 Doz.** and up

Same as above—in attractive window boxes—Asst. colors **\$1.50 doz.** 12 oz.

25% Deposit, Balance C. O. D.

**CASEY CONCESSION CO.** 1132 S. Wabash Avenue  
Chicago, Illinois  
HARRISON 7-7798

## AGENTS WANTED

3 for Roll-Down, 2 for Razzle. Also Agent for Slum Dart Balloon game.  
Opening 1st week in April with W. C. Kaus Shows. All reply:  
**SAM BERK**  
c/o National Showmen's Assoc. 1564 Broadway, New York, N. Y.

## JOE GOODWIN WANTS

AGENTS FOR PAN STORES, SKILLO AND COUNT STORES  
**SOLDIERS' PAY DAY, MARCH 28, AUGUSTA, GA.**  
ROY McCURDY, MILL McINTIRE AND GORDON CURLEY, GET IN TOUCH.  
ADDRESS: c/o WALLACE & MURRAY SHOWS, AUGUSTA, GA.

## MY NEW ADDRESS

### JOE WHITTLE

**3545 NOTTINGHAM AVE.** CHICAGO 34, ILL.  
Concessioner with the best in Hanky Panks. Always glad to hear from you.  
Phone: MULberry 5-8339

## F. W. PAULI WANTS AGENTS

Good Man who can drive, also handle Concessions and work one. Also Lady Agents for Set Spindles, Electric String Game and others. Must be capable to win money with good show. (No Flats.) Fairs start early in Wisconsin, closing November in Mississippi. Write F. W. PAULI, Jefferson City, Mo.

## WANTED Combination Billposter

**O. C. BUCK SHOWS**  
Winter Quarters, Troy, N. Y.

## Wild Life Show Wanted KING REID SHOWS

Can place large, complete Wild Life in keeping with size of our show. Opening last week in April.  
**KING REID SHOWS, Manchester, Vermont.**

## ARCADE WANTED

For 22-week season of finest New England Still Dates and Fairs. Arcade must be large, modern and attractive.  
**KING REID SHOWS**  
Manchester, Vermont

## FOR SALE—KIDDY FERRIS WHEEL

6-seat, A-1 condition, 1 yr. old, newly painted. Equipped with fluorescent lights and seat covers. 110 V., A.C., 12 ft. high. \$1500.00.  
**HOLLYWOOD KIDDELAND**  
6301 N. McCormick Rd. CHICAGO, ILL.  
Phone: AMBassador 2-0877

## WILL SACRIFICE

Complete Miniature Train, 300 ft. Track, 20 Gauge; Ticket Box, Fence. Rides 50 kids or 30 adults. Used one season City Park. First \$1,450 takes all.  
**BOX 398, Fort Payne, Ala.**

## Permit Policy Set in Detroit

Okay of near-by occupants required in business zones; shows, concessions barred

DETROIT, March 18.—New policy to permit carnivals to play lots in business zones only with approval of the city plan commission and permission of surrounding property occupants has been put into effect.

Written permission from occupants of all residential property within 100 feet and all business property within 40 feet and 75 per cent of occupants within 500 must be obtained.

In the past there has been no general rule and each case required special action from the commission.

Permits may be secured only for rides—officially defined as "whirligigs"—none for shows or concessions, although separate permits are possible for cookhouses and shooting galleries.

### 150 Names Needed

It was estimated the new set-up will require an average of 150 signatures for each lot. Police are to check them thoroly by calling at each home.

Carnivals can automatically play in manufacturing and heavy commercial zones (light industrial) without special permit of the commission, but are barred from residential areas in any case. Only exceptions are by a special approval from either the city council or the board of zoning appeals.

Further ruling issued by the plan commission requires a show to observe definite hours of operation for the first time—4 to 10 p.m. on weekdays, and 1 to 11 p.m. on Saturdays and Sundays—and, presumably, holidays. In the past, closing hours were left up to the discretion of the management.

Local carnies sat down Thursday (9) to count up the costs and trials of doing business in the city, and the result may be to discourage operation in the city.

Eight different permits are now required for each location from city officials—local police precinct, superintendent of police, building department, electrical department, health department, fire department, department of public safety and the police censor.

### Bond Required

Some of the permits come free, but a charge of \$10 is made for electrical inspection at each location, \$4 per ride for each location to the building department, \$5 per location to the same department for inspection—and the carnies has to put up a \$5,000 bond per location that he will clean up the lot after moving out and operate under the regulations.

All rides have to be sandbag-tested for 300-pound weight per passenger seat the first time they are set up each season.

The red tape required takes from three to four weeks to clear, and the multiplicity of requirements, any one of which may encounter some difficulty that cannot be overcome, makes the securing of a permit highly involved and problematical. Carnival operators fear that it will mean that not enough permits can possibly be processed in time to keep shows running in the city. In recent seasons there have been 6 to 10 shows playing local lots, especially in the spring and fall.

## Artful Dodger!

MIAMI, March 18.—Ann Renick's Art Museum, housing more than 50 original oil paintings, will be one of the midway features on Endy Bros.' Shows this season, David B. Endy, manager, announced from local headquarters this week.

Miss Renick, well-known local artist, caused much ado in those circles with her decision to exhibit with a carnival. When asked about it, she said: "Why the carnivals of today are a far cry from what they once were and it is indeed an achievement to sign a contract with one."

## Bill Snyder Reports Signing Four More Dates for Gem City

CHICAGO, March 18.—W. E. (Bill) Snyder, business manager of the Gem City Shows, announced here this week he had inked four more still dates for his org. They are the July 4 celebration at Henry, Ill.; Aurora, Ill., the week of June . . . Elgin, Ill., week of July 18 and East Gary, Ind., the date for the latter not officially set.

The American Legion will sponsor Gem City in Henry and East Cary, with the Amvets sponsoring in Aurora and Veterans of Foreign Wars in Elgin.

Snyder was in Chicago to order special paper on the Sky High Duo, free act, from Globe Poster Company.

### Terry Is P. A.

The Gem City manager also announced that Gene Terry, former Quincy, Ill., radio and newspaperman, has signed to handle publicity for Gem City.

Snyder's org this year will start the season with eight office-owned rides—Merry-Go-Round, Ferris Wheel, Tilt-a-Whirl, Screwball, Roll-o-plane, Roll-o-Whirl, Fly-o-Plane and Motor Scooter. Three kiddie devices will be added, Snyder said, including a Boar Ride, Hobby Horse and Kiddie Airplane. Also booked on concession will be a miniature train and Kiddie Auto.

### Chauvanee To Frame Shows

Jimmy Chauvanee will frame an Illusion and Side Show, Snyder reported. Also booked are a Mickey Mouse Circus and Monkey Show, the latter to be managed by John Wolff. Snyder said negotiations are under way for a Girl Show, Snake Show and Motordrome.

### All-Maritime

ST. JOHN, N. B., March 18.—An electrically lighted front is being made for the org by the Ad-Craft Neon Company, Halifax, N. S.

Len (Kid) Dryden, owner, announced the org will have new rides and shows for the May opening. A free act will be carried. Dryden has been giving billiard exhibitions and playing matches in the area.

### Tivoli for Galesburg Cele

GALESBURG, Ill., March 18.—Tivoli Exposition Shows have been awarded the midway contract for the 101 Club celebration here May 17-23. B. J. Collins, general agent, closed for the show.

## United Liberty Inks Kelly & Morris Circus As Free Attraction

BLOOMINGTON, Ill., March 18.—Ken Murray's United Liberty Shows has signed the Kelly & Morris Circus as the free attraction, Don De Vault, assistant manager, announced at quarters here. The circus will be sold to chambers of commerce and business clubs, with rides, shows and concessions on the midway.

The combined shows will be known as United Liberty Shows and Circus Unit for still dates. When playing fairs the circus will perform before grandstands as the Ken Murray Circus.

A stage is being built for the attraction, which will have 12 acts including Jo Bernie Morris with the Kelly Morris Elephants; Pat Kelly's dogs and ponies, Bill Morris's Liberty horses; Moreen Troupe, teeterboard; Hartley Duo, perch, and Bernice Kelly, web and tight wire.

The Murray org, which will launch its season May 22 in Central Illinois and move into Wisconsin, Minnesota and Missouri, will play three two-day stands a week and will go out with nine rides. Office-owned equipment will be a Ferris Wheel, Octopus and Kiddie Auto. New rides owned by Harold Theiss on the show will be a Merry-Go-Round, Chairplane, Roto-Whirl and Kiddie Airplanes. John Brennan has booked his Rollo-Whirl and Pat Kelly his ponies.

A new Funhouse and office truck have been purchased, and Owner Murray is having a new house trailer built.

Staff, in addition to Murray and De Vault, will include Mrs. Irene Murray, treasurer; Corral Tillman, electrician and transportation superintendent, and Bill Morris, circus unit manager.

The show will be geared for fast overnight moves, according to De Vault, who said that all equipment sent to Haiti is back in Miami and will be moved here.

Murray's drive-in theaters, managed last year by Tillman, are being sold.

## Alamo Expo Ready For March 23 Bow

SAN ANTONIO, March 18.—Alamo Exposition Shows have completed quarters work here and are set for their Austin, Tex., opener March 23, according to Jack Ruback, general manager. All shows and rides have been repaired and painted, and Bill Williams has built a new 60-foot front for the French Casino.

Bill Carr, who handled the welding here, has been re-engaged as lot superintendent. J. C. Davis has the trucks in good condition. Mr. and Mrs. Jack Oliver accompanied by Perry and Wilford Oliver, motored to Parsons, Kan., to attend the funeral of the boys' father.

Snippy Kolb, Ben Hyman, Bob Mays and Jimmy Lukens are ready for the opener.

### Gust Karras Greater

ST. JOSEPH, Mo., March 18.—All equipment has been moved to the new winter quarters building at Rascrans Airport, and paint and repair work is under supervision of Neil Warren, ride superintendent.

Owner Karras expects delivery on a new Tilt-a-Whirl April 15. Shows open with the Apple Blossom Festival here May 4, and are booked solid until October, being routed thru Missouri, Kansas and Iowa.

Personnel, besides Karras and Warren, includes Marjorie Eckleberry, secretary-treasurer; Cecil London, concessions manager and agent; Wilbur Warren, electrician, and Mrs. Leola Campbell, press, mail and The Billboard sales agent.

## Orange Show Chatter

(Continued from page 72)

Bernie Goldstein has the tacos stand on the Ferris Greater Shows lot. Assisting him are Ivan Gilligan and Herbert Brandon. . . . Violet Sucker is assisting Sis Dyer in the mitt camp. . . . Clyde Gooding, who has his Kawaba and some kiddie rides on the midway, joins the California Shows in Taft April 1. . . . Mary Taylor has the Harry Taylor frozen custard equipment in the Industrial Building. She will take the trailer to the San Diego County Fair.

Mickey Rankin visited. . . . Jewel and Bill Hobday, mentalists, are back from the fishing area in Arizona and have set up a stand near one of the main exhibit buildings. . . . Lee Moss Digger Company, of Hot Springs, introduced their merchandise digger on the Coast at Indio, Imperial and here. . . . Bob Schoonover and Lee Brandon, of the California Shows, visited friends on the Ferris lot.

L. B. Chapman and R. E. Foulz, of Foley & Burk Shows, made the trip from Davis and Oakland, respectively, to look over the carnival set-up. . . . Vince Brooks, now of Long Beach and formerly with Royal American, noted on the lot. . . . Art Converse added Chief Red Cloud with his Indian war trophies to his Side Show. Marie LeDoux is now talking on the show. . . . Mel Burkhardt, "anatomical blunder" in the Side Show, appeared on "Welcome to Hollywood," network radio show. Gordon and Carolyn Johnson now have their snakes on the Converse unit.

Mae Reed, better known as Missy Sip, is back from a trip to her native McComb, Miss. She's with Ed Kennedy on scales. . . . Joe Archer, who recently entered the candy manufacturing business in Los Angeles, was on the Ferris lot contacting prospective buyers. . . . Mr. and Mrs. Lee Eyerly and Jack Eyerly down from Salem, Ore., for the debut of the Eyerly steerable car ride. . . . Dottie and Ken Baker have their Mickey Mouse show in the Kiddieland. Baker is booking the Holster midget cattle. . . . Sol Grant, of San Francisco, dropped in while making business calls in the area.

Charles Hale, concessionaire, visited. . . . N. L. Opdyke is with the Velare brothers on the Skyride. . . . Mr. and Mrs. D. V. Stewart, of the California Mid-Winter Fair, Imperial, on the lot on Saturday.

## Chas. Hodges Preps Hennies Freak Show

DETROIT, March 18.—Charles H. Hodges, freak show producer, has signed to supply the Freak Museum on Hennies Bros.' Shows.

A 42 by 150-foot tent is being readied for the Hodges unit by O. Henry Tent & Awning Company, Chicago. The top will contain 14 stages, each with red plush back drop and individual lighting, designed by Russ Larson, of Darling Display Company, New York. Acts will perform to the accompaniment of a Hammond organ.

Robert Garrison & Company, the last two years at Riverville Park, Chicago, have been booked to manage the inside and present knife-throwing, whip-cracking, magic and illusions. Others in the line-up include Jessie Rankin, gorilla boy; Henry Parnell, alligator skin boy; Mr. and Mrs. Jimmie Montello, frog boy; Floyd Young, mule face boy, and the Gordon Family, midgets.

## DYER'S GREATER SHOWS

OPEN HERE MARCH 24

Want Concession Agents for Hanky Panks, Ball Games, also Dealers for Six Arrow, Jingle Board. Must stay sober and be able to frame and operate booths. First Man on Caterpillar and Spitfire. Long Range, High Striker, Snow Cones, Apples, Photos open. Address: Box 128, W. Helena, Ark.

## ALAMO EXPOSITION SHOWS

CAN PLACE HANKY PANKS FOR ALL THIS SEASON, NO EXCLUSIVES. FROZEN CUSTARD, DERBY RACES, PENNY ARCADE, WILL BOOK MOTORDROME FOR BATTLE OF FLOWERS. CAN PLACE ACTS FOR SIDE SHOW. WE ARE NOW BOOKING CONCESSIONS FOR THE BATTLE OF FLOWERS IN SAN ANTONIO, TEXAS—APRIL 17 TO 22 ON THE STREETS. We open our 1950 season at Austin, Texas, March 23.

ADDRESS: JACK RUBACK, MGR., ALAMO HOTEL, AUSTIN, TEXAS

FOR SALE—12-Car Rides-O, in perfect condition.

# GOLD MEDAL SHOWS

BESSEMER, ALA., WEEK MARCH 27—BIGGEST PAYDAY IN TWO YEARS  
THIS SHOW HOLDS 15 BONA FIDE FAIR CONTRACTS

**CONCESSIONS WANTED**—String Game, Blower, Hoopla, Slum Clothes Pin, Bumper, Six Cats, Buckets. Will sell exclusive on Long Range Gallery.

**RIDES WANTED**—Kiddie Rides except Train and Auto. Also sober and reliable Ride Help.

**SHOWS WANTED**: Glass House, Mechanical Show and Snake Show. Good proposition to well-framed Motordrome. Want Single-O Girl Show with own equipment. Bull Martin wants Girls for Girl Revue. Red, the Talker, contact.

GOLD MEDAL SHOWS or JOHNNY J. DENTON, BESSEMER, ALA.

# LAWRENCE GREATER SHOWS

## LAST CALL

All Attraction and Concession People and Help contracted report to Spence Field, MOULTRIE, GEORGIA, not later than Tuesday, March 28th. Show will leave WINTER QUARTERS the following Thursday for its opening stand at Columbus, Georgia, and the big Soldiers' Home Coming pay day.

Will place immediately—High class revue type GIRL SHOW, Girls for office owned Posing Show, Man to handle FUN HOUSE, good proposition. Talker for Girl Show. Captain Mumms, can place your CHIMP SHOW. EARL MYERS can place SIDE SHOW ACTS. LOU SAMS will place Ray & Frenchy as assistants for his ATOMIC SHOW.

Concessionaires and Concession Agents, report to ART FRAZIER now. Johnny Connors, contact quick. Have opening for the following CONCESSIONS: Arcade, Ball Games, Long & Short Range Galleries, American Palmistry and Novelties.

Mr. & Mrs. John Garrett want Dining Room and Kitchen Help for the finest Cookhouse on the road.

**RIDE HELP**: Foremen for Twin Wheels, Rolloplane, Flyoplane and several other Major Rides. Jim & George Edwards, come on. Second Men on all rides, must be licensed drivers. Will also place A-1 Truck Show Mechanic.

General Help: Carvamen, Front Gate Man, Talkers, Grinders and useful Show People all departments.

All replies to Moultrie, Ga., now; Columbus, Ga., April 1 to 8

# PEPPERS ALL STATE SHOWS

LAST CALL! LAST CALL! LAST CALL!

Opening March 29, Orange, Tex., right in town at entrance of the Navy Yard—sponsored by the I. B. I. S. Grotto Club

**CONCESSIONS**—Will sell exclusive on Cookhouse, Candy Apples, Snow Cone, Custard and Long Range Gallery, Set Store, Buckets, 6-Cats, Bumpers, Slum Blower, Basket Ball, Ball Games and Coke Bottles.

Agents wanted, Bingo Caller; also Countermen for Slum Spindle and Fish Pond. Bill Kirshman, please wire.

Ride Help wanted for Rolloplane, Smith & Smith Chairplane, Allan Herschell Auto Ride. Can use Second Men on all Rides, wives to sell tickets. Must be able to drive semis and have license. No drunks tolerated.

**SHOWS** with own equipment. Girl Show, Snake Show and Motordrome. W. Karns and Bill Collyer, get in touch with me right away. Mike F. Miller, get in touch with me immediately. No time to write, join on wire. Notice! Mr. John Reed no longer with this show. All wires to

F. W. PEPPERS, Care Western Union, Orange, Tex.

# COMPLETE CARNIVAL FOR SALE

SIX RIDES: Little Beauty Allan Herschell 2-Abreast Merry-Go-Round with new top. No. 5 Big Eli Wheel, Smith & Smith 24-Seat Chair-o-Plane, 7-Tub Tilt-a-Whirl, 10-Car Kiddie Ride, Sunshine Choo Choo Miniature Train. King Mfr. Shooting Gallery, mounted on 1948 Chev. Truck; one Concession Trailer equipped for Pop Corn and Snow Balls; large Bingo, 18x36, with new canvas, counters, frame, sound system, everything ready to go. One 14x24 Cook House, fully equipped, new canvas, butane gas. Transformer Truck, with one 37 1/2 kw., one 50 kw. transformers. Several hundred feet rubber-covered Douzle 0 Ground Cable, 25 Junction Boxes, Front Entrance Arch. Plenty of transportation for all of the above, including four 1949 KB6 Int. Trucks, one 1948 Ford, one 1944 K5 Int., one 1942 Ford, one 1941 Int., one 1940 Chev., one 1945 Dodge, one 1939 Snub-Nose, Chev., one 24 ft. Nabors Van Semi Trailer, one 28 ft. Nabors Van Trailer, one 30 ft. Open Rack Nabors Trailer, one 26 ft. Fruehauf Van Trailer, two Big Eli Open Top, Drop Frame Trailers, one 32 ft. Nabors Drop Frame Trailer, one 32 ft. Springfield Van Trailer, one 28 ft. Nabors Van Trailer, with bins built in to hold merchandise. All Ride Trailers with racks built in to haul Rides. One Downey Light Tower; one 30x80 Top, complete with poles, front, banners for Minstrel Show; one 20x30 Top, complete with banners, poles, etc., for Snake Show.

This equipment all newly painted and overhauled. Can be seen in Winter Quarters now or in operation after April 1. Show is booked solid until Nov. 1, with the biggest Fourth of July Celebration in the South, and seven top Louisiana and Mississippi Fairs. Reason for selling, have other interest requiring all my time. All inquiries:

ED GROVES, Route 1, Box 84B, Lake Charles, La. Phone 8945

# ENDY BROS.' SHOWS

35 — RAILROAD CARS — 35

—OPENING PHILADELPHIA, APRIL 20—

CAN PLACE WORKINGMEN IN ALL DEPARTMENTS. Ride Foremen—Train Hands. MOTOR DROME—Opportunity for good Drome—wagons and staterooms for same. WILL PLACE WILD LIFE—MONKEY SHOW—FUN HOUSE—ARCADE—TILT-A-WHIRL. Will book good Cookhouse with Grabs. (Must cater to Show Folks.) BALL GAMES—PITCH-TO-WIN—HOOP-LA—OPEN.

ENDY BROS.' SHOWS, 743 SEYBOLD BLDG., MIAMI, FLA.

# WANT

Slum-Skillo, Wheel, Spindle and Count Store Agents; general Help. All boys with me before, come in. Open March 24, Gaffney, S. C. Tony Angelo, Clarence Don, come in.

DAN DONNINI

# SLIM CUNNINGHAM WANTS

Agents for Skillo, Roll Down, Razzle, Line-Up Store and Wheel. Big opening March 25, Ada, Oklahoma.

CAPELL BROS.' SHOW

Box 725

McAlester, Okla.

# WOLFE amusement co.

HIGH-CLASS ATTRACTIONS FOR FAIRS AND CELEBRATIONS

CORRECTION ON OPENING DATE

LAST CALL OPENS IN GAFFNEY, S. C., FRIDAY, MARCH 24 LAST CALL

All contracted report to Gaffney not later than March 22. Want Lady Agents for Penny Pitch and Ball Game (Milk Bottle). Can place Digger, Mitt Camps, Long and Short Range, Custard, Age and Scales, Hoop-Las and any legitimate Concession. Want for best show territory—Fun House, Animal Show, Side Show on very small P.C. Paul Deangelo wants to contact Ginger O'Hara and Ester. No time to write—wire or come on.

Landrum, S. C., until 21st; then Gaffney. All wires: BEN WOLFE, Owner; ERNIE SYLVESTER, Agent; DALLAS DUNCAN, Bus. Mgr.

# CRYSTAL SHOWS

OPENING IN APRIL

Want Shows with own equipment. Good opening for anybody that wants a real season's work. Want Special Agent who can bill, post and solicit banners. Want Ride Help for Merry, Tilt, Octopus, Swings, Wheel and Kiddie Rides. Want Man for Fun House. Can place Agents for Pea Pool, Over-Under, Color Game, Slum, Set Spindle, Fish Pond, Pitch-Till-You-Win, Ball Game. Want Cook House Help. Address all mail and wires to

W. E. BUNTS, Crystal River, Fla.

# WILSON FAMOUS SHOWS

ILLINOIS' FINEST MIDWAY

Opening E. Peoria, Ill., April 27.

WANT—Foreman and Second Men for Caterpillar, Flying Scooter, Wheel, Merry-Go-Round, Roll-o-Plane and Kid Rides. WANT—Concessions, Penny Pitch, Jewelry, Scales, Age, String Game, Glass Pitch, Cigarette Gallery. WANT SHOWS—Motordrome, Glass House, Snake, Mechanical, Illusion, Monkey. Good proposition for Side Show with own equipment, DRUNKS, CHASERS and Comic Book Readers, don't answer.

Address: Astoria, Ill.

# SHAN BROS.' SHOWS

OPENING APRIL 3

Can place legitimate Concessions. Wire or phone

SHAN WILCOX

607 E. Broadway

Maryville, Tenn.

# PINE STATE SHOWS

Want for Charleston, S. C., 5 weeks' V.F.W. ST. CELEBRATION. We have matinee every day, and it's a good one, too.

Will sell exclusives on BINGO, to join March 27. Concessions—Will book Custard, Glass Pitch, Penny Pitch, two Ball Games, \$21.00. Two Mitt Camps, Photos, Jewelry, Novelty, Age and Scale. A few other Hanky Panks open. NO FLAT JOINTS POSITIVELY. SHOWS—Jig Show, Motor Drome, Wild Life, Penny Arcade, Girl Show. Will book any Show not conflicting. Rides—One Flat Ride, one Kiddie Auto Ride. All replies: PINE STATE SHOWS, Charleston, S. C. P.S.: Chille Small, Johnny Ryan, M.G.R. Dutch, Dan Riley, March Williams, contact.

# GOOD PROPOSITION

For Arcade, Cookhouse, Photos, Hanky Panks of all kinds. Tex Tally wants Agents for Nail Store. Virgie Waters wants P. C. and Hanky Pank Agents. Big Spring, Texas, March 18 thru 25; Snyder, Texas, March 27 thru April 1. All wire:

T. J. TIDWELL, Mgr., T. J. TIDWELL SHOWS

CRAWFORD HOTEL

BIG SPRING, TEXAS

# WALLACE & MURRAY SHOWS

Featuring Zucchini Cannon Act

Want on account of disappointment, Manager with Acts for Side Show. Can join on wire. Want Photos, Custard and all legitimate Concessions. Florence and Mill Streets now. Green Street, soldiers' pay day, next week. Wire

AL WALLACE, Mgr.; BEN BRAUNSTEIN, Asst. Mgr., Augusta, Georgia.

WANT KARL W. BILL SHOWS WANT

Open first week of May. Have the best of Firemen's Celebrations and Fairs throughout New York and Pennsylvania.

WILL BOOK FOR 1950

RIDES—One more non-conflicting Major and Kiddie Ride. SHOWS—Midget, Minstrel, Wild Life or Fun House. CONCESSIONS—Long and Short Range Gallery, Mug Outfit, Jewelry, Pitch Till U Win, Balloon Darts, High Striker or any non-conflicting legitimate concession. We book one of a kind. HELP—Want experienced Bingo Caller and Man to operate Popcorn. First and Second Men for new Allan Herschell Merry-Go-Round and new Eli #5 Ferris Wheel. Can always place good extra Ride Help. Prefer experienced Semi Drivers. ATTENTION—FOWLER, THE TAFFY MAN, contact us at once. Write or wire to KARL W. BILL SHOWS, Wayland, N. Y.

KARL W. BILL, Owner-Manager — FLORAL M. BILL, Sec'y & Treas.

# WORLD OF PLEASURE SHOWS

MICHIGAN'S FINEST MIDWAY

Wyandotte, Mich., April 14-30

**SHOWS**—Want Motor Drome, Glass House, Snake, Animal, Wild Life, Mechanical City, etc. Good proposition for Side Show.

**RIDES**—Rolloplane, Spitfire, Dark Ride, Rollowhirl.

**CONCESSIONS**—Penny Arcade, Photos, Ball Games, High Striker, Novelties and Merchandise Stands of all kinds.

Foremen and Helpers who drive semis for all rides.

**JOHN QUINN**

6923 Calhoun St.

Dearborn, Mich.

CALL

CALL

# STRATES SHOWS

AMERICA'S BEST MIDWAY

WASHINGTON, D. C.

10 DAYS AND NITES 10

OPENING SATURDAY, APRIL 1

SHOW TRAIN LEAVES ORLANDO, FLA., MARCH 26TH.

Can place a limited number of strictly Merchandise Concessions that work strictly for stock.

Want a few experienced Ride Men. Can also place one capable Boss Canvasman. Need experienced Operator for Frozen Custard.

Claude Bentley can place Side Show Acts. Also one outstanding Freak or Oddity to feature.

WRITE OR WIRE

**JAMES E. STRATES SHOWS**  
ORLANDO, FLORIDA

## JACK'S GREATER SHOWS

WANT FOR GREER, S. C., VFW SPRING FESTIVAL, MARCH 27-APRIL 1

First show in. Downtown location.

Can place Concessions of all kind. All Hanky Panks \$20. Can place Cook House that caters to show people. Want Frozen Custard, French Fries, Candy Floss, Shooting Gallery (Long or Short), Photos, Novelties, Fish Pond, Age and Scales. Want Girl Show Operator with two or more girls. Have complete outfit. Want A-1 Mechanic with own tools. Want Ride Help for following Rides: Ferris Wheels, Octopus, Caterpillar, Rolloplane, Chairplane and Kiddie Rides. Jack Lance can use two or three choice Stores. You work six days a week with this show. All mail and wires to

**FRANK HARRISON, Mgr.; JACK LANCE, Business Mgr.**  
SENECA, S. C., THIS WEEK; THEN AS PER ROUTE.

## CALL—LEE UNITED SHOWS—CALL

D. A. V. SPRING FESTIVAL (CIRCUS GROUNDS), MT. CLEMENS, MICH.

9 DAYS—9 NIGHTS—APRIL 8 TO 16 INCLUSIVE

WANT

CONCESSIONS: Bingo, Candy Floss, Popcorn and Fish Ponds sold. All other Concessions open. Due to disappointment can place Cookhouse.

SHOWS: Can place Shows with own transportation.

RIDES: Will book Octopus and Roll-o-Whirl.

ALL PEOPLE CONTRACTED PLEASE ACKNOWLEDGE THIS AD

ADDRESS: LEE UNITED SHOW, 700 So. Farragut St., Bay City, Mich.

## 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.

Used Everywhere for Over 35 Years

# ROLL TICKETS

PRINTED TO YOUR ORDER

**Keystone Ticket Co.** DEPT. B  
SHAMOKIN, PA.

Send Cash With Order. Stock Tickets, \$20.00 per 100,000.

100,000  
\$27.00

10,000 ..... \$ 9.00  
20,000 ..... 11.00  
50,000 ..... 17.00

## CLUB ACTIVITIES

### Showmen's League of America

400 S. State St., Chicago

CHICAGO, March 18.—Ned Torti presided at the meeting March 16, with him at the table were Treasurer Walter F. Driver; Secretary Joe Streibich and John P. Wull. Members stood in a moment's reverence to the memory of Maurice Hanauer, who died in Los Angeles, March 11. Remains were sent to Chicago for interment in Showmen's Rest.

Lake G. Bosely and guests paid their first visit to the League rooms. Dave Picard left for Canada; Eddie Gamble for Kansas City; Eugene Sherbeck stopped over en route south where he will attend to shipment of his rides; Paul Delaney is back in town; E. W. Wells and William E. Snyder were callers at the rooms; Petey Pivor and the Lew Kellers are still in Hot Springs; Ralph Wibberly is still in the hospital. W. C. Deneke, W. O. Perrot and William E. Saunders are still confined. Cards and letters are always welcomed by sick brothers. Dominic Bommarito was in for a visit. Chick Schloss, Dave Malcolm and Bernie Mendelson handled the entertainment for the St. Patrick Day's party.

#### Ladies' Auxiliary

Regular business meeting was held March 13 in clubrooms in the Sherman Hotel. Margaret Filograsso, president, presided. Seated at table with her were First Vice-President pro-tem Margaret Hock; Second Vice-President pro-tem Blanche Latto, who also acted as chaplain; Pat Seery, treasurer; Elsie Miller, secretary.

The annual card and bunco party for the benefit of the American Hospital Fund will be held Friday, April 21, in the West Room of the Sherman Hotel. First Vice-President Lillian Glick is chairman. Margaret Hock and daughter, Evelyn, were in attendance after absence of several weeks because of illness. Sick list: Marie Brown and Lillian Glick. Viola Blake is back from a vacation in Florida and was present at meeting. Mr. and Mrs. Ed Wail, who are still in Florida, are expected back April 1.

### Show Folks of America

145 Turk, San Francisco

SAN FRANCISCO, March 18.—The first regular meeting in the new quarters was called to order March 13 by President Mike Krekos. He led us in the salute to the flag. The house lights were ordered lowered as the membership stood in silent prayer in memory of our late sister, Ethyl Weidmann. At roll call of officers, the absence of Third Vice-President Art Craner and Treasurer Dwight W. Kane was noted. Charles Albright and Arthur Blanchard filled in.

The following names were presented for membership: Dora L. Carlson, Charlotte Porter, Mellani Cipperley, M. J. Ned Brucoli, Howard Turner, Larry Banthin, Jennie Reigel, Ralph Barend, Patrick M. Valentino, Keith Tudor Crowe, Michael Z. Genoff, and Jack B. Chesney. Fred Weidmann moved, seconded by Council Raiford, that these applicants be accepted into membership. Weidman was asked to present the following new members to Show Folks: Pat Valentino, Mike Genoff and Arthur Blanchard.

Sick and relief: Mr. and Mrs. Otto Boehm reported visiting Harry Low at Hassler Health Home, Redwood City, Calif., and finding him much improved. Fred Ferguson has again returned to the U. S. Marine Hospital and would like visitors. Al Lindenberg and Polish Fisher were well enough to attend the meeting. A recess was taken for the pot of gold. The holder of the winning ticket, Earl Cipperley, received \$25.

As of July 1, our initiation fees will be raised from \$3 to \$10, with the yearly dues remaining at \$9. Until such time, new members will be taken in for a total of \$7.50.

### National Showmen's Association

1564 Broadway, N. Y.

NEW YORK, March 18.—Last Saturday night's Barn Dance was well attended despite bad weather. Music was supplied by Joe Basile's band with songs by Mildred Ford and Helen Young.

Auxiliary, headed by President Ethel Shapiro, was well represented. President Jack and Mrs. Perry attended.

Prizes went to Ethel Shapiro, Jeanette Finkel, Mildred Ford, Sylvia Stern and Helen Young. Proceeds from the dance go to the Shut-In Fund.

On the sick list are Ben S. Allen, Mercy Hospital, Charlotte, N. C.; Frank Caravella, Spencer Hospital, Meadville, Pa.; Fred Perkins and John Nichols, who are recuperating at their homes, and True Perkins, James Cox, Irving Udowitz and John O'Rear.

Recent visitors included Vincent Anderson, Morris Batafsky, Murray Zand, Sidney Goodwalt, Charles Zucker, Casper Sargent, Louis Yaffa, Ralph Gladstone, Jack Siegel, Ward Graves, Herman Malek, Eli Guralsky, Sven Petterson, Max Cooper, Jack Agree, Michael Wynn, Joe Walker, Louis Light, Sidney Herbert, L. Dada King, Max Eichholz, Tom Coffey, Sam Robbins, Morris Black, Murray Goldberg, J. W. (Patty) Conklin and Frank Abrams.

#### Ladies' Auxiliary

Regular business meeting was held Wednesday (8), with President Ethel Shapiro presiding. A short report was made by Betty Schatt, assistant treasurer.

Rose Rosenberg, who is recovering from a recent illness, attended the meeting. Mrs. Jackie Perry, newest club member and wife of Jack J. Perry, NSA prexy, was introduced.

A report on the discussions of the Board of Governors' meeting held Tuesday (7) was read. Principal business was the decision to launch a high-powered membership drive and to get delinquent members to re-instate themselves. It was voted that during the drive, delinquent members might send in \$5, 1 year's dues, and receive a card recording them as paid in full. It also was decided that all board members who must miss more than two consecutive meetings of the body must notify the recording secretary, Jeanette Finkel, in writing, so that they may keep their good standing.

President Shapiro read a letter from Irvington House, at Irvington-on-Hudson, thanking the club for its Christmas donations of toys to underprivileged children cared for at the institution. It was announced that the Wednesday (22) will be an open gathering and members were urged to bring guests.

## INSURANCE

**IDA E. COHEN**

175 W. JACKSON BLVD.  
CHICAGO, ILLINOIS

### San Francisco Location

240x140 feet. Ideal for Kiddie Rides and other Concessions. Facing S. F. Zoo, just 125 feet from entrance, 350 feet from the ocean. Heavy foot and automobile traffic. This paved lot ready for immediate occupancy and plenty of action—strictly a sleeper. Natural money-maker for the right party. Big summer and fall play. Enormous, free parking area. For complete information Phone, Wire or Write.

**ROBERTS AT THE BEACH**  
2200 Great Highway, San Francisco, California

★ Agents—Agents—Agents  
**LAST CALL LAST CALL**

Opening March 25, Water Valley, Miss. Agents for Clothes Pin, Count Store. Want Outside Men for Skillo—John Kelly, wire. Want Dealers for Percentage Tables.

**BILL HARRIS**

c/o Royal Midwest Shows, Water Valley, Miss.

**Greater Tampa Showmen's Association**

Tampa, Fla.

**Ladies' Auxiliary**

The Auxiliary had its regular meeting March 15, Mrs. C. J. Sedlmayr Jr. presiding. Invocation was given by Mrs. Hal Hall.

Roll call of officers found Mrs. Sedlmayr, Mrs. Paul Kleider, Mrs. E. Fillingham and Mrs. Jimmy Owens present. Mrs. Leo Carrol, Mrs. Eddie Young and Mrs. Freddy Cooper were absent. A new member, Edith Arner, was welcomed. Sick committee chairman, Betty Hartwick, reported Mary Dennis and Winnie Major both surgical patients in the Municipal Hospital. Librarian Geraldine Gaughn presented the club with a scrap book of the now inactive Ted Club.

Two subsidiary clubs were voted to be added to further the club work, one a garden club. The other is a boosters club. It was introduced by Mrs. Al Wagner and will be called the Wagner Club. Mrs. Wagner became its first member and the following pledges were added at once: Clover Fogle, Evelyn Kleider, Marie Caghey, Dena Berni, Sue Walters, Ruby Hall, Helen Julius, Lonnie Young, Hazel Maddox, Egle Zacchini, Rose Hunter, Amelia Korhn, Geraldine Gaughn, Lou McGoe, Lela Howey, Bette Rogers, Lois Turvoh, Martha Wagner, Billie Cooper, Myrtle Jeter, Kittie Sutton, Phileys Mainfisch, Mary Alexander, Neva Warbritton, Flo Pontic, Ella Stophel, Mary Delaney, Lola K. Hunter, Gertie Weiss, Kittie Burkhardt, Leona Plas, Kay Horbet, Mary Lee Holman, Grace Fillingham, Esther Young, Ann Detwilder, Dixie Gorden, Colleen Yeager, June Boyles, Elsie Owens, Lois Sedlmayr, Bette Reynolds, and Martha Sutrain.

As a sort of farewell get-together, 32 of the members attended a luncheon and style show at the Tampa Terrace Hotel. Places were laid for Ruth Winters, Hazel Maddox, Bette Reynolds, Ann Detwilder, Lois Sedlmayr, Helen Julius, Gertie Weiss, Marie Caghey, Shirley Bennette, Boone Bennette, Kay Horbet, Leona Plas, Myrtle Jeter, Esther Young, Martha Sutrain, Grace Fillingham, Bette Rogers, Mickey Wenzic, Billie Cooper, Evelyn Kleider, Sue Walters, Rose Hunter, Rose Bevans, Hattie Wagner, Lola K. Hunter, Dixie Gorden, Egle Zacchini, Elsie Owens, Dena Berni, Neva Warbritton, Flo Pontic and Maude Barnin.

At the March 8 meeting we had a covered dish dinner. Movies, taken by the Zacchins on tour, were shown, but the highlight of the evening was *The King of the Carnival!* Egle and her father were responsible for the evenings' entertainment, having furnished the projector, screen and travel pictures.

**Michigan Showmen's Association**

3153 Cass Ave., Detroit

DETROIT, March 18.—With First Vice-President Fred Sibley occupying the chair our last regular meeting was well attended. On the rostrum were Third Vice-President Ora Baker; Louis Rosenthal, treasurer, and Chaplain Edward Ford. Franklyn E. McDonald and Mick King were accepted as new members. Tom Skogem is a frequent visitor to the clubrooms. A. Magid is here with his merchandise display. George Harris was married in Florida. Hyman Stone has returned from Florida and is a frequent visitor. Ray Williams and Joe Crognale were recently in the clubrooms.

Past President Jack Gallafher is spending most of his time at his new drugstore in Pontiac. Jim Gallagher is spending most of his time at his winter quarters. R. Stiman has returned from Texas, where he spent several years. Harry Harris was a recent visitor and assisted us in outlining a memorial program the association hopes to hold at the new veterans building to be dedicated soon.

**Missouri Show Women's Club**

415A Chestnut St., St. Louis

ST. LOUIS, March 18.—First Veepee Estelle Regan presided over the regular meeting March 9, which was well attended. Assisting her were Treasurer Norma Lang; Secretary Sally Prevost and Babe Weinstein, who officiated in the place of Social Secretary Verna Schantz, who was kept home on account of illness.

Lotis Francis is out of the hospital, recuperating; Peggy Grimm is in the Park Lane Hospital; Daisy Davis is at the Baltimore Hotel confined to her room, and Verna Schantz is ill at home. Mrs. Frank Hanasaki gave birth to a girl at St. Anthony's Hospital.

Raffle prize, sent in by Mary and Madaline Ragan from their farm, Hillbilly Holler at Benton, Ark., was awarded to Gertrude Lang. Door prize, donated by Ida McCoy, was awarded to Eva Rogers. After the men's meeting adjourned, a buffet lunch was served both clubs by Lenora Gydia, Clara Campbell and Elsie Wear.

**Heart of America Showmen's Club**

913A Broadway, Kansas City, Mo.

KANSAS CITY, Mo., March 18.—President L. K. Carter presided with all officers present except the first and third vice-president at the regular weekly meeting. Forty members were present. Treasurer George Carpenter withdrew his resignation, which had been tabled for 30 days. Toney Martone, owner of the Jayhawk Amusement Company, was present after a vacation in California.

Ways and means committee has liquidated the debt on the purchase of the new tables for the dining room. The annual pot luck dinner was served in the dining room at the club, March 17. Club will close regular meetings about April 15 but clubrooms will be open this summer.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, March 18.—A regular meeting was held in the clubrooms March 4, with Carl J. Sedlmayr presiding. Nominating committee elected the following members: Claude A. Sechrest, Tommy Allen, Daniel DelGrosso; John Appelbaum, alternate; board of directors: Cliff Wilson, Irving Biscow, Harry Modele and Eddie Edwards, with Maxie Herman, alternate.

Mack McFarland is confined to bed; Joe Rowan to his home and Jack Barth also is on the list. Buddy Paddock and Morris Lipsky, of the Johnny J. Jones Exposition, were visitors. Harry Schwartz with Oscar Buck Shows, and Harry Ross, of the Jones shows, are daily visitors to the club. Television set was donated to the club by Jack Gilbert when he returned to Miami after his season at Liberty Park, Buffalo.

**International Showmen's Association**

415A Chestnut St., St. Louis

ST. LOUIS, March 18.—Regular meeting March 9 was presided over by Past President John Francis. Assisting him on the dias were Secretary Euby Cobb and Treasurer George Regan.

Pat Miller's five-piece band furnished the music for the St. Patrick's Day shindig. The ballroom of the club was decorated by Teresa Sidenberg, Estelle Regan, Lotis Francis and Arlene Sidenberg for the dance.

Morris Kransberg, of the Northwestern Bottling Company, donated a gross of cups and saucers to be used in the clubrooms. Phil Kraft donated a loud speaker set to be used for parties. Frank Hanasaki was passing out cigars over the arrival of a girl at his home. Talks for the good of the order were given by Leo Lang, Euby Cobb, John Francis, George Regan and J. P. Murphy. Fred Zchille, out of the hospital, is recuperating at the Majestic Hotel.

**Lone Star Showmen's Club**

Dallas, Tex.

DALLAS, March 18.—The meeting of March 13 was called to order by our vice-president, Daisy Parr, due to the absence of Louise Hickman, assisted by Pearl Vaught, treasurer, and Beth Anderson, secretary. A surprise miscellaneous shower was given for Mrs. Fred Clark, with entertainment for the men later in the evening. A St. Patrick's Day motif was carried out in the refreshments served and games of Canasta were enjoyed. Hostesses were Grace Tinder and Ketta Lindsey.

**Miami Showmen's Association**

236 W. Flagler St., Miami

MIAMI, March 18.—The last meeting of the season was held evening of March 14, Carl J. Sedlmayr, president, presiding. Al Beck, chairman the Year Book and directory, has his committee well organized. Jack Gilbert is chairman of the membership committee. The Ladies' Auxiliary held a "Hit the Road" party Sunday evening in the clubrooms. Michael Roman is confined to his home; Joe Rowan is off the doctor's list and again on the job; Mac McFarland is back at the Apollo Hotel after three weeks in the hospital.

**O. C. BUCK SHOWS**

Largest Modern Motorized Show in the East

15 OFFICE OWNED RIDES—12 MODERNISTIC SHOWS

OPENING APRIL 20 IN TROY, N. Y.

WANTED—General Ride Help, including a few Foremen for 12 major rides; Semi Drivers given preference. Can place Canvasmen, Talkers, Grinders, Drome Riders. Can always use Useful Show People. Due to disappointment can place BILLPOSTER. Must be able to lithograph and drive car.

Address O. C. BUCK, Winter Quarters, Troy, N. Y.

**GOLDEN WEST SHOWS**

"THE Best IN THE WEST"

OPENING OF SHOW

RED BLUFF ROUND-UP, APRIL 10 TO 16

Want Tilt-a-Whirl, Roll-o-Plane or Octopus. Also Baby Rides, Shows and Concessions. 25 weeks of Celebrations and Fairs. First Celebration: Red Bluff Round-Up, April 17. Harry Martin wants Agents for Concessions.

Contact CHARLES J. WALPERT

All wires and mail, Tremont Hotel, Red Bluff, Calif.

**PENN PREMIER SHOWS**

worlds • cleanest • midway

LAST CALL

OPENING CHESTER, PA., APRIL 10

CONCESSIONS—Can place Age, Scales, Novelties, Jewelry, French Fries, Fish Pond, Hoop-La and any other legitimate Concessions. BLINKEY BERNSTEIN wants Agents as follows: Slum Skillo, Bowling Alley, Clothes Pin, Razzle and Wheel Man. All those already contracted please acknowledge. SHOWS—Can place Wild Life, Arcade or any Show not conflicting. Joe Hilton can place a few more good Side Show Acts. RIDE HELP—Can place Men on Merry, Tilt, Wheel, Octopus, Rolloplane, Kiddie Rides, etc. Must be sober and drive. Address all mail and wires to

LLOYD D. SERFASS, Gen. Mgr.

Penn Premier Shows, Sanford, North Carolina

**Heller's Acme Shows**

Winter Quarters Open All Men Come on

Open April 6th—2 Saturdays—2 Sundays. 12 Fairs, 4 Home Weeks, 2 Celebrations already contracted and very best Still Dates obtainable.

Want Shows—Motor Drome, Unborn, Big Snake, Working World, Monkey Speedway. Good proposition for Penny Arcade, Fun House. Owner of 2-Headed Cow, like to hear from you. Want Ride Help for 12 Rides; Whip, Ridee-O, Spitfire, Chairplane Foremen; semi drivers given preference. Want Concessions—Frozen Custard, Long Range Gallery, Rotarys. All others booked. No grift on this show. Can use 2 good P.C. Dealers. Want Bingo Caller and Manager; Sound Car Man and Bingo Caller. Jack Jones and Frank Turner, contact. All address:

HARRY HELLER, Gen. Mgr.

BOX 6, CAMPGAW, N. J.

PHONE: WYCOFF 4-0333-M

**MAD CODY FLEMING SHOWS**

OPEN SEASON, APRIL 22 TO 29—TWO SATURDAYS

Want Bingo, medium sized, \$50.00 a week and 5% of gross; few 10¢ Stock Concessions. Will buy Python Snake, must be 23 feet or over; Midget Cattle, Midget Mule, Small Pony.

Wires, Phones to Nahunta, Ga. Mail to Hickox, Ga.

**FOR SALE**

Account of health, to responsible party

Complete organized Carnival. First-class Rides, Shows and Concessions. Diesel lighting. No repairs nor bookings. Booked until November. Good string of Fairs. Deposit paid on Fairs. No collect calls or wires.

Contact C. B. RAGLAND, 433 Jefferson St., Lufkin, Texas

**WANTED**

Kiddie Rides. Can place 2 Kiddie Rides not conflicting with Auto for finest kiddie set-up in Middle West. Also want Ponies. It will pay you to investigate. Few Concessions still open. Must be A-1 and no grift. Opening April 21.

**BAKER UNITED SHOWS**  
2257 Madison Ave. Indianapolis, Ind.  
Phone: GARfield 4584  
P.S.: Can always place GOOD Ride Help.

**For Sale—Shooting Gallery**

12 foot, 2 moving rows, 2 pull-up rows, 1 row spinners, revolving bells, 9 still bull's-eyes, 500 metal tubes. Tube-making device for bldg. or truck. All in A-1 condition. Brand-new AC motor. Have other business. Sacrifice \$750.00.

**F. C. BRINER**  
6615 S. Broadway PL 2656 St. Louis 11, Mo.

**WANTED****DIGGER OPERATOR**

For Buckley Diggers on new factory trailer. Must be familiar with this type machine. Also need experienced Pea Pool Dealer and Hanky Pank Agents.

**JACK E. VINSON**  
MODEL SHOWS BONHAM, TEXAS

**JOHNNY T. TINSLEY SHOWS**

"America's Most Modern Midway"

**LAST CALL LAST CALL LAST CALL****OPENING ANNUAL SPRING FESTIVAL,  
GREENVILLE, S. C., MARCH 25**

Followed by the finest route of Still Dates in the South, including twelve weeks in the city of Atlanta, Ga., on choice locations and ten of the best Fairs in Georgia and Alabama.

**CONCESSIONAIRES, NOTICE**

The following Concessions are open: Long and Short Range Galleries, Photos, Frozen Custard, Bingo, Nut Bars, String Game and Hanky Panks of all kinds.

**NOTICE, ALL PERSONS HOLDING CONTRACTS**

Kindly acknowledge this call at once. (Lucky Davis, Everett Harris.) Address: **JOHNNY T. TINSLEY SHOWS, 22-A E. Court St., Greenville, S. C. Phone #5-3572 or 34481.**

**FOLK'S CELEBRATION SHOWS**

Want for Roswell, New Mexico, auspices Junior Chamber of Commerce, March 27-April 1, with plenty of other good ones to follow, including 10-day Barelvas Center Celebration in Albuquerque, N. M.

Want first-class Diesel Electrician. Must be able to repair same. Also first-class Sign and Scenery Painter. **SHOWS**—Can place Monkey Show, Big Snake, Miniature City, Wild Life. Have complete outfit for 10-in-1 and Minstrel Show. Will furnish same to capable Manager who can furnish good show. **CONCESSIONS**—Ball Games, Fish Pond, Long Range, Darts, Coca-Cola Bottles, Short Range, Photo Gallery, Basket Ball, Hi-Striker and other legitimate Concessions, write or wire. Want Ride Help—Harvey, wire; Blackie Miller, wire. Want Foremen for Merry-Go-Round, Spitfire and Octopus. Can place first-class Cookhouse. Wire Artesia, New Mexico, all this week.

**A. J. APRIL'S UNITED AMUSEMENTS**

6 RIDES—20 CONCESSIONS, ONE OF A KIND. 25 WEEKS.

Open April 17, Pawtucket, R. I., Smithfield Ave. and Weeden St.

Want Concessions of all kinds—Ball Games, Fish Pond, Duck Pond, String Game, Pitch-Till-U-Win, Hoop-La, Darts, Sium Blower, Cork Gallery, Short Range, Glass Pitch, Jingle Board, Novelties, Scale and Age, Stock Wheels, or what have you? Shows with own equipment, come on. Want Foreman for Spillman Merry-Go-Round.

**ARTHUR J. APRIL, 19 Woodland St., Pawtucket, R. I.**

**LOOK! KIDDIE RIDE OWNERS**

Wanted—All types Kiddie (only) Rides for Drive-In Theatres in New York State—on percentage. You operate—30-week season. Opens April 15.

**LAMONT THEATRE SERVICE**

100 STATE STREET ALBANY, NEW YORK

**THIS SHOW OPENING APRIL 15**

Want well-flashed Bingo, Lead Gallery, Photo, Diggers and Stock Concessions of all kinds. Want Ball Games. Can place good Pitch Show or Wild Life. Need Concession Agents for office-owned joints. Want Foremen and Second Men for all Rides. (Cliff Travis, write me.)

All replies to

**ROY FREAR**

GENERAL DELIVERY, EMPORIA, KANSAS

**WANT AGENTS**

For Long Range, Watch-La Pitch and Short Range that works for stock.

With Snapp's Greater Shows. Opening April 3.

**PAUL M. FARRIS, 112 Parker, Chaffee, Mo.**

**OKLAHOMA EXPOSITION SHOWS**

Opening at Idabel, Oklahoma, April 1—2 Saturdays

Playing sponsored Events, Celebrations and Fairs in Oklahoma, Arkansas, Missouri.

Want Concessions—Ball Games, Milk Bottles, Fish Ponds, Jewelry, Darts, Bowling Alley, Hi Striker, Short or Long Range Shooting Gallery, Candy Apples, Pitch-Till-You-Win, Pea Pool, Over 7, Swinger, Six Cats. Rides—Will book Tilt-a-Whirl or Merry-Go-Round. Will book any Show with own transportation.

All Interested Contact **JOE STARR, Idabel, Oklahoma.**

**WINTER QUARTERS****Turner Bros.**

**PETERSBURG, Ill., March 18.**—Work is progressing rapidly and the show should be all painted and ready to go for the opening date, which will be around the middle of April. Most of the trucks have been repainted and repaired. We are using a red, white and blue color scheme, with the show name being painted in red and blue on a white background. There are 16 people in quarters.

The shop truck caught on fire last week, burning up most of the contents which consisted of truck parts, tires and tubes. Mrs. Ann Tilley and her sister were recent visitors, also Earl Bunting and Mr. and Mrs. Law from Chicago. Mr. and Mrs. Walter Fellis and Beulah Price arrived from Tampa. The writer and Cecil Turner returned from an extended booking trip.—**J. T. (WHITY) RICHARDS.**

**Lee United**

**BAY CITY, Mich., March 18.**—Work in quarters has progressed rapidly since the return of Mr. and Mrs. Lee from Mexico. Scenic artist Arnold Landum is painting the scenery for the portable stage to be carried. A revue-type show will be carried as a free act under direction of Billy Pitzer. A new Diesel power plant has been purchased.

Mrs. Lee has returned from Mercy Hospital, where she underwent an appendectomy operation and is recovering. Buck Bowden has his ride crew all set with the same help as last year. Jay Smith, Merry-Go-Round foreman, has been selling house trailers in Bay City while waiting for the show to open. Four rides have been added, making a total of 14. Five shows and about 35 concessions along with the free act complete the line-up.

General Agent Harry Mills and Artie Frayne have the show booked except for one week. Shorty Carl will be back with popcorn; Bill Porter will have bingo and kiddie rides; Mr. and Mrs. Harry Lewis the cookhouse and two other concessions; Jack Winters three concessions, Mrs. Bill Handler candy floss. The writer and his wife visited Mr. and Mrs. Louis Lublinski in Indianapolis en route from Hot Springs back to winter quarters.—**ROBERT LEWIS.**

**Johnny J. Jones**

**BAINBRIDGE, Ga., March 18.**—Most of the rolling stock has been pulled from the hanger at the Bainbridge Air Base here for a thoro refurbishing under the direction of Superintendent Bert Miner. Danny Boyd is checking kiddie rides.

Bertha (Gyp) McDaniels is expected at quarters soon from Bradenton, Fla. John Courtney, an addition to the org's back end, has arrived to ready his Law and Outlaw Show, last seen at the Chicago Railroad Fair. A newly designed front for the Minstrel Show will be completed for the opening April 22.

Mrs. Boots Paddock has completed spring cleaning of the Paddock quarters in the staff car. Fred Turner again will serve as chief porter of the coaches. He has a crew busy touching up stateroom cars.

Dr. and Mrs. John LaMarr, who spent the winter at quarters, contemplate a March vacation in Miami to visit Mrs. LaMarr's family. Mike Thomas, assistant secretary, arrived in quarters. Andy Kranick again will be in charge of Diesel engines. Dick Best announces several new attractions for his Side Show.

**Gold Crown Expo**

**FAYETTEVILLE, N. C., March 18.**—Work in quarters is progressing, with Shorty Morgan in charge, assisted by Bill Roxby. Red Barrett and his crew are expected. Owner Smith and the writer have taken over the booking chores in the absence of Mr. Pease, general agent, who is ill. Only a few dates remain to be filled. The personnel is enthused over the new front gate. The shows will move into Robbins, N. C., March 29.—**HARRY E. WILSON.**

**Bill Lynch**

**HALIFAX, N. S., March 18.**—Org's No. 1 unit, altho wintering here, will not play Halifax until July, when it will make a 10-day stand.

Bert Gantner, advance agent, and Paul Gearin, publicity agent of the No. 1 unit, will again act in those capacities.

Howard (Dooley) Morash, manager of the No. 2 unit, has been competing in curling bonspiels thruout Nova Scotia. His quartet recently beat a team headed by John McCurdy, advertising manager of the Lynch org.

**Pioneer**

**WAVERLY, N. Y., March 18.**—Opening has been set for April 15. Don Crown, who designed the *Vanities* and Funhouse, is supervising their construction. He also has purchased a new truck to haul his concessions. Mary Crown is building a stainless steel French fry stand.

Harold Fern has placed his hanky panks, and Phil Deluccia and John Willard booked their concessions. A new front is being built for the main entrance and a new marquee has been purchased. Mrs. Mickey Percell, wife of the manager, purchased a new top for the newly framed bingo.

Frank Lynch and Jack Williams are refinishing the new Octopus trailer. James Woody, E. Peters and George Smith are en route to winter quarters. Robert Brockway is lot man and electrician. Pete Percell will handle the billposting. Mr. and Mrs. R. (Count) Golden will have two shows. Al Bydairk has his rides and concessions booked.

Recent visitors included George Kline, Mr. and Mrs. Lew Farrel, Joe Smiley, Harry Weston and Paul Merrick.

**Crescent Amusement**

**JACKSONVILLE, Tex., March 18.**—Org will open near here April 3 and carry 11 rides, 7 shows and about 30 concessions. Brownie the Clown will handle the kiddie matinee on Saturdays, bicycle being given away. Billie Timberlake will have the Circus Side Show, Doc Anderson the Minstrel Show, Ralph Shafer will do the billposting, Ted Snyder will have the Motordrome. Pete Freeman will have his Hollywood Monkey Circus and feature a 50-foot monkey high dive as free attraction.

Concessions booked are George Stanley, eight; S. K. Clark, root beer; Graham F. Davis, one. Also booked are Jim McPeck, long-range gallery and hi striker. Mr. and Mrs. Munshower are here with their pony ride, and R. L. Davis booked his Cimarron Show. Recent visitors were Mr. and Mrs. Jack Eyerly, Mr. and Mrs. Bill Stacey, Mr. and Mrs. Sherman and Bill Brown.

**Virginia Greater**

**SUFFOLK, Va., March 18.**—A recent addition was William Thomas, who rejoined the Merry-Go-Round crew. Thomas was employed locally this winter.

Jim Burgess and Scotty Karr are repairing Minstrel Show and Parisian Girl Revue panel fronts. Hoover Bryam is streamlining the kiddie ride and train ride cars. Arthur Gibson is supervising building of new streamlined ride ticket boxes, assisted by Carolina and H. McLean.

Charles Davis, who wintered in Alexandria, Va., reports that he will not join with his penny pitch this season. Tractor and semi-trailer trucks are being given a new paint job and tub seats are being installed on the Roll-o-Plane.

**FOR SALE****Frozen Custard Equipment**

With 34-Ft. Trailer and Truck

**H. R. SESSIONS**  
Lake Village, Ark.

**FOR SALE**

2 A.C. Westinghouse Generators powered by Le Roi Motors, 25 K.V.A., 120 Volts, 208 Amps. have been run less than 230 hours. Bargain price.

**J. LOGAN BAKER**  
R #3, Columbia, Tennessee

**FOR SALE****Seven-Car Tilt-A-Whirl**

With or without transportation. Also other rides.

**BOX 337, c/o The Billboard**  
188 W. Randolph Chicago, Ill.

**CARNIVAL WANTED**

Consisting of SHOWS, RIDES AND CONCESSIONS. For week of May 29 to June 3, 1950. Sponsored by the Sports Booster Club of Benld. Sponsor reserves rights of Cash Bingo and Refreshments.

**JOHN W. CHULICK**  
508 S. Main Benld, Ill.



**8 RIDES** **4 SHOWS**



**THE HIAWATHA SHOWS**

**MICHIGAN COMMITTEES:**  
WE HAVE SOME OPEN DATES  
NOW BOOKING FOR 1950

**CONCESSIONS:** Legitimate Concessions of all kinds. Everything open except the following: Cook House, Bingo, Popcorn, Floss, Apples, Ice Cream, Age and Scales, Long Range, Hi Striker, Hoop-La and Jewelry. No Mitt Camps or Percentage wanted.

**SHOWS:** Fun House, Snake, Midget, Illusion, or any Grind Show of merit.

**HELP:** Experienced Help for Spitfire, Eli #5 and Swings. Help for Hanky Panks and useful help in all departments. We open Southern Michigan, April 22. All replies: **GLEN D. WYBLE, Gen. Mgr.**  
General Delivery Jackson, Michigan

WILLIAM T. COLLINS SHOWS  
*Pride of the Northwest*

**OPENING AT WINONA, MINN., MAY 15**

WANT SIDE SHOW, MOTORDROME, MONKEY SHOW OR ANY OTHER SHOW OF MERIT WITH OWN EQUIPMENT. WANT FOREMEN FOR WHEELS, TILT-A-WHIRL AND OCTOPUS. MUST BE ABLE TO DRIVE SEMI TRAILERS. CAN PLACE COOKHOUSE, COKE BOTTLES, BASKET BALL, STRINGS, CORK GALLERY, BALL GAMES, FISH POND, AGE AND SCALES. We play Diamond Jubilee, Fargo, N. D.; July 4 Celebration, Hibbing, Minn.; Duluth, Minn. (downtown location). Our Fairs start second week in July, with Langdon, Hamilton and Minot State Fair, all North Dakota. Rochester, Owatonna, St. James, Worthington, Bird Island, Williams and Willmar, all Minnesota. La Crosse and Marshfield, Wisconsin.

Address All Mail:

**WILLIAM T. COLLINS** **NOBLE C. FAIRLY**  
**OWNER** **BUSINESS MGR.**  
**WILLIAM T. COLLINS SHOWS**  
801 E. 78TH STREET MINNEAPOLIS, MINN.

- 1 #12 Eli Ferris Wheel with special trailer—in extra good condition.
  - 1 40-Ft. Merry-Go-Round, Allan Herschell, late model with special trailer, in A-1 condition.
  - 1 24-seat Smith & Smith Chair Plane, with all new chains, ready to be installed. Complete with long wheel base Int. truck.
  - 1 Bingo Top and Frame, like new.
  - 1 Fun House on Fruehauf Trailer, wiring, including special transformer truck and work shop.
  - 1 Single Loop-o-Plane with transportation.
  - 1 Kiddie Airplane Ride.
- Many other small items that go with an organized show. All must be sold. No rentals. Only cash sale considered.  
Cheap—Cheap—for Quick Sale. Hurry.
- T. J. CRAMBLETT**  
Salisbury, Penna.

**LOOK LOOK**  
**FOREST PARK**  
**GENOA, OHIO**

Grand Opening — Under New Management. 500,000 People To Draw From.

I am booking picnics, small and large. Have rides, beautiful park, dance hall, bingo hall. 8 miles east of Toledo on main highway Rt. 120. Want to book or lease 3 major Rides, also Concessions. All picnic committees please contact me as soon as possible to get dates desired. Contact

**M. T. NORD**  
**FOREST PARK AMUSEMENT CO.**  
GENOA, OHIO PHONE 7824

**W. E. ATTRACTIONS**  
**WANTS**

Agents for Slum Stores, Ball Games, Slum Skillo, P.C. Will book a few Concessions not conflicting. Want Ride Help; must drive. Can place wives. Would like to book or lease small Merry-Go-Round and Wheel; good proposition to right owners.

**W. E. WEST, Owner**  
Box 37, Lucedale, Miss., on Highway 15, towards Mobile (winter quarters).  
For Sale — 7-Car Kiddie Auto, like new, \$600.00. Would book if desired.

**NEW YORK GAIETY SHOWS**  
**A Carnival of Fun**  
**OPENING MAY 27TH, 1950**

With the greatest route in New York State; 4 Firemen's sectional conventions, 2 centennials, 40 year old home weeks, 3 Fairs, plus Firemen's Celebrations.

Want Concessions of all kinds. Good route for Penny Arcade, Shooting Gallery, etc.

Want Shows. Will give good deal to one party to take over whole back end.

Want Rides. Rolloplane, Train, Octopus, Boat and Kiddie Ride Airplane.

**ANTHONY SANTILLO**  
106 MADISON STREET — EAST ROCHESTER, N. Y.

**FRANK ORGAN SERVICE**  
**H. FRANK, Mgr.**  
4948 Waveland Ave., Chicago 41, Ill.  
Phone: Pensacola 6-2613

**Want To Book or Lease**

2 or more Kiddie Rides. Have 5 weeks of Catholic Churches in and near Washington; other strong auspices first in. Route in interested parties. Want good, sober Ride Help. Opening April 14.

**THE JOLLY SHOWS**  
2235 First St., N. W. Washington 1, D. C. Michigan 6051

**BILL ENFANTE** **JACK ROBINSON**  
P.S.: Hegeman, can use you; if interested wire.

**WANT TO BUY**  
**PORTABLE DODGEM**  
Preferably without cars  
**CARL ANDERSON**  
General Delivery Danville, Ill.

**WANTED—WANTED**  
Free Acts and Carnival for  
**MENNO STOCK SHOW**  
August 23-24-25  
Write to  
**R. AISENBREY, Chairman**  
Menno, South Dakota.

19 FAIRS 4 CELEBRATIONS **LAST CALL—LAST CALL** 19 FAIRS 4 CELEBRATIONS

**L.B. "JUST A GOOD CLEAN SHOW" FAIRS**

**Lamb SHOWS**

**OPENS MARCH 27—GENEVA, ALA.**  
EVERYONE CONTRACTED, GET IN TOUCH AT ONCE.  
LOT TO BE LAID OUT MARCH 24.

CONCESSIONS: Can use a few more Hanky Panks. Want Agent for Long Range Gallery. SHOWS: Want Monkey Show, Snake Show, Fun House. Special proposition for Motordrome. Will book Girl Show and furnish complete outfit. Want Manager for Side Show, must have something to put in it. MINSTREL SHOW: Want Chorus Girls and two good Comics, Jimmie (Yellow) Savage, Mgr.

**Wire, No Time To Write—L. B. LAMB, Mgr., Malvern, Ala.**

**L. J. HETH SHOWS**  
NOW BOOKING  
SHOWS—RIDES—CONCESSIONS  
Want Experienced Caterpillar Foreman.  
P. O. BOX 5415, NORTH BIRMINGHAM, ALA.

**CAN PLACE**  
**BLOWER AGENTS**  
For a good route of still and fair dates. Show opens March 29. Wire or write  
**SAM CATHERWOOD**  
20th Century Shows Fort Smith, Arkansas

**ATTENTION**  
FAIR AND CELEBRATION COMMITTEES IN NEW ENGLAND  
Can furnish from one to seven Rides, also Concessions or complete Midway on percentage or rental basis.  
**SPRINGFIELD BAZAAR CO.**  
125 Franklin St., Springfield, Mass. Phone 6-0237

**CARNIVAL SECRETARY AVAILABLE**  
Can handle all office details of any size show. Capable Newspaper Man and if necessary can handle press back with show. Reason of this advertisement, mis-representation and mis-understanding of Carnival Owner. Please state full details in first letter.  
**CARNIVAL SECRETARY**  
Box D-345, c/o The Billboard  
Cincinnati 22, Ohio

**Ferris Wheel for Lease**  
No. 5 Eli for this season with or without transportation. A live route and best proposition in first letter. Rides stored in Tennessee. Address  
**P.O. BOX 518**  
Nashville, Tenn.  
P.S.: Also Kiddie Rides for lease.

**WANTED FOR O. C. BUCK SHOWS**  
**HELP FOR SIT-DOWN GRAB AND FRENCH-FRY**  
ALSO  
**MAN TO RUN LONG RANGE GALLERY**  
**SID GOODWALT**  
**HENRY HUDSON HOTEL** **TROY, N. Y.**  
P.S.: WANT TO BUY SHORT RANGE GALLERY.

**WOLF GREATER SHOWS**  
OPENING MAY 1  
**WANT**  
Shows of all kinds with their own equipment, Stock Concessions.  
Midway 7647 — P. O. Box 2725, Bloomington Station, Minneapolis, Minn.

**SPECIAL NOTICE**  
**PSYCHIC-READER**  
Wanted immediately to take charge of nicely furnished studio; ground floor, two doors from Post Office downtown Hot Springs, Ark. Racing season now on. City license. Sell or commission to right party.  
Wire or Phone 7-3160  
**B. BOSWELL, 2118 N. W. 62d St., Miami, Fla.**

**FOR SALE**  
Two Fourteen Foot Tops and Frames, complete; 3 Chicago Set Spindles; Six Razzles Tables; one complete Pea Pool Game. Sell all or part.  
**A. DAVIS**  
c/o BAUM 2435 Barker Ave, New York City

**WANTED—SIDE SHOW ACTS—WANTED**  
Tattooer, Working Acts, Fire Eater, Bally Girls join at once. Bob Wilcox, Frankie Iron Tongue, Yellow Slets, Duke Smith, Doc Jones, answer.  
**SIDE SHOW MGR.**  
**Lawrence Greater Shows**  
Moultrie, Ga.



**NATIONAL SHOWMEN'S ASSOCIATION**  
**GREETS YOU**

You are eligible to Membership in this fastest growing showmen's organization if you are a showman or affiliated with the amusement business. Club-rooms in the center of the amusement world.

**Meetings 2nd and 4th Wednesday each month**  
**Palace Theatre Building,**  
**1564 Broadway,**  
**New York 19, N. Y.**

Almost every one of the Eastern amusement family is a member. Are you?  
**Write for Information**  
Initiation .....\$10.00  
Dues .....\$10.00 Yearly

**ELECTRIC GENERATOR**  
Hobart (powered with gasoline Jeep engine), mounted on 2-wheel trailer completely housed. 7,500 watts, 110 or 220 volts, single or three phase. Used only 48 hours. Have no use for it. Cost new, \$1,568. Will sell for \$595 cash. Ideal for small show.  
**GEO. CLANTON, Owner**  
Daw Theatre Tappahannock, Va.

**FIREMEN'S JUBILEE JULY 17-22**  
**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**

**FOR SALE**  
High Act, single ladder with sway pole, crane bar complete, used twelve weeks last season. Want Man to work another High Act on partnership basis.  
**E. J. MORRIS**  
R.R. #2, Charlestown, Ind.

**SUNSET AMUSEMENT COMPANY**  
**OPENING EXCELSIOR SPRINGS, MO., THURSDAY, APRIL 20**  
Can place Foreman who drive for Spitfire and C-Cruise. Will book KID AUTO, BOAT RIDE or KIDDIE AIRPLANE. Opening for Arcade, Athletic Show, Mechanical Show; must be complete with transportation.  
Winter Quarters: Box 350, Excelsior Springs, Mo.

**KOKOMO**

Wants Agents for Swinger and Buckets.  
Patterson Steve, contact.

**LaCROSS SHOWS**

158 Lake St. St. Albans, Vt.  
Phone 1585

**NOTICE!****FOLLOWING CONTACT**

Bob Butts, Bert Smith, Jimmie Vaughn, Chet Moran. Opening South Hill, Va., March 25. Two stores on midway. Betty Guffey, contact Toni.

**PETE ROSS****M. A. SRADER SHOWS**

Want to book a medium size, clean Cookhouse. Have A-1 proposition to offer. Must cater to showfolks. Will book Pony Ride. Want to book Ball Games, Photo, Long Range.  
BOX 1895, Wichita, Kansas

**Lee Bros.' Circus Wants**

For Fifth Season

Acts doing two or more. Man capable of handling Side Show. State all and lowest in first letter.

**R. L. BRISON**

131 Oley St. Reading, Penna.

**Hutchens Modern Museum**

Wants to join at once

ONE ATTRACTION, KNIFE THROWER, JUGGLER OR GOOD FREAK, OR ANY OTHER ACT NOT CONFLICTING. All address:  
J. T. HUTCHENS, Bonham, Texas, this week.

**POP SPAFFORD**

WANTS SKILLO AGENTS

"Buttermilk" and Tommy Holeman, contact me.  
c/o HARRY CRAIG'S HEART OF TEXAS SHOWS, Odessa, Texas, this week.

**CIRCUS PHONE MEN**

Children's Tickets and Banners. Season's work. Good pay every day. Apply

**H. R. MARTENEY**

Kirkwood Hotel, East Liberty, Pittsburgh, Pa.

**WINTER QUARTERS****Virginia Greater**

SUFFOLK, Va., March 18.—Crew put finishing touches on all equipment this week. Pete (Carolina) Green is streamlining ride and front gate ticket boxes. Cliff (Scotty) Carr, no longer connected with the show, has left for parts unknown.

Bob Coleman, bingo operator, will leave his home in Johnson City, Tenn., soon to ready his equipment in quarters.

Jim Moore has the Ferris Wheel and truck repainted and is retouching the Roll-o-Plane. Sam (Sheriff) Mitchell is in charge of the main dining hall.

Leo and Ike Matina are doing plenty of painting. Arthur Gibson, chief electrician, and his nephew, James Gibson, who visited him over the week-end, motored to their home in Charlottesville, Va.

Jim Burgess is re-covering the top of the front gate truck tractor. Recent visitors included Dr. L. C. Holland, local dentist and circus clown; Sheriff Frank Culpeper Sr.; his son, Frank Jr., a deputy sheriff; Larry Briggs and Obie (Skinny) Holland.

**Great Northern**

HENDERSON, N. Y., March 18.—Organization will open early in May. All winter-quarters work is progressing favorably. Owner Ellis Craig's new office trailer is receiving finishing touches. Victor Craig, ride superintendent, reports work on rides is completed. Mrs. Roy Barnes, North Rose, N. Y., has booked five concessions, including a long-range lead gallery. Roy Barnes, former co-owner of B. & C. Shows, will assume duties of legal adjuster. Bernard Mills will take delivery on two new rides opening date. C. S. Scott and wife, Betty, Rochester, N. Y., are coming on with cookhouse. Mr. and Mrs. Eddie Lowe, Syracuse, N. Y., have booked their three concessions and train ride recently redecorated.—DORIS CRAIG.

**L. B. Lamb**

MALVERN, Ark., March 18.—All trucks are in tip-top shape to start the season and many gallons of paint have been used. Whitie Vasulka has returned from another booking trip and this time brought home the contracts for the annual Spring Festival at Bowling Green, Ky., and the Fish Fry at Beardstown, Ill. This brings the route to 19 fairs and four celebrations.

Show will play the same territory as in previous years, this being our fourth season to make many spots in Iowa. Our Iowa route opens on the State capital grounds at Des Moines, June 12-17. Committee is already putting out many Kid Day tickets. With exception of a couple of pending fairs, season is booked solid.—ERNIE MURRAY.

**John Francis**

ST. LOUIS, March 18.—John Francis announced this week that his org will soon move on the lots of St. Louis. The new Chevrolet trucks are painted and lettered. The fluorescent front will be uncovered at the first spot, along with the six new light towers. Among visitors quarters were Bob Brady, Mr. and Mrs. George Regan, Francis Schulte, J. P. Murphy, Clyde Shubert, Mort Silvers, Bennie Wear, Lew Ayres, Heinie Berger, Morris Kransberg, Al Prospero, Edgar Hart and Sid Sidenberg.

**Ontario**

OSWEGO, N. Y., March 18.—Work is going on at a rapid pace. Org will open in May. Last week the National Guard Company in Rome, N. Y., signed contracts for bazaar in the State Armory there for the last week in April. Tommy Rann, Spike Morley and Chuck Kehoe are working on preliminary plans. Val Duarte and his band have been inked for the outdoor season. They recently completed an engagement at the Casa Manana in Boston.—CHARLES D. KEHOE.

**American Carnivals Association, Inc.**

By Max Cohen

ROCHESTER, N. Y., March 18.—Association is pleased to acknowledge receipt of a contribution to the public relations fund from President Merle A. Beam.

Plans are developing in connection with the annual visitation program, with the visits expected to start early in April to shows in the Washington area, followed by one to the Detroit area early in May.

Attention is called to the fact that admission tax returns for February must be filed not later than March 31.

**Boone, Ia., Adopts New Carnival License Laws**

BOONE, Ia., March 18.—An ordinance which gives this city power to enforce health measures on carnival grounds and to charge carnivals license fees has been adopted by Boone City Council.

The license fee is \$30 for the first day of a shows' stand plus \$15 for each additional day. A \$50 deposit is required to guarantee that the carnival grounds are left in sanitary conditions.

**Underwood Joins Cavalcade**

CINCINNATI, March 18.—Charles Underwood, in the past press agent for the Hagenbeck-Wallace, John Robinson, Sells-Floto and Sparks circuses, will this season handle press for Al Wagner's Cavalcade of Amusements.

**Horan Hell Drivers To Play 51 Annuals**

NEW YORK, March 18.—The Irish Horan Lucky Hell Drivers will open their 1950 season playing two weeks of still dates before starting their fair season which gets under way at Selinsgrove, Pa., July 18 and 19, according to Irish Horan, producer-manager of the show.

Horan said that 12 weeks of fairs had been contracted with a total of 51 fairs representing 96 performances closing at Frederick, Md., October 7. All but two of the 1949 dates will be repeated, Horan said.

Included in the list are Indiana State Fair, New Jersey State Fair Skowhegan (Me.) State Fair; Erie County Fair, Hamburg, N. Y.; Frederick, Hagerstown and Cambridge, all in Maryland.

Activities will be confined to the East with the exception of the Indiana State Fair date.

**Hot Springs Show Colony Is Large; Weaver Gives Party**

HOT SPRINGS, March 18.—Latest addition to the showmen's colony here is J. C. McCaffery, general agent of Hennies Bros.' Shows and a principal owner of the Amusement Corporation of America's Imperial Shows. McCaffery plans to remain here a few days, conferring with Harry Hennies, owner of the Hennies org, then head for Alexandria, La., winter base of Imperial.

Paul Olson, Hennies' concession manager, checked in recently from Jacksonville, Fla. Jack Morgan, Hennies' trainmaster, is pushing make-ready in his department at the shows' quarters here. Bill Naylor, Hennies' press agent, continues to take in the race track.

William T. Collins, owner of the show bearing his name, and his brother, Jim, of Winnipeg, are here for a vacation as guests of Noble and Viola Fairly. Fairly is Collins' managerial aid.

Mrs. Bertha (Dutchess) Dutcher, former Rubin & Cherry trouper, reports all her apartments and cottages filled. Zack Terrell, former Cole Bros.' Circus owner, and friend, J. C. Ellis, who operates the Dade Park race track at Henderson, Ky., are constant visitors at Oaklawn, where Ellis has a large stable racing.

A social highlight was a party given Saturday (11) by Charles Weaver, brother of the late Colonel Weaver who was with the John Robinson Circus for years. As a youngster Charles Weaver left his home in Indianapolis to join the old Mighty Haag Circus and stayed with it several seasons, then went with the M. L. Clark Circus. Thirty-six years ago Charles settled here and opened novelty and jewelry stores. He prospered and obtained an interest in two of the cities hotels, the Arlington and Park Plaza, and has been voted by the Civitan Club as one of Hot Springs' outstanding citizens.

Guests included Noble and Viola Fairly, Dutch and Millie Wilson Dwight and Betty Bazinet, Mr. and Mrs. Lew Keller, Mr. and Mrs. John Obluck, Bob and Shirley Stevens, William T. Collins, Mrs. Billie Plant, Doc O'Kelley, Mrs. Pearl White, Mr. and Mrs. George Powell, Mr. and Mrs. J. D. Prather, Mr. and Mrs. Jimmie Bybee, Mr. and Mrs. Clayton Holt, Mr. and Mrs. Jack McJunkin, Mrs. Iva Weaver, Mr. and Mrs. Studie, Mr. and Mrs. Fred Walker, Mr. and Mrs. Garland Clark, Mr. and Mrs. Allen Thomas, Mr. and Mrs. Pat Foley, Mr. and Mrs. Ed Ross, Mr. and Mrs. D. C. Baker and State and city dignitaries, including Gov. Sidney McMurry, Circuit Judge Clyde Brown, District Attorney Julian Glover and Sheriff I. G. Brown and their wives.

**FOR SALE JONES GREATER SHOWS**

Due to the death of A. B. (Pete) Jones, the administrators have to offer booking route for 1950 season, also the following equipment and rides: White Tractor with 30' Van Trailer, Chev Tractor with 24' Van Trailer, 2 Chev Straight Trucks; 1 Dodge Transformer Truck with folding pole, with 3 transformers, also switch boxes, master switch and over 1,000 feet of ground cable; 1 Office Trailer and 1 Eli Ferris Wheel #5, 1 Allan Herschell 32' Merry-Go-Round, 1 Chair-o-Plane, 1 Front Gate.

Above can be seen on display at

608 Baltimore St., Huntington, West Virginia

to be sold in units or by piecemeal for cash. All equipment in good operating condition.

LLOYD GREEN

1501 THIRD AVE.

HUNTINGTON, W. VA.

Phone 20451 or Night Number 35793

**HARRY CRAIG'S HEART OF TEXAS SHOWS**

WANT FOR OIL FIELD SPRING FESTIVAL IN ODESSA, TEXAS.

IN THE MIDDLE OF A MILLION DOLLAR PAY ROLL.

FEATURING HUGO ZACCHINI, CANNON ACT

George Herahley wants Working Acts for Side Show. Will book Big Snake, Wild Life or any Animal Show, Monkey Show, Fun House. Virgin territory for shows of this kind. Any show at liberty contact us. Especially want Girl Show. Want to book Miniature Trail, Roll-o-Whirl, Boat Ride, Octopus, Little Dipper or any Ride with own transportation not conflicting. Want Hanky Panks of all kinds. Agent for Age and Weight. Will book Novelities, Photo Gallery. Want General Agent that knows Texas, Oklahoma, Kansas and New Mexico. Must have car. Want Man with personality and ambition to handle front end. Want competent Ride Help—wives on tickets. All address:

HARRY CRAIG, Mgr., Odessa, Tex., March 20-25.

**COWBOYS, COME ON**

CONTEST RCA SPONSORED EVERY SUNDAY STARTING MARCH 26

Five events. Mail address: Saint Rose, La. Telephone, New Orleans: Kenner 7000.  
Want Grooms and Semi Drivers, other Useful People.

BIG BILL BLOMBERG, Arena Director; GIVEN DAVIS, Owner, Bar None Ranch, Saint Rose, La.

**MOORE'S MODERN SHOWS**

WANT CONCESSIONS—Ball Games, Fish Pond, Mug Joint, Hoop-La, Country Store, Snow Balls, Novelities (Boma, get in touch), Popcorn, Chocolate Dips and Stock Concessions not conflicting.

WANT SHOWS—Side Show with own outfit (Kitty Kelly, did you receive my wife?). Man to take over complete Athletic Show; Shows not conflicting with own outfits. Buddy and Doris Buck want Girls on Girl Show (good salary and sleeping quarters furnished).

WANT GRIDDLE MAN IN COOKHOUSE.

We play 21 Fairs and Celebrations in Missouri, Illinois, Indiana, Arkansas and Texas.

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Guess Your Age and Scales. Other Slum For all kinds of Hanky Panks. Can place 3 capable Lady Ball Game Operators. Good Six Cat Agent. NO DRUNKS. Must be capable of winning money. Will book Comic Photos, Jewelry, High Striker, Guess Your Age and Scales, Other Slum Stores.  
**JERRY MACKAY**  
Jantzen Beach Park, Portland, Ore.  
Phone: TWinoaks 9961

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**SILVER STREAK RIDE**  
This ride is in perfect condition, has operated in same location each season; twelve car, portable. \$4,500.00.  
**MODERN AMUSEMENT CO.**  
Seaside Heights, N. J.

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Carnival or Circus to show at Sportsmen's Park, Punxsutawney, Pa., either June or August. Please contact  
**PUNXSUTAWNEY SPORTSMEN'S CLUB**  
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Carnival Supplies, Glassware and Slum  
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**HAPPYLAND SHOWS**  
Now Booking for 1950  
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Phone WALnut 17924

**CARNIVAL & CIRCUS OWNERS, ATTENTION**  
Location, 10 Acres, available for lease, 1 day to 1 week stands beginning late May. Near city line of Harrisburg, Pa. Contact  
**Wayne C. Stoyer, "Gay-Way"**  
N. Cameron St. Ext. Harrisburg, Pa.

**WANTED**  
Second-Hand Carnival — Wheels, Merchandise, Percentage and Grind. Write  
**SAL TERRANO**  
1820-A Post St. San Francisco, Calif.

**PIONEER SHOWS**  
*high class midway attractions*  
**OPENING APRIL 15—2 SATURDAYS**  
CAN PLACE GIRL SHOW AND POSING SHOW OPERATOR  
D. S. Miller, formerly with Dick Gilsdorf, get in touch with me. Also capable Snake Show Operator. Have complete outfit. Can place Fun House, Motordrome, Mechanical, Wild Life, Arcade or any high class shows of merit.  
**CONCESSIONS**—Cookhouse, Novelties, Photos, Jewelry, High Striker, Age and Weight, Ball Games, Rotaries, Buckets, Dart Balloon, Penny Pitch, Glass Pitch, Fish Pond, Duck Pond. All Hanky Panks open. Stock Wheels, Toys and Groceries, etc.  
**HELP**—Bingo Caller, Clerks, Percentage Dealers, Useful Show People. Want Free Act. State best.  
Chester Hepp, contact me at once. "Lammy" Leroy Lambertson, answer. We play ace route of New York and Pennsylvania Celebrations and Fairs. You can't miss on this show.  
**FOR SALE**—Kiddie Airplane, 8 Car Streamlined Whip (major ride), Double Loop-o-Plane, 20x40 Top, 20x20 Marquee, 12x14 Ball Game Top and Frame, Burch Popcorn Machine; 12x12 Grab Outfit, complete, ready to operate. All priced right. Also 2 20x30 Show Tops. Address  
**MICKEY PERCELL** Box 106, Waverly, N. Y.

**DOUGLAS GREATER SHOWS**  
**OPENING IN APRIL ON THE STREETS OF OLYMPIA, WASHINGTON**  
*Biggest Celebration in Years*  
Will Book Concessions That Are Not Conflicting.  
Will Also Book Rides and Shows With Own Transportation.  
Want Reliable, Sober Ride Help.  
Address **E. O. DOUGLAS**  
OWNER AND MANAGER  
Route 5, Box 1770 Kent, Wash.

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**CANADIAN RIDES ... ARCADE ... CLEAN SHOWS ...**  
**... ATTRACTIONS OF ALL KINDS ...**  
FOR "THE GREATEST FREEDOM SHOW ON EARTH"  
4 DAYS ... JULY 29-AUGUST 1 — WINDSOR, ONTARIO  
AVERAGE AMERICAN ATTENDANCE, 100,000  
RUSH INFORMATION TO  
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**WANT FOR WANT**  
**J. & B. SHOWS**  
OPENING APRIL THE FIRST IN BOYDTON, VA.; CREWE, VA., TO FOLLOW  
Can place Octopus, Roll-o-Plane, Tilt, or any other major ride. Twenty-five per cent of the gross, plus ins.  
Want slum stores of all kinds that work for stock.  
Need Ferris Wheel Foreman. Ray Hester, Red Curl, Freddie Holms, write or wire at once. Also man to put up office-owned concessions. Can place ball game agents. All replies to  
**HAYES & FLYNN**  
J. and B. Show, Chesterfield, Va., Winter quarters. No phone calls, please.  
P. S.: Capt. Jack Perry, Answer.

**ROCKY MOUNTAIN EMPIRE SHOWS**  
Opening early in April—25 weeks in Colorado, Nebraska and the choice Celebrations in the Black Hills.  
**BOOK FOR THE SEASON**  
RIDES: Caterpillar, Looper, Fly-o-Plane, Whip, Pretzel, Little Dipper, Hi-Ball or any late model Ride. SHOWS: Have virgin territory for Monkey Show, Motordrome, Glass House, Snake Show or Penny Arcade. CONCESSIONS: Custard, Snow Cone, Basketball, Photos, Jewelry, Novelties, Coca-Cola, Age and Weight, or any legitimate Concessions that do not conflict. No gypsies. Help who drive. Ferris Wheel and Merry-Go-Round Foremen. No drunks. Write or wire  
**FRANK O. SWARTZ**  
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**WHEELS OF ALL KINDS**  
**PADDLES—LAYDOWNS**  
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Write for Catalog  
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**GUST KARRAS GREATER SHOWS**  
124 So. 8th St., St. Joseph, Mo.  
Opening May 1, 1950  
**WANT WANT**  
CONCESSIONS: Age and Scales, Custard, Penny Pitch, String Game, Bowling Alley, Bumper, Jewelry, Candy Apples and Add-Up Darts.  
RIDE HELP: Foreman and Second Man on Ferris Wheel and Second Man on Tilt-a-Whirl.  
SHOWS: Fun House, Mechanical and Snake Show.

**BREWER'S UNITED SHOWS**  
Concessions, come on. Open now.  
Grab, Bingo, Snow Cone, Pop Corn, Glass Pitch, Candy Apples, Hoop-La, Coke Bottles, Ball Games, Slum Spindle, Scales, Mitt Camp, Cork Gallery, Balloon Darts, Lead Gallery, Clothes Pin, Fish Pond, Shows—Wild Life, Snake Show, Freak Show, Girl Show Have good opening for any Shows with own transportation. What have you? Have good route Fairs and Celebrations. First Fair and Stock Show, Humble, Tex., April 27-29. Phone: BE 1879. Wire or write c/o McGinnis, 1601 Congress St., Houston, Tex.

**CLIFF PATTON WANTS**  
Girl Show Workers, also Couple for Snake or Geek Show. Open April 1. Reply by wire, care Central State Shows, Ponca City, Okla.

**INLAND SHOWS**  
OPENING APRIL 1  
Black Rock, Ark., 2 Saturdays  
Want Photos, Popcorn, Bingo, Diggers, Balloon Darts, Strings, Penny Pitch, Coke, Add-Up Darts, Clothes Pins, Fish Pond, Striker, Hoop-La, Scales, Novelties, Snow Cone, Glass Pitch. Want Agents for office Concessions. Any Show except Monkey Will book Roll-o-Whirl, one Flat Ride. N. E. DAVIS, Mgr., West Memphis, Ark. (Phone 503), until March 26; then Black Rock.

**WANT**  
EXPERIENCED PENNY ARCADE HELP for new Arcade on Cavalcade of Amusements for 1950 season. Apply to  
**H. BARKOOT**  
301 S. Tampania Tampa 6, Fla.  
Until April 1; Then c/o Cavalcade of Amusements, as per route.

**MICHAEL MACKAY**  
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**WANTED CARNIVAL**  
JULY 1 TILL JULY 4  
We need 50 to 75 Concessions. Will be held in County Fair Grounds. Will draw 7,000 to 10,000 crowd each night. Large Fireworks display. Also need Night Show in front of grandstand.  
Write  
**O. V. OLIVER, Chairman**  
Eaton Booster Club Eaton, Ohio

**FOR RENT**  
Carolina Beach, N. C., concession stands suitable for Lunch, Bingo, Games, Beachwear. New building, center amusements, hottest location. Rents start \$500.00 season Contact  
**SIDNEY ABRAMS**  
Conway, S. C.

# COLD NIPS NAT'L ORANGE SHOW

## Gate Off 13% First Six Days At Bernardino

### "Star a Day" Is Featured

By Sam Abbott

SAN BERNARDINO, Calif., March 18.—Cold weather that nipped citrus groves extended its frigid effect to the 35th National Orange Show. Thru Tuesday (14), sixth day of the 10-day and one night run, the event was trailing its 1949 mark by approximately 13 per cent. Attendance to that point was 128,178.

Opening Thursday night (9) and scheduled to close Sunday (19), the annual yet has hopes of besting its 1949 record. Sunday (13) was the best day attendance-wise when 42,679 were on hand as against 48,113 for the same 1949 day.

Show officials attributed the lag to the weather and general economic conditions. During the year, the show suffered the loss by fire of its main exhibit building, thus hampering the show. This served to funnel people to other buildings and the carnival grounds, the latter on the site of the burned edifice. Altho destined to be eventually replaced in the new master plan, its loss makes the orderly staging of events somewhat difficult.

Altho none of the features have been omitted because of the fire, they have had to be placed in other buildings. A new structure 220 by 190 feet was completed before the opening of the show and the orange packing plant installed there. City and community exhibits, fruit racks and stage entertainment are in the Swing Auditorium, used exclusively last year for the Olsen & Johnson *Hellzapoppin'* attraction. Canvas is back, with one tent housing a governmental agency exhibit and the other farm machinery.

### Give 'Em Names

Russell Z. Smith, manager, has gone all out on entertainment this year with his "A Star a Day" type of show. With the Phil Bloom Agency tossing its hat into the fair booking business on the West Coast, the shows have featured George Jessel, Ralph Edwards's *Truth or Consequences* radio show, Kay Starr, Peggy Lee and the Dave Barbour Quartet, Andy Russell and Della Russell, Art Linkletter's *People Are Funny*, Hopalong Cassidy and the Mills Brothers.

Judy Canova, who was scheduled for two days, canceled because of illness. She was replaced by Alan Ladd, Irene Hervey and Cass Dailey. Other acts included the Alice Sullivan Girls (16), Hector and His Pals, Cecil Stewart Royal Rogues, Ted DeWayne Troupe, Rochelle and Beebe, Boy Foy, Nils Thor Granlund, The Sensationalists, Jack Marshall, The Belfords, Peggy Taylor and Company, Ben Beri, Frank Evers and Dolores, Hermanos Williams and Company, and Bob Hopkins. Special musical arrangements were by Gene Lucas and music by Stan Meyers and his orchestra (13). Adrian Awan supervised the scenery and lighting. Bloom supervised the entire production, assisted by Sam Shayon.

Admission of \$1 to the grounds also included the show. However, seats were available for an additional 50 cents.

### Strong Advance

To publicize the show, Earl Buie, press director, said that 67 24-sheets, 14 overhead cutout banners, 100 quarter sheets on bread trucks featuring Hopalong Cassidy and appearance of the Orange Show Queen on televi-

## \$1,113,700 Budget for Dallas; 303G in Plant Improvements

DALLAS, March 18.—The 1950 State Fair of Texas will operate under a total budget of \$1,113,700 which will include \$303,600 for permanent plant improvements and \$562,100 for operation of the fair.

Air-conditioning of the auditorium at a cost of \$210,000 is one of the major improvements planned. An elevator to the Cotton Bowl press box will cost \$25,000; carpet and chairs for the auditorium, \$7,500; paving of show lot and midway, \$2,600; Kiddieland, \$5,000; air-conditioning of civic buildings \$12,500; new roof on the agriculture building, \$12,000; roof on the poultry building, \$7,000; lighting and painting livestock barns, \$7,500; stadium repairs, \$7,000, and a new front gate, \$7,500.

Publicity advertising outlay has been set at \$85,000 and administration expenses at \$55,000. Livestock premiums has been budgeted at \$61,700, as against \$40,287 in 1949.

Other budget items include exhibits and concessions, \$30,000; agriculture department, \$13,000; poultry premiums, \$5,000; livestock, poultry and agriculture, \$40,000; women's department, \$5,000; fine arts, \$2,500; gate and tickets, \$25,000; banking and accounting, \$17,500; auditing \$3,000; water, light and gas, \$15,000; police, \$16,000; watchmen, \$4,500; hospital,

\$400; decorations, \$1,500, and general insurance, \$17,000.

Rain insurance, \$11,000; buildings and grounds, \$45,000; Dallas Day and Key Day, \$10,000; bands, \$4,000; Negro Day, \$3,000; special events, \$5,000; information booth, \$1,000; ticket sales, \$1,500; stadium maintenance, \$25,000; parking lot, \$5,000; auditorium, \$15,000; electrical maintenance, \$7,500; fair fireworks, \$6,000; summer fireworks, \$4,500; sales and promotion, \$6,500; legal expense, \$3,000; exhibit building maintenance, \$4,000, and atomic exhibit, \$7,500.

## Ice, Snow Slow Damage Repair At Lincoln, Neb.

LINCOLN Neb. March 18.—Ice and snow this week held up repair work at Nebraska State Fairgrounds after the plant was struck by high winds Tuesday (7), causing damage estimated at \$25,000 to \$30,000, Ed Schultz, secretary, announced.

Winds, which at times reached a velocity of 100 m.p.h., tore off six sections of the grandstand roof, twisted supporting steel girders, blew all slate from the east roof of the Coliseum, tore off one-third of the open-air auditorium roof and caused considerable damage to light poles and trees. The grandstand was covered by insurance.

Rebuilding was scheduled to start immediately, Schultz said, as the Coliseum must be readied for an ice show April 4. The grandstand and other buildings affected by the winds were expected to be in shape for motorcycle races June 11.

## Mich. Gov. Names Six to State Board

DETROIT, March 18.—Six new appointments to the State Fair Board have been made by Governor Williams, assuring the Democrats control of the board when it meets April 14. New members are Harry H. Wright, of Lawrence; Eldon McLachin, Ewart; Edwin J. Smith, Detroit; Mark L. Crawford, Coldwater, and Mrs. Helen Berthelot and Peter L. Buback, Detroit.

They replace T. O. Huckle, Cadillac; Frank Wheatlake, Big Rapids; Albert Kessler, Wixom, and Mrs. Mabel Chamberlain and George C. Christopher, Detroit. Smith is a re-appointment.

## Sked Hope, Ark., Aud For July 1 Completion

HOPE, Ark. March 18.—Construction work on the \$125,000 coliseum and exhibit building for the Third District Livestock Show here will start immediately and is sked for July 1 completion, Bob Shivers, manager of the annual, announced.

The 5,000-seat auditorium will house the annual rodeo and will be used on a year-round basis for other shows.

## N. M. Drops Harness Races

CHEBOYGAN, Mich., March 18.—Northern Michigan Fair, sked September 5-9, will not have harness horse racing this year. Running races and farm team and wagon races will be held, however.

## Raleigh Tabs 65G 1949 Net

### Annual has \$252,557 surplus—Dr. J. S. Dorton reinked as general manager

RALEIGH, N. C., March 18.—Dr. J. S. Dorton this week received another year's contract as general manager of North Carolina State Fair and high praise for the manner in which he has conducted activities, on the basis of a recent audit of the fair which revealed a net profit of \$65,036.18. Last year's take plus the profits of previous years gives the fair an accumulated surplus of \$252,575.84.

Fair's financial statement, submitted to the State Board of Agriculture, showed 1949 revenue to be \$233,523.22 on operations and \$1,875 interest on investments. Expenses were listed as \$170,362.04, including premiums of \$28,550. Gate receipts were reported as \$80,729.59.

### Plans for New Plant

Dr. Dorton reported that master plans for a \$2,000,000 expansion program are taking shape but added that little progress will be made before the 1950 fair. This plan includes a coliseum for livestock judging, an ice arena for pro skating, extensive machinery and mercantile exhibits and an enlarged grandstand.

At the same time Dr. Dorton announced plans for developing the State fair into a "master fair" with exhibits making up prize displays from county and area fairs thruout the State. This plan will have its roots in the 1950 State fair, as three counties already have said that they will place their winners and no others at the State fair.

Dr. Dorton said that within a few years this plan will evolve into a winner's fair, eliminating casual exhibits from many sections of the State. The plan also will aid county and area fairs to improve their premiums and make local exhibits more interesting, Dr. Dorton said.

## Mass. Annuals Prepare Requests for State Aid

SPRINGFIELD, Mass., March 18.—With the amount allotted to the State Department of Agriculture governing the funds given to various fairs for prize money, fair secretaries thruout Massachusetts are keeping close check on the budget now being considered by the Legislature.

The Division of Plant Pest Control and Fairs has set an April 1 deadline for fund requests from the department. A number of fairs already have indicated that they will be in operation this fall and will seek funds from the State.

## Parkersburg Gets Charter

PARKERSBURG, W. Va., March 18.—Wood County Fair here has been chartered by the secretary of State as a non-stock organization. Listed as incorporators are W. G. Goudy and J. Phil Cramer, both of Parkersburg, and Laura Rector, Mineral Wells.

## Lions Operate at Foremost

FOREMOST, Alta., March 18.—Annual Foremost Stampede will be operated by the Lion's Club this year. Event reverts to the stampede committee in 1951.

## Mich. Short Course To Feature Talks, General Discussions

LANSING, Mich., March 18.—A well-rounded program of speakers and topics, supplemented by general discussion, will be presented at the Fair Managers and Directors School, to be sponsored by the Michigan Association of Fairs, in the Hotel Porter here, April 3-4, H. B. Kelley, association secretary, announced.

Speakers and their topics include Hans Kardel, *Arrangement of Buildings and Grounds*; Paul R. Pennock, *Fair Finances*; Arnell Engstrom and Roy H. Brigham, *Legislation*; Paul F. Richter Jr., *Tax and Wage Laws*; L. R. Schrader, *Local vs. Commercial Concessions*; H. D. Parish, *Advertising*; Rose Sarlow, *How to Draw Daytime Crowds*; Clarence Harden, *Midway*, and James H. Snow, *Harness Racing*.

Joy Davis, *Horse Show*; Carl Mantey, *Health and Sanitation*; William E. Logan, *Public Relations (Press, Radio and Local)*; Harold P. Lindsay, *Passes*; Harold G. Sellers, *House Trailers and Electric Hook-up*, and Gordon Schlubatis, *Entry System*.

A dinner is sked for the night of April 3, with a showing of pictures of Michigan fairs as the feature.

tion had been used. Paid advertising in all the Southern California dailies was carried along with space in 60 selected weeklies.

Ferris Greater Shows, Inc., are featured on the midway. Occupying the space where the exhibit building was located, show has a lot 300 by 920 feet as compared with the usual one of 200 by 500 feet. Ferris has 23 rides, including the Velare brothers' Skyride. In the Kiddieland the new Eyerly steerable automobile ride was debuted. There are 70 concessions.

Ferris is using a policy of "any game for a dime" and no ride over a quarter. Show booked on a percentage with a guarantee.

## Four Performances In St. Louis Arena Set for Chitwood

ST. LOUIS, March 18. — Aut Swenson, Midwest unit manager for Joie Chitwood's Auto Daredevils, closed with C. W. Hoerber and Tom Packs for a four-day engagement at Walsh Stadium here the latter part of May.

The Chitwood unit will play the 14,000-seat arena en route from Memphis to Rockford, Ill.; Milwaukee and other North-Central dates.

Contract for the Rockford Speedway engagement was inked with Dr. Bert Canfield, secretary-treasurer, on behalf of the new Rockford bowl. The Milwaukee engagement at Wisconsin State Fair Park calls for three performances, with night shows scheduled for May 27 and 28 and a matinee Sunday, May 28.

Another Wisconsin contract, signed recently, will put the Chitwood-Swenson unit in at Winnebago County Fair and Exposition, Oshkosh, for two performances. The contract was signed by Sen. Taylor Brown in behalf of the Oshkosh annual.

## R. C. Tompkins Named Texas Assn. Membership Chairman

DALLAS, March 18.—R. C. (Tommy) Tompkins, vice-president of the Texas Association of Fairs and Expositions, was named chairman of the organization's membership committee at a board meeting here Friday (10). The association's annual convention has been skedded for January 4-5, 1951 at the Baker Hotel here.

Those at the meet'ng, in addition to Tompkins, included M. D. Fanning, San Angelo, president; Fred L. Yates, Conroe; Bob Murdock, Gainesville; Sheriff Will Watson, Abilene, all directors. Representing the State Fair of Texas, Dallas, were David McMinn, manager of sales and promotions, and Mrs. Neely Huffhines, superintendent of agriculture.

## Lewisburg Stand Addition

LEWISBURG, W. Va., March 18.—C. T. Sydenstricker, secretary of the State Fair of West Virginia, announced that in order to better accommodate patrons, fair directors have authorized construction of a 36-foot extension to the grandstand, which will add about 650 seats. Space below the addition will be used for toilet facilities. A 70 by 150-foot livestock pavilion will be constructed near the livestock barns.

## Whyte B. C. Assn. Prexy

NANAIMO, B. C., March 18.—E. M. Whyte was re-elected president of British Columbia Fairs Association and L. W. Johnson was named secretary. Dates for the Nanaimo annual are September 14-16; Ladysmith, September 20-21, and Duncan, September 7-9.

## Ernie Young Signs Show For Akron Centennial

CHICAGO, March 18. — Ernie Young Agency has signed with the fair exposition for Summit Centennial at Ascot Park, Akron, to furnish a revue and seven acts.

The exposition will be held July 31-August 6.

PORT ALBERNI, B. C., March 18.—Alberni and District Fall Fair will be held here August 24-26.

## CARNIVAL WANTED!

To Play Decatur County Fair

Oberlin, Kansas, Aug. 8-12.

Write E. R. WOODWARD, Sec., Oberlin, Kans.

# Flashbacks

(Continued from page 65)

Donald and James K. Paisley, officials of Central Canada Exhibition, were back in Ottawa after spending a week in New York booking attractions. . . . Michael F. Burns was announced as booking manager for Luna Park, Waterbury, Conn.

Deaths: Frank Adams, circus owner; George A. Brigham, circus musician; Robert Campbell, Side Show act; John Dailey, trainmaster; Louis Dalton, circus man; Mrs. Henry Guernette, carnival woman; Michael Muller, circus lawyer; James Mulvaney, billposter, and Mrs. Mattie Steier, outdoor show woman.

## 10 Years Ago

Beverly White was signed as director of publicity for the James E. Strates Shows. . . . A. E. Selden, "The Stratosphere Man," was contracted to appear for two weeks at Golden Gate International Exposition, San Francisco. . . . Tom Mix, film cowboy, said he had turned down an offer to appear in the Ringling-Barnum concert. . . . Western Massachusetts Fairs' Association elected Leonard N. Mason, president; Mrs. Carl Larson, vice-president, and Lawrence B. Boston, secretary-treasurer. . . . Norman S. Alexander, Woodside Park, Philadelphia, was named chairman of the liability insurance committee of the National Association of Amusement Parks, Pools and Beaches. Leonard B. Schloss, Glen Echo (Md.) Park, was named vice-president. . . . Starr DeBelle closed with the M. C. Hutton Marine Hippodrome to resume his post as publicity director of the Johnny J. Jones Exposition. . . . Harry Chipman joined Wallace Bros. Circus as general press representa-

## Gay-Lynch Org Contracts Food Stands at 25 Annuals

SAN BERNARDINO, Calif., March 18.—Gay-Lynch Enterprises, food concession company headed by Edmund Gay and Jimmy Lynch, has 23 fairs booked for 1950. With several units already on the road and three fairs played, Lynch said additional rolling stock would be readied by the company.

Filling the third 1950 contract here at the National Orange Show, the company has three units. Personnel includes Jo and Jimmy Lynch, Velma and Edmund Gay, Von Vise, Louie Faudree, Tony Tumbas, Larry Nathan, Harold Budd, Eddie Crowell, Ruth and Bob Nichols, Ned Mackey, Sam Pearson, Jimmy Lacy and Eddie Neu.

Lynch, who was with the Crafts Shows for several years, joined Gay three years ago to form the company.

## Mesa, Ariz., Citrus Annual Grosses 15G, Nets \$842

MESA, Ariz., March 18.—Second annual Maricopa County Fair and Citrus Show, February 18-26, grossed \$15,675.06 and netted \$842.56, John C. McPhee, fair commissioner, announced.

Expenditures totaling \$14,832.50 included rental of the Civic Center and two large tents, decorations, payroll, advertising, fixtures and \$3,000 in premiums.

Major planned improvement for the 1951 annual, will be glass showcases for exhibits.

## Woodland Elects Rogers

WOODLAND, Calif., March 18.—John Rogers has been elected chairman of the Yolo County Fair Board, succeeding Mrs. Roy Robinson. Plans to negotiate with the Willow Springs School District on the possibility of getting possession of the old Spring Lake schoolhouse was discussed. The fair directors proposed to move the old building to the fairgrounds as a museum.

tive. . . . The Gus Sun office set the Poodles Hanneford family of equestrians for 1940 Ohio State Fair.

E. A. Lamon was announced as new manager of Deemer Beach Park, New Castle, Del. . . . H. B. Shive was appointed secretary-treasurer of Oscar Bloom's Gold Medal Shows. . . . Herb Taylor's clowns were signed to play Buffalo; Altoona and Montreal Shrine circuses and the St. Louis Police Circus. . . . Harry Kahn, secretary of Auglaize County Fair, Wapakoneta, O., booked the Society Minstrels, Boone County Jamboree, Bombshell of Rhythm and Will Rock's "Thurston's Mysteries." . . . W. B. McGinnis was re-engaged as manager of Beech Bend Park, Bowling Green, Ky. . . . Tige Hale signed his All-American Circus and Carnival Band with F. E. Gooding Amusement Company. . . . Valentine's Aerial Romas were inked to play Hamid-Morton Circus dates. . . . Clark County Agricultural Society, Neillsville, Wis., re-elected William Creed, president; Alvin Eisentraut, vice-president; Harold Huckstead, secretary, and William Kurth, treasurer.

Purchase of 50 acres was announced by Vernon D. Platt to increase facilities at Somerton Springs Park in lower Bucks County, Pennsylvania. . . . C. L. Bockus was appointed manager of the J. Harry Six Attractions. . . . Si and Nellie Kitche reported they would go out with Haag Bros. Circus. . . . W. R. Hirsch, secretary-manager of Louisiana State Fair, Shreveport, estimated damage done to the plant by a tornado at \$200,000. . . . Dick and Helen Johns, operators of Lake Park, Co-shocton, O., began an improvement program. . . . Bob Fisher's Fearless Flyers signed with the Texas Longhorn Shows as free attraction. . . . The following additions were made to the staff of Endy Bros. Shows: Glenn Ireton, Cleo Hoffman, Peazy Hoffman, Newt Kelly and Bob Holmes.

Deaths: Clyde Ingalls, circus man; Edson K. Bixby, fairman; William R. Brenner, resort man; William H. Hitchcock, circus man; William T. Taylor, fairman, and Albert Thomason and Bishop M. Turner, carnival men.

## Free Gate for Holmes Annual

MILLERSBURG, O., March 18.—Holmes County Agricultural Society, sponsors of Holmes County Fair here, voted to operate under a free gate this year at a special meeting last week. Fair board officials said that this year's attraction will mark the first free showing since 1931.

## Regina Strengthens Flack

REGINA, Sask., March 18.—In an effort to increase interest in Regina Exhibition, a 13-man public relations committee has been formed, with Gordon Grant chairman. The build-up will be aimed at the United States as well as the province.

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# Davis Pleads for Sponsored Movie To Bally Biz Locally

ONSTED, Mich., March 18.—Calling advertising and publicity the spark that is needed in the roller rink trade's Ignition system, William Davis, owner of Sylvan Gardens Roller-drome on Sand Lake here, advocates that independent operators, operator associations and rink supply companies jointly underwrite the production and distribution of a motion picture that would publicize the business.

Davis offers his ideas to operators in the belief that acceptance of his plan by the trade would do much to advertise roller skating at the community level. Such a film distributed free thru a committee of rink men to schools, churches, lodges and industrial and social organizations across the nation, Davis says, would put roller skating before the trade's most important market—the children—and sell skating as a high-class, artistic and well-supervised sport to parents who guide children in their spending and recreational habits.

The thinking of Davis envisions a "short" in technicolor or black and white, made by some producer of industrial films, which would involve a revue-type skating show, pictures of State and national contests, shots of the modern rink in operation and a segment devoted to skating instruc-

tion, all to be narrated by someone with a roller skating background. "Glamorize it like the professional movie with elaborate costumes, scenery and lighting effects," Davis recommends.

## Gay Blades Facelift Doesn't Mean Early Shift to Dance Biz

NEW YORK, March 18.—Questions from metropolitan area skaters about the future of Gay Blades Roller-drome, scene of many RSROA championship meets, including one national, were answered this week in Bill Love's *Journal American* skating column.

According to Love, present extensive construction work inside the rink is being performed to make it ready to become a plush replacement for Roseland Ballroom when and if the building now occupied by the latter is torn down. Love said Lou Brecker, operator of both places, had assured him this probably will not happen for several years. Construction work, costing a small fortune, is merely a case of being prepared.

Gay Blades is now being spruced up as a rollery and groundwork is being laid for roller events thru next season, indicating that it will cater to skaters for some time.

Gay Blades is the only rink in the Times Square area and in Manhattan.

## New Fan

PHILADELPHIA, March 18.—Roller skating received a well-publicized boost recently by opera singer Marie Powers, one of the leads in *The Consul*, a musical drama which had its premiere at the Forrest Theater here. In newspaper interviews Miss Powers made particular mention of roller skating as her favorite pastime. Miss Powers, in describing her daily activity, said that she arises at 6 a.m., walks to church, and from there goes to a roller rink for an hour.

## Bender Pushes Plan For Outdoor Rollery

COMPTON, Calif., March 11.—The city planning commission has okayed a zoning variance for a proposed outdoor rink here, subject to stipulated conditions.

The recommendation, which now goes to city council, was adopted after a series of hearings attended by teen-agers who made a pitch for the rink. In order to "protect property values" the planning commission stipulated that an eight-foot closed fence must surround the rink. Other stipulations call for floodlights to face only north and east on standards not more than 2 1/2 feet high; a safety rail inside the fence, a parking space for at least 40 cars.

The zone variance, however, would only be good for five years and would be subject to further hearings at that time. Applicant for the permit was John F. Bender, owner of the property.

# Sutphen Placed On Probation in Det. Race Case

DETROIT, March 18.—A strong warning that racial discrimination in local skating rinks will not be tolerated was indicated by Recorder's Court Judge John J. Maher in passing sentence on Walter Sutphen, owner of Varsity Gardens Rink, in the case reported in *The Billboard* of March 4.

The defendant pleaded guilty to charges under the Michigan Civil Rights Statute and was placed on probation for one year, with the provision that acts of discrimination shall not recur, and was assessed court costs of \$25.

When the case came up Monday (13) evidence was presented that a second violation had occurred in the barring of a Negro child from the rink, but Sutphen indicated that he had posted notices and instructed his employees that no discrimination was to be practiced.

Despite this, he told *The Billboard*, some of his help had not wanted to wait on Negro patrons, and he pointed out that the help he hired to replace them might take the same attitude contrary to his instructions. However, he made it clear that it is his intention "to operate as required by law."

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## 3,500 See "Roller Rendezvous," Annual Show at New Dreamland

NEWARK, N. J., March 18.—An estimated 3,500 spectators turned out for *Roller Rendezvous*, annual revue of the Dreamland Skating and Social Club presented Wednesday and Thursday evenings (8-9) at Vic Brown's New Dreamland Arena here. Local papers and viewers alike proclaimed the production as close to a professional skating extravaganza as any one-hour amateur show could be. Staged and directed by Betty Lytle

Ringwald, New Dreamland pro, critics called *Rendezvous* compact, fast moving and possessed of more change of pace than the usual rink offering. Costumes were colorful and in good taste. Groups were well drilled and principals performed creditably.

Cast numbered approximately 100 skaters. Art Wagner, of Madison Square Garden Roller Carnival note, was emcee. Organist Ray Boughner supplied the music. Only professionals in the production were Bob and Betty Ringwald, whose *Footloose and Fancy* number was a highlight. Big league props, including a massive Mexican hat, were used.

Amateur numbers included *Waltz Tryst*, featuring Patricia Van Volkom as ballerina; *Indian Ceremonial Dance*, with the national fours champions, Alwyn Baumann, Eileen Devino, Ken Duncan and Sherry Rapp; *Swingtime*, with Bill Thelgen and Josephine Dimaio as king and queen of swing; *Dancers in Miniature*, Patricia Van Volkom and Duke Gabriel; a novel pantomime number, *Courtship of the Chinese*, with Ken Duncan, Sherry Rapp and Peter Rapp; a comic *Hockey Nightmare* skit; *Easter Parade*, with Patsy Manning as the bunny backed by tots and teen-agers; *Latin American Fantasy*, featuring Pat Barrett as Lady of Spain; *Come Dance With Me*, with Patty VanVolkom and Duke Gabriel, and the finale. Most of the numbers were backed by large boy-girl choruses.

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(Continued on page 88)

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**AGENTS & DISTRIBUTORS**

(Continued from page 87)

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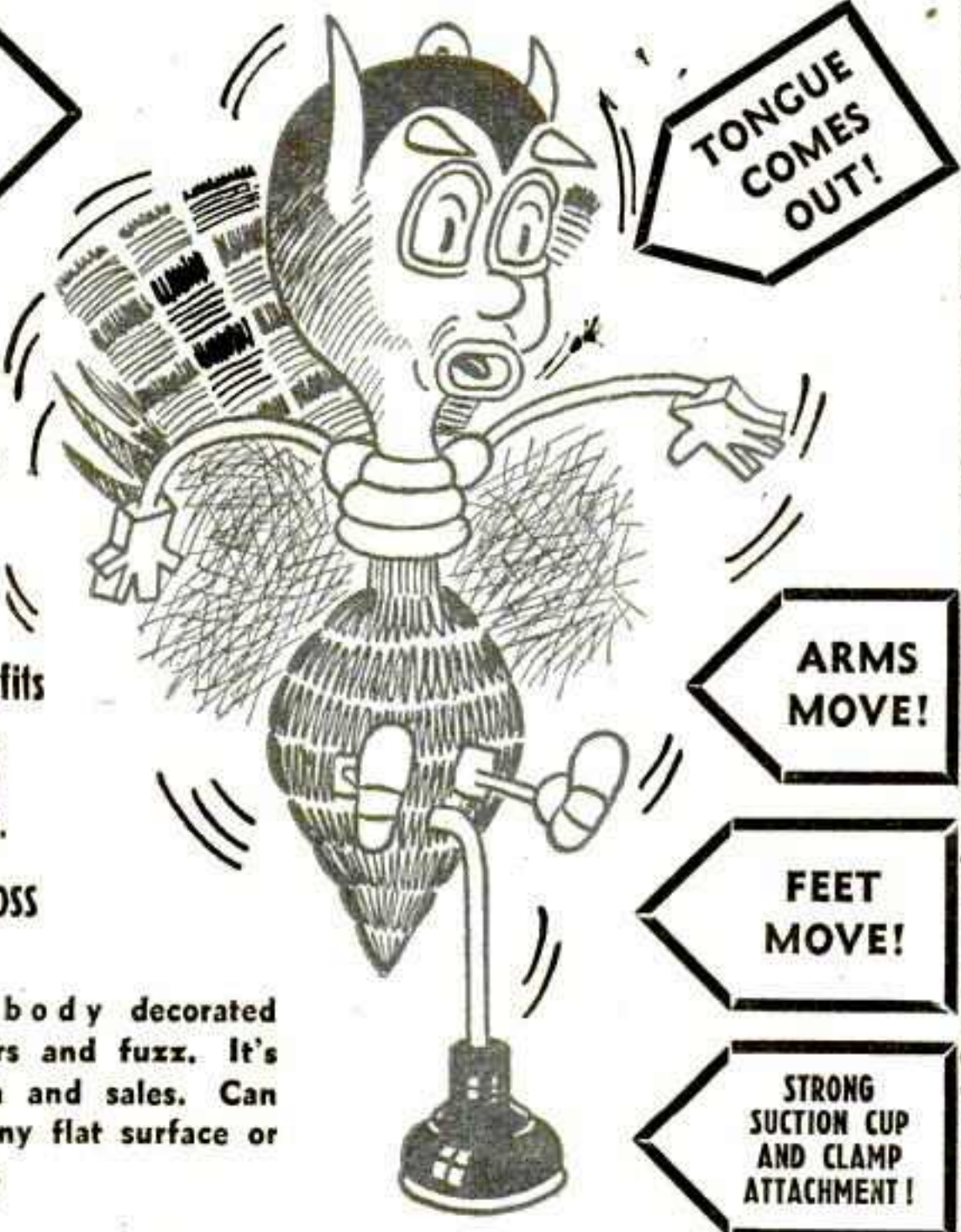
(Continued on page 90)

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SENSATIONAL BOUNCING NOVELTY



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**\$3.75** DOZ.  
**\$42.00** GROSS

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**THE AMAZING PARASOL KID**

A lifelike Rubber Monkey Hanging From a Cane, holding an Umbrella. Full of Tricks... Hang him by his Tail, Cross his Legs, Fold his Arms behind his back. Kids & grownups will love him. A natural for concessioners, stores and street salesmen. Made in true-life proportions from fresh rubber stock.



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**\$2.75** Doz. **\$30.00** Gross  
Live Rubber Monkey that performs on a trapeze bar while swinging on your windshield or rear window. Attached to any flat object with a strong suction cup. Individual 3-color display card. Packed 3 doz. to box.

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This is the better grade... made of soft non-irritating vinylite plastic rubber nose with real looking horn rimmed spectacle frames.

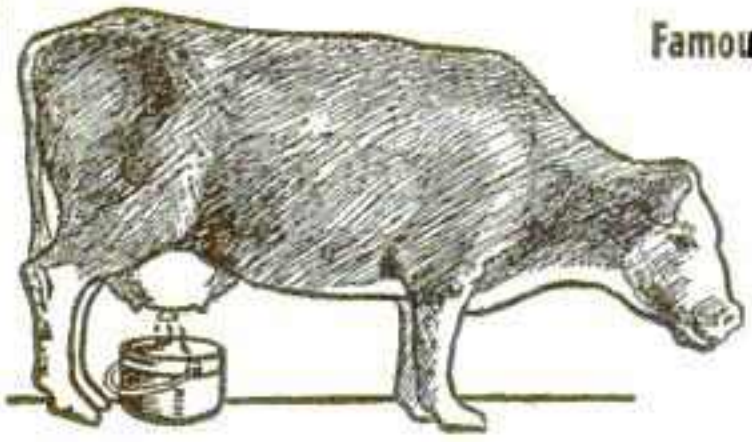
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Ball point pen, Fountain pen and Mechanical pencil.

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4 inch size .....\$6.00 gr.  
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Min. order 4" 6 doz. 9" 2 doz.

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Complete with pocket carrying case.

**PERFORMING MONKEY—#38**  
Lifelike Rubber in Colorful Box  
**\$4.80** Doz. **\$54.00** Gross  
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Perfectly detailed cow that drinks and gives milk. Making money for Fair Workers, Stock Show Workers and all Concessionaires. Complete with Milking Pail.



**A Natural for Demonstrators! \$3.90 Doz.**  
**PUFF 'N' TOOT—Plastic Locomotive \$42.00** Gross  
6½" size—Puffs Smoke—Toots like a real engine. Whistles near and far, smoke can be refilled with talcum powder. Packed in colorful box for big sales.

25% With Order—Balance C.O.D.  
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Rubber Lobster	2.00	Shoota Plane Top	2.00
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4-Eyed Man; What, Me Worry?	...		...
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Genuine Swiss Movements  
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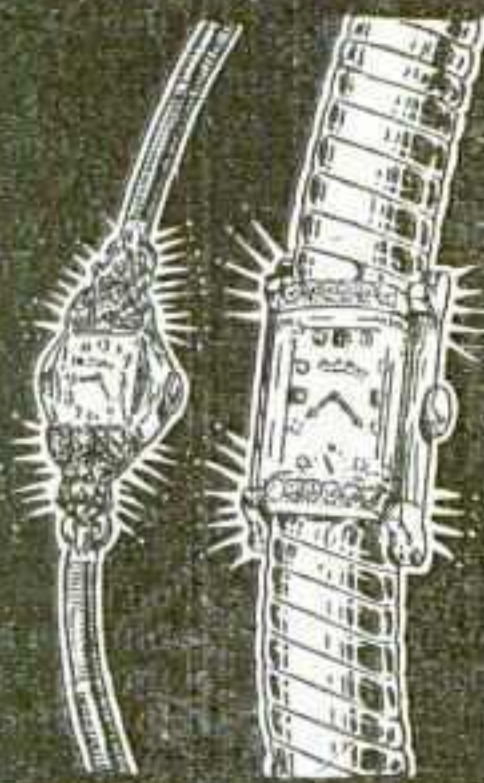
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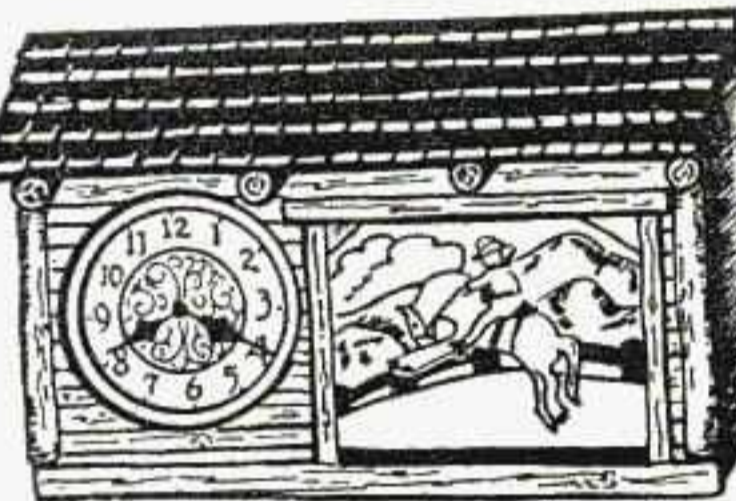
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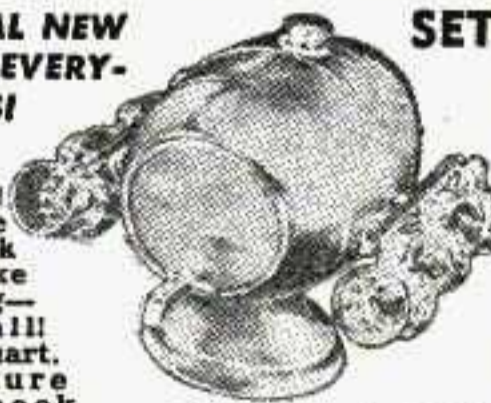
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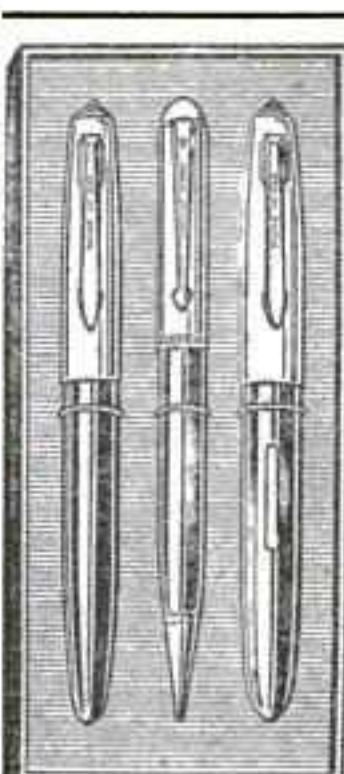
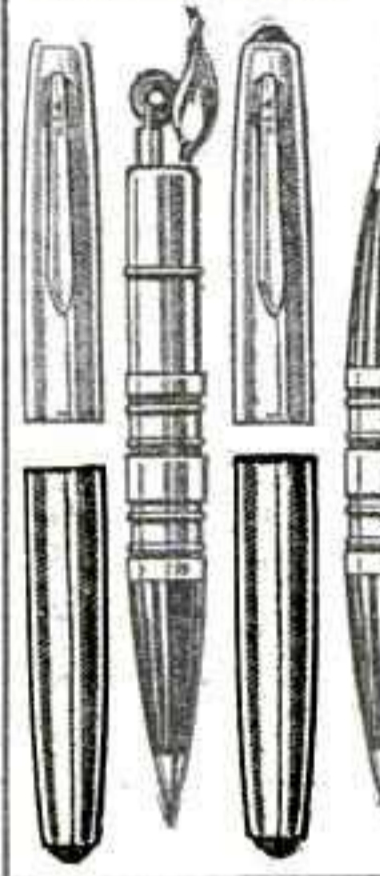
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**CONCESSION OPERATORS, ONE PERCENTAGE Dealer**, two Hunky Pank Operators; women or men; Girl Candy Floss Operator. Write J. H. Scales, Glenallen, Va.

**COUPLE TO RUN CAFE AND ROADSIDE zoo**; must be capable and know business. Gladys Gillem, Rt. 1, Helena, Ala.

**COUPLE TO HANDLE GOLDFISH BOWL ILLUSION** Girl Show; girl needs no experience, must have attractive face, figure; enclose photo, will be returned; man capable talker, not afraid work on up and down; no boozers, characters, limbsters; good proposition to right people; opening April 15 in Massachusetts, La-Cross Shows; no collects. Bill English, 220 School St., Somerville, Mass. Somerset 6-8172.

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**FIDDLE OR ACCORDION FOR JAMBOREE** Show touring Western States; play any key; guaranteed salary; union. Wire Johnny Johnson, Price, Utah.

**FOR TENT SHOW OPENING IN MAY IN Ohio**; Comedy Team, Toby or black; other useful people, write; tell all in first letter, age, salary. Pearl Bartone, Bartones Ideal Comedy Co., Miami, Fla., care Pershing Hotel.

**LEAD TENOR AND LEAD TRUMPET FOR established** tenor band; thorough experience required; tenor must transpose, have Martin-type tone; trumpet capable cutting tough show; state previous bands, age, permanent address. Box CH-130, Billboard, Chicago. ap1

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**GIRLS—TRUMPET, TENOR, ALTO; IMMEDIATE** opening; steady location; transportation. Write or wire Corrinne, Casa Grande Courts, Phenix City, Ala. mh25

**HILLBILLY STEEL GUITAR MAN—FREE TO** travel, must be good; around \$60 per week to start; start work 25th; wire, don't write. Wire Danny Duff, care Western Union, Bloomington, Ill.

**MAN FOR MIDGET CITY MECHANICAL Show**; sober man, over 30, good semi driver, easy work; open April 1. Capt. Eitan Denham, Box 49, Marianna, Ark.

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**VERSATILE MUSICAL HILLBILLY OR MED team**; man, wife, with trailer preferred; offer forty weeks, tent show; open April 2d. Brownie, Eulonia, Ga. mh25

**WANTED—HAMMOND ORGANIST; HAVE** own organ. Aragon Tavern, 610 Sycamore St., Waterloo, Iowa. ap1

**WANTED—UNDERSTUDY FOR HUMAN CANNON** Ball Act; not over 35 years of age, small figure, not over 140 lbs. with well trained body. Reply W. W. Wilno, Peru, Ind. ap1

**WANTED—ACTS FOR VAUDEVILLE, UNIT Shows, Clubs, etc.**; send photograph. Amy Cox, Gus Sun Booking Agency, Memphis, Tenn.

**WANTED—EXPERIENCED TENOR SAX AND Trumpet** Man for beach location. Contact Leader, Ransville Courts, Alexandria, La. (Continued on page 94)

**NOTICE**

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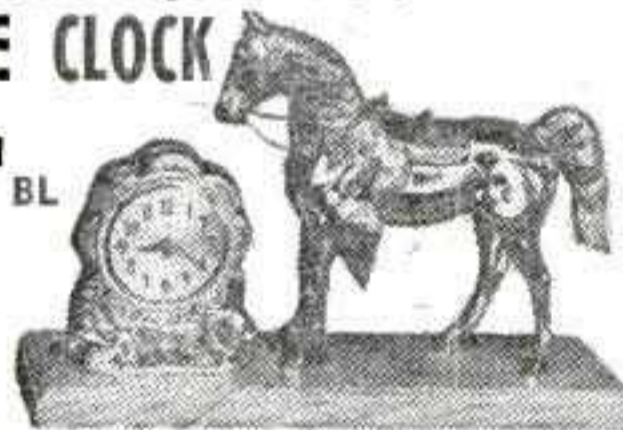
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No charge accounts.

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AT LIBERTY—DRUMMER, PLAY 2 OR 4 BEAT style. Write or wire. Frank Schalk, No. 1 5th, N. E., Minot, N. D. api

AT LIBERTY—TENOR, BARITONE, CLARINET, bass clarinet and oboe. For complete information write Musician, 70 South Cedar, Oberlin O

AVAILABLE IMMEDIATELY — ACCORDIONIST, doubles vibes; bass player, doubles guitar; experience, vocals, modern combos, radio; read, fake, travel anywhere. Write or wire Harry Brunet, 42 Reservoir Ave., Meriden, Conn. api

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DRUMMER — 12 YEARS' EXPERIENCE; DO comedy, vocals; read thoroughly, play good commercial 2-4 beat and Latin rhythms; cut or no notice; travel anywhere. Norman Cogan, 45-17 43rd St., Sunnyside, N. Y. IRonsides 6-2924. mh25

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**TENOR CLARINET — READ WELL AND** transpose, excellent in section work; reliable, will travel. Frank Chizick, 18276 Strathmoor, Detroit 21, Mich. ap15

**TENOR, DOUBLING CLARINET, TRUMPET,** shoulder bongo, rhythm piano; read, fake, combo experience. Wire, write Red McKinley, 611 North, Burlington, Iowa. ap1

**TROMBONE, DOUBLE BASS FIDDLE — SEMI-** name experience; commercial or Dixie; arrange, sober, dependable, age 29; prefer locations. Phone 1609. Ed. Bolick, 107 E. McLeod, Ironwood, Mich.

**TRUMPET MAN—SEMI-NAME EXPERIENCE,** available immediately; single, sober, cut or no notice, travel anywhere. Bob Schueneman, 506 Lorraine, Waukegan, Ill. Majestic 386.

**TRUMPET—EXPERIENCED LEAD OR SECTION;** prefer Dixie or commercial band. Del Noel, 610 No. Pearl, Joplin, Mo.

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**\$7.50** Doz.  
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Looks so real it fools everybody! Sweeping the country! NATURAL FLESH COLORED composition accurately moulded and tinted. Full size plastic eye-glass rims. Everybody's cashing in—you will, too!

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**\$42.00** Gross

**25% DEPOSIT WITH ORDER, BAL. C.O.D.** **WRITE FOR OUR BIG FREE CATALOG** Hundreds of other bargains listed!

**REGARDLESS OF PRICES SHOWN, WE SHIP AT LOWEST PREVAILING ADVERTISED PRICE!**

### GEM SALES CO.

533 WOODWARD AVENUE  
DETROIT 26, MICHIGAN

## SILVER PLATED

### 32-Pc. SERVICE FOR SIX

HEAVY COATINGS OF SILVER ON NICKEL BASE INSURE LONG WEAR.

#10BB Per Set **\$3.95** 10 Sets **\$3.85** Per or More Set

Display Chest Extra, \$1.00 Each.

### ROHDE SPENCER CO.

223-225 W. Madison St. Chicago 6, Ill.

**PARKS AND FAIRS**

**AT LIBERTY—CALIFORNIA ONLY; HORSE** and dog act; will book my show at summer resorts or parks; write for information. Pearl O. Sylvester, 16252 Leadwell St., Van Nuys, Calif.

**BIG 5 PEOPLE ACROBATIC AND BALANCING** act; beautiful stage display; for illustrated literature, Lehmbek's Sisters Attractions, 2015 Oliver St., Fort Wayne, Ind.

**FLASHY HIGH-CLASS TRAPEZE ACT—AVAIL-** able for indoor and outdoor events; platform required outdoor. Address Charles LaCroix, 1304 South Anthony, Fort Wayne 4, Ind.

**GREAT CALVERT — RECOGNIZED AS THE** outstanding and leading high-wire performer of America. Great Calvert, 164 Averill Ave., Rochester, N.Y. ap8

**INSURANCE COMPANY TURNED HIM DOWN,** too hazardous. Capt. Earl MacDonald, number one Hollywood stunt man and now called the tops in the high diving profession. Will prove again this year that the star of yesterday is definitely the star act of today. Contact Sensational MacDonald and His High Fire Dive. Featured by Fox Moxietone and the New York Press. Address 456 Lamphier Place, Warren, O. ap8

## 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 & guaranteed like new.

**\$6.95** IN LOTS OF 6—  
Ea.

15 Jewel ..... \$8.95  
17 Jewel ..... 9.95

In single lots, \$1.00 add. Expansion Band, 95¢ add.

**Also available in ELGIN, WALTHAM, BULOVA, GRUEN, BENRUS, \$3 ADD.**

**FACTORY CLOSEOUT! RINGS!**  
Heavy 1/20 14K. R.G.P. rings with imitation rubies and whites that look like the real thing. Big eye appeal. Included are rings that sold \$36 doz. wholesale. (2 doz. asst. with tray only.) Doz. .... **\$9.95**

Wholesale Only! 25% with order—balance C. O. D.

### JOSEPH BROS.

55. Wabash Ave. Dept. B-25 Chicago 3, Ill.

## Nationally Famous

### Watches at Lowest Price

Men's and Ladies

- \* ELGIN \* BULOVA
- \* GRUEN \* BENRUS
- \* WALTHAM

Brand new 1950 model cases. Reconditioned and guaranteed like new.

**\$8.75** 7-JEWEL

15-Jewel \$12.45  
17-Jewel \$14.50  
Rhinestone Dial, \$1.50 add.  
Gold Filled Stretch or Comb. Band, \$1.50 add.

**FREE** New 54-Page Catalog filled with premium items. **WHOLESALE ONLY**

25% Deposit With Order — Balance C.O.D. Open Account to Rated Houses.

### MIDWEST WATCH CO.

5 S. Wabash Av. Dept. B-25 Chicago 3, Ill.

**VAUDEVILLE ARTISTS**

**DONNE DAWN—VERY LOVELY FEMALE IM-** personator, back new and fresh after rest. Dancing Doll, played leading nite clubs. With army's biggest shows overseas; available for New York City in April. Pictures. Address Don Dawn, 107 1/2 High St., Muncie, Ind.

**GENERAL BUSINESS TEAM OR AS CAST,** specialties; ventriloquist, whistling, imitations, vocal, comedy doubles; good wardrobe, car and trailer; go anywhere. Ralph and Lonya Young, Gen. Del., Watertown, Wis.

**MAUDE NEVINS AND BOB GENTRY, GEN-** eral business as cast, song and dance specialties. Care Gen. Del., Richmond, Ill.

**SEYMOUR—PRO M. C. AND COMEDY MA-** gician for bookings org., shows; 12-minute act and spook; territory close to Little Rock, Ark. 213 S. Valentine.

## GLOVE-KLIP

The answer to a lady's prayer — chain attaches to any handbag handle or zipper. Squeeze to open. Insert gloves and be sure they won't get lost. Tarnish proof. Its beauty sells every woman! Its practicability sells every man.

18K Gold Plate Only \$7.20 Doz. \$6.00 Doz. in Gross Lots. Sample \$1.00 Ea.

**ERMO COMPANY, Dept. B, 507 5th Avenue, New York 17, N. Y.**

## ERMO

For Money-Makers Laurita Karry-All

The 15-in-1 purse that carries all any woman needs for day and night . . . neatly placed and right in sight: Pencil, container, comb, compact, lipstick container, ident., compartment for eyeglasses, pen or tissues, nailfile, billfold, key chain, mirror, photo comp., secret comp., hdkchf. space. 6"x4"x3/4" Plastic calf in red, brown, green, black; also in smart summery Admiral blue and white. \$16.70 dozen. Sample \$1.75 ea. Genuine Leather, \$26.00 dozen. Sample, \$2.25 ea.

25% Deposit on C. O. D. Orders. Price of Sample Refundable on First Order.

New Ultra Smart Straw Grain Plastic Only \$18.00 Doz. Sample \$2.00 Ea.

## FIREWORKS

ATTENTION, DEALERS AND JOBBERS

For Lowest Prices write Today for complete Price List.

### MID-WEST FIREWORKS

114 W. SECOND ST. SEDALIA, MO.

## Merchandise You Have Been Looking For

Lamps, Clocks, Enamelware, Houseware, Aluminum Ware, Decorated Tinware, Toys. Every kind of Glassware, Blankets, Hampers, Hassoeks, 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.

## Store Route Plan PAYS BIG MONEY

SELL COUNTER GOODS

Build good-paying business of your own. Call on dealers of all kinds, show nationally advertised Aspirin, Cosmetics, Razor Blades, 200 other necessities. Big 5¢ and 10¢ retail packages. Free book gives facts.

World's Products Co., Dept. B-E, Spencer, Ind.

**VOCALISTS**

**STRAIGHT MAN, SINGER — EXPERIENCED;** would like to join combo or team; age 25. Fantine, 313 West Seventh St., Chester, Pa. mh25

## NOSE WITH GLASSES

No. 4019—Soft Nose, Heavy Rimmed Frames Without Glass, Life Like—It Sells on Sight—Cash in Now.

Allow for Postage. Overpayment Will Be Returned.

### WISCONSIN DELUXE CO.

1902 No. Third St. Milwaukee, Wis.

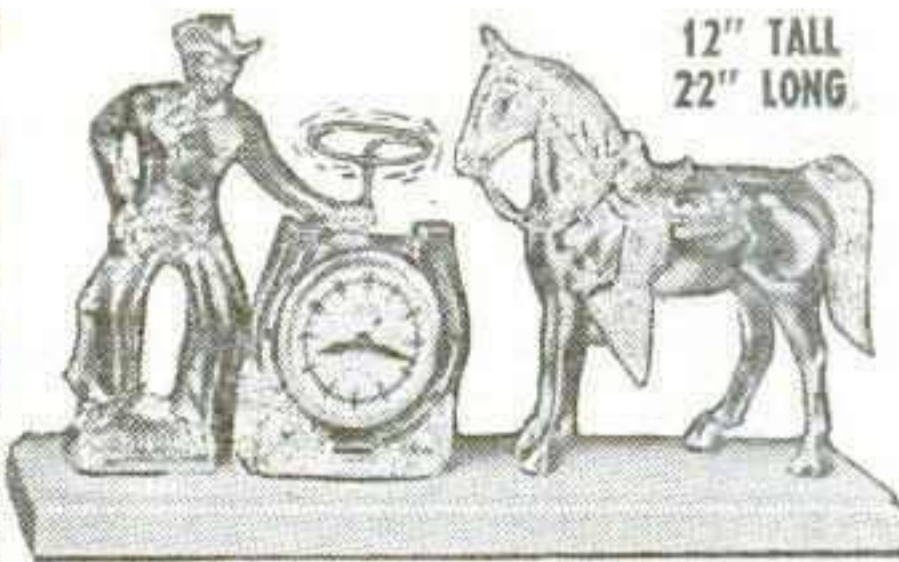
Gross \$45.00 Dozen \$4.00 Include Postage

# THE RANGER AND HIS HORSE

In High Luster 24 Karat Gold Plate With Silver Highlights

**ORDER NOW!**

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.).



12" TALL  
22" LONG

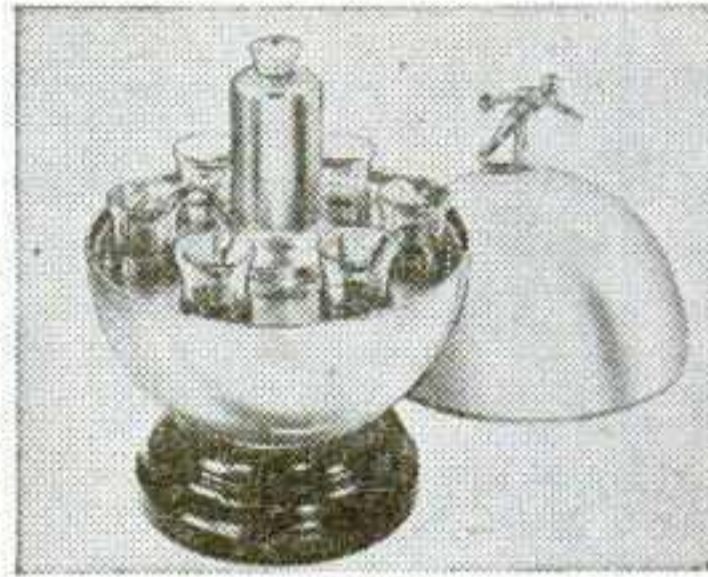
ONYX-TYPE BASE IN YOUR CHOICE OF LIGHT OR DARK COLOR

#5156 **\$9.70** Ea. SAMPLES \$11.00 Each  
In Doz. Lots  
If Not for Resale, Add Federal Excise Tax

# BOWLING BALL LIQUOR SET

The newest novelty sensation of the year! High chrome satin finish ball, mounted on black enamel trophy base.

Open top as illustrated and you have a liquor dispenser. Assorted color-decorated whiskey glasses, set in chrome Lazy Susan tray. Pump holds full fifth of your favorite beverage. Red plastic Pump Button. Rotate tray and fill glasses by pressing chrome pump down once . . . a jigger every time!



#4052B **\$7.25** Ea. SAMPLE **\$8.00** Ea.  
In Doz. Lots

25% Deposit, Balance C. O. D. Write for New Easter Catalog

# CUTTLE & COMPANY, INC.

928 Broadway...New York 10, N. Y. Telephone: ORegon 3-6330



"The New Look for 1950"

# MR. BEAK

PLASTIC SPECTACLE AND HAWK NOSE

Very realistic—plastic nose is flesh color—spectacle is black plastic. Can be worn over regular glasses.

No. X22N3  
Per Dozen **\$4.25**  
In Gross Lots  
Per Dozen **\$4.50**

ANOTHER HOT ITEM!!

**WEEK END NEEDLE BOOK**  
No. 22D60 PER GROSS... \$6.75  
PER DOZEN... .60

25% deposit required on all orders

**N. SHURE CO.** 200 W. ADAMS STREET CHICAGO 6, ILLINOIS

A Sellout in January! Stepped-up Production Brings This Hot Item Back on the Open Market!



An Eye-Stopper and an Eye-Full! "Lusty!" "Shocking!"

# FLIPPIN-FLAPPERS

A motion picture panorama in book form of 30 untouched photos of tempting Hollywood models in "take-it-off" sequences! Photo shown actual size! Fine chrome-coated stock! 6 different numbers to 2 dz. display cartons! Enclose money order for sample shipment, 25% with order of 1 gross or more, balance C. O. D.

at a new low price!  
**\$15.60** gross  
FOB St. Louis  
**\$3.50**  
2-dz. ctn. Prepaid

Phone, write, wire today! Chestnut 8667  
**UNITED SALES** 119 No. Broadway ST. LOUIS 2, MO.

# LETTER LIST



Letters and packages addressed to persons in care of *The Billboard* will be advertised in this list two times only. If you are having mail addressed to you in our care, look for your name EACH WEEK. Mail is listed according to the office of *The Billboard* where it is held, Cincinnati, New York, Chicago or St. Louis. To be listed in following week's issue, mail must reach New York, Chicago or St. Louis by Wednesday morning, or Cincinnati office by Thursday morning.

## MAIL ON HAND AT CINCINNATI OFFICE

2160 Patterson St. Cincinnati 22, O.

### Parcel Post

Dunn, Patsy A. 25c  
Gavord, Benedict 58c  
King, Ellen 25c  
LeVine, Maurice 30c  
Rumbaugh, Harold 35c

Abbott, Ernest  
Abbott, John  
Aberle, Bill  
Abraham, Frank  
Addison, Johnny  
Alkous, Harry  
(Graceland Shows)  
Alland, Maurice  
Allan, Norman K.  
Allen, Charlie  
Allen, Henry S.  
Allen, Kitty  
Allen, Leo  
Allen, Mrs. Opal  
Allen, Tex & Co.  
Allen, W. H.  
(Jungle Oddities)  
Alt, Sleiman  
Ammon, Harold  
Anderson, Alfred  
Anderson, Herbert  
Anderson, Leon  
(Buddy)  
Anderson, Thos.  
Archer, Willard  
Armond, Frankie  
Arnold, Eddy  
Arthur Bros. Circus  
Ashby, Edw.  
Ashley, Joe  
Atkins, Carl  
Babbs, Delbert  
Babka, Cyril J.  
Bailey, C. H.  
Bailey, Roy James  
Baldwin, Bill  
(Sword Swallower)  
Balsewice, Peter  
Barber, John  
Bardsley, Jerry  
Barr, Raymond L.  
Barron, Carl  
Barton, Kid Lewis  
Beaudreau, Nannette  
Belano, Paul  
Bell, Louis & Estella T.  
Bennett, Ernest  
Bennett, "Happy"  
Bennett, Spencer W.  
Berman, Joe  
Bernard, Andy  
Berry, Hayward & Anna  
Biggs, Pete  
Birnie, Wm. J.  
Bishop, David  
Blackburn, E. J.  
Blackley, Robt.  
Blackwell, Tom & Dottie  
Blair, Clarence  
Blye Eyes  
Bougis, John A.  
Boreman, Ernest  
Born, Henry "Crip"  
Boss, Wm. A.  
Boswell, Thos.  
Boucher, Ralph L.  
Boyer, Geo. E.  
Boyd, Chas. D.  
(Musician)  
Boyer, Chick  
Brady, Mrs.  
Bradley, Lorraine  
Bradley, Ramey J.  
Brakes, Leroy  
Brantly, Joe  
Brent, Josephine  
Bright, James H.  
Britton, Chas.  
Brodsky, Mrs. Al  
Brooks, Charlotte  
Broome, Edd.  
Brown, Howard  
Brown, Mabel  
Brown, Wendell S.  
Bruckner, John  
Buck, Earl Alfred  
Buckles, Leslie  
Bullock, Margaret L.  
Burg, Nancy J.  
Burk, Vincent E.  
Burke, Leo H.  
Burns, James G.  
Burrell, Jerry  
Burton, Howard  
Burt, Sol  
Butler, Michael  
Butters, Miss  
Butts, Erin T.  
Cameron, Chas.  
Canden, Phil  
Carlberg, John  
Carlile, Bill  
Carlton, Larry  
(Skating)  
Carson, Walter  
Carpenter, James D.  
Carswell, J. C.  
Carter, Richard  
Caskey, Chas. D.  
Catron, Robt.  
Chambers, Mrs. Patsy  
Chapman, Archie  
Chase, Josiah  
Childers, Lou  
Christensen, Dorothy  
Christensen, Geo.  
Christensen, Mrs. Geo.  
Cibull, Frank  
Clark, Chas. L.  
Clark, Vernon  
Clotfelter, Leon R.  
Cochran, G. C.  
Coleman, Sr., Jimmy  
Collins, Mrs. E. G.  
Collins, Plumer  
Combs, Wilbur  
Condors, Silver  
(Free Act)  
Congo, Chief (Col.)  
Cooke, Mr. Jesse  
Cooper, Ben  
Cooper, Phillip B.  
Cory, Kenneth M.  
Costello, Frank  
Costello, Steve  
Craibill, Roy  
Craig, Al  
Craig, Danny  
Crain, Winfield  
Crean, Walter  
Creven, Mrs. Pearl  
Cristiani, Adolfo  
Cummins, Mary  
Curtis, Ruth  
Darby, Mrs. Lillian  
Davenport, Warren  
Davis, J. Paul  
Davis, Clyde  
Davis, Larry  
Davis, Lesley R.  
Davis, R. N.  
DeCora, Mrs. Jane  
Deason, Ione (Big Bend Show)  
Decker, Joe  
DeLoche, Bobbie  
Delawater, Leroy  
DeSyratte, Roger  
DeWayne, Barbara  
Denton, Harry  
Diamond, Capt. Jack O.  
Dixie Expo. Show  
Dixon, Earl Lee  
Dixon, James  
Donaldson, Marvin  
Donnell, Mrs. Peggy  
Donnelly, Geo.  
Donnini, Dannie & Claudie  
Dorso & Goodman  
Dougerty, Pat  
Douglas, Wm.  
Dover, Edith  
Dover, Geo.  
Duckett, Wm. R.  
Dugan, Robt.  
Duncan, Richard E.  
(Dick)  
Dunning, Don  
Dutch, Ralph  
Earle, Wm.  
Eaves, Rednick  
Eavens, Johnnie  
Edwards, Donald  
Edwards, Harlan  
Eisenberg, Albert  
Ellis, Buster  
Ellis, Ray Orville  
Ellis, Virgil  
Ephriam, Millard  
Ephriam, Peter J.  
Erwin, E. A.  
Everhardt, M.  
Farino, Mike  
Faust, Cliff  
Faust, Dan  
(Electrician)  
Feldman, Mrs. Bernie  
Fennessey, Mike  
Ferguson, Frank T.  
Feutz, Eddie  
Finch, Marion  
Fincher, L. D.  
Fisher, Wilson John  
Fleomington, Mrs. Lorine  
Forkum, Bill  
Fountain, Burt  
Frank, Tama  
Frazier, Harold  
Friedenheim, Morris  
Frisby, Mrs. Jessie Lee  
Frost, Bill  
Fuller, Chas.  
Gainer, Joe  
Gall, Arbie T.  
Gargner, Dick  
Garrey, Bobbie & Frank  
Gatewood, Addison  
Getgood, Geo.  
Gibson, Flaviona  
Gibson, Paulina  
Gibson, Ray  
Gilbert, Allen  
Gill, Ross  
Girard, Jerry  
Glass, Jos. T.  
Gloden, Chuck  
Golazine, Bernie  
Goodwin, Dennis  
Gordon, Chas.  
Gorlick, Mrs. Pearl  
Grays, The Musical  
Green, Elephant  
(Minstrel Show)  
Greska, Rita  
Griffin, Harold  
Grissom, Bob  
(Cotton)  
Gross, Ernest  
Grutel, Jack  
Gry, John Paul  
Guertin, Jack  
Gueth, Louis  
(Continued on page

## Big Flash!

### SELLING LIKE WILDFIRE

Four-Piece Pen Set, consisting of Knife, Pencil, Ball Point Pen and Fountain Pen. This set is in a beautiful box and has a guarantee, with a gold embossed price tag and comes in all pastel colors. The knife has a stainless steel blade and matches the color of the entire set. The boys are doing a terrific business with this four-piece set. Our new low price—

**\$6.00** Per Dozen      **\$70.00** Per Gross

SAMPLE SET, \$1.00

IMMEDIATE SHIPMENT  
25% Deposit—Balance C. O. D. Send cash or money order.

**HARRIS NOVELTY CO.**  
1102 Arch Street Philadelphia 7, Pa.  
Phone Market 7-9848

## FINISHED PHOTOS IN 2 MINUTES

### Greatest Quick Photo Invention in History!

# P D Q CHAMPION PHOTOMASTER

## 700% PROFIT

Takes and finishes 30 to 40 everlasting black and white or sepia photos an hour. No dark room. Guaranteed not to fade. Photos taken on "SUPER-SPEED" direct positive paper. Picture size 2 1/2 x 3 1/2 in. Complete, easy-to-operate portable photo studio.

Pictures cost 2¢—sell for 15¢ to 25¢. 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.

## 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.**

Save at Least Part of Each Week's Earnings Buy U. S. Savings Stamps and Bonds



# FREE MONEY-MAKING OUTFITS WITH ACTUAL SAMPLES

Man or woman—young or old. YOU can earn steady income in full or spare time. Everything you need is furnished FREE and prepaid. Simply write orders for nationally advertised Kandex nylon hose—sold with amazing guarantee that gives free replacement if hose runs or snaps (regardless of cause) within period up to 3 months. Complete line including sheerest 60 gauge. Carries Good House-keeping Guarantee Seal, which provides replacement or refund of money if not as advertised therein. Also 3 additional lines: (1) beautiful lingerie (2) wonderful robes at amazing direct to wearer prices (3) complete line men's hose guaranteed one full year or replaced free. No money or experience needed to build your own business. We deliver and collect. Advance cash plus huge bonus. Postcard will bring you sample nylon stockings, samples of lingerie-robe fabric and complete money-making outfits. Nothing to pay now or later. No obligation. Write:

**KENDEX CO., BABYLON 67 N. Y.**



## MERCHANDISE TOPICS

Readers interested in learning the source of supply of any items mentioned herein or addresses of specific supply houses mentioned in this column, send stamped, addressed envelope to "Buyers' Service, The Billboard, Cincinnati."

### New York:

Exhibitors at the 1950 Variety Merchandise Fair look for a prosperous year in the face of rising competition and competitive prices. Expositions for Trades is handling the show. . . . Hammer Bros. is offering Humpty-Dumpty, a six-inch plastic egg with a crank. Retailing at 98 cents, a record of the nursery rhyme is heard as the crank is turned. . . . Another Humpty-Dumpty is Hartley's Egg Puzzle. Divided into six precision-made plastic sections, it retails at 98 cents. As a counter item, the assembled egg sets on top of its container—a carton that unfolds to make a colorful brick wall. . . . Carlene M. Jackson, of Maryland Plastic Shade Corporation, is introducing the 10-cent retailing Wrist-Jet, a colored propeller that spins on a plastic kiddie bracelet. . . . Abe Lehner, formerly of Mills Sales, is now associated with Super Sales Company. Irving Weiss, of the same firm, is in Manhattan General Hospital for a check-up. . . . Ever-Style Products has metal-base Western horses with hair-like finish. Alex Leva says the horses may be washed, brushed and groomed. . . . Nathan Silverstein, of President Novelty, is offering sterling silver rings with rhinestone centers at 25 cents retail; also pearl necklaces in pink, blue or white at 15 cents retail. . . . Plastic cowboy hats now are manufactured by Plas-Trix Company, according to Alvin Fried. . . . Wonderglo Magic Lamps—key chains with tiny candles chemically treated to glow in the dark—have been introduced by Frank M. Lewis Associates. . . . Double-Hedda, a combination collapsible cigarette holder and lighter is a novelty gift item for \$1 retail. Then there's Pencilette at 87 cents retail, a quilted pencil on a key chain with part of the pencil a container for perfume. Both are presented by Morris Steinholtz, of Hyman & Hyman Beauty Products.

F. M. Grunfeld, of Fran-Stef Manufacturing, is showing his line of comic wallets. Dollar wallets portray Popeye, Henry, Dagwood and other characters. . . . Philip King has opened for the season his Auction Barn at Lakewood, N. J. . . . Phone-Index, a \$2 item, fits any telephone base. Phone numbers are written on a rotary cylinder encased in a metal, enameled-finished box. As you twirl the cylinder knob, the desired number appears. Babco Products Corporation handles the item. . . . According to Hy Ross and Sam Baum, Al Mintz has flown to Japan for Ross Products to rush the import of Japanese novelty lighters. . . . Jarco Metal Products is offering Schmoo Lucky Rings as 39-cent retailers. . . . S. L. Glasser, of Queens Lamp Company, highlights \$3.98 retail student fluorescent lamps and \$1 retail fluorescent bed lamps. Glasser says the numbers bring the price of a fluorescent lamp down to the price range of incandescent lamps. . . . Schranz & Bieber is offering Cody Colt, an automatic paper buster gun. It shoots easily, makes a loud report and is harmless. Ammunition is available and inexpensive. It retails for \$1. . . . Squeeze, 79-cent retailer, is a plastic bottle that may be squeezed as a perfume atomizer. Plastic Bottles Corporation handles it.

Abe Shames, of Empress Novelty, has Pokey (25-cent retailer). As a plastic turtle is drawn by a string, the head and tail retract and extend to produce a turtle motion. . . . National Silver Company says its Royal Brand cutlery—especially the seven-piece set with cleaver—has been moving well with the carnival

trade. . . . Retailing at 39 cents, a gold-plated key chain ball pen with encased compass is the latest number of American Ball Pen, according to Fred Hornik of that firm. . . . Still popular in bar equipment stores are Cutie cocktail glasses. You look into the stem of the glass and see a pretty girl. They're a 79-cent retailer offered by Frank M. Lewis Associates. . . . Imported from India, Harry Meyers, of Siro Jewels, features torquoise and coral sets. . . . It's early to talk about Christmas, but M. Manheim Company's plastic Santa Claus and reindeer already are being ordered by chain stores. . . . Alprosa's Nat Tabakman has shown his gold-plated snake key chains to the trade. The dollar item is non-corrosive and includes a safety lock. . . . Milton Edelstein, of American Umbrella, is showing the Umbrellamatic. It's a metal frame umbrella with a simple push-pull action. . . . Milton Horn, of J. J. Colorado, says his loop twist rugs are outselling all other rugs.

**VIEWED AT THE VARIETY SHOW:** Bernard Simon, of Roart, busy with buyers investigating his lamp line. . . . George Alderman, of Alderman Associates, wearing his Bobbing Bird Beanie. . . . Herman Kursh displaying Hy-Ko's reflecting house numbers. . . . Abe Felder with his 29-cent Florentine purses. . . . Stanley Smith of Durex Blade. . . . Near the main door, Charlie Brand's rabbit foot key chain exhibit. . . . I. H. Rosenzweig of Royal Lamps. . . . Lee Santoro of Photomove. . . . Gracious representative of National Silver Company, Margaret Reynolds. . . . Irv Morener, of Schalet-Pollack, trying to keep booth traffic from interfering with neighboring exhibits. . . . Fascinating multiple-light lamp display of Keg-O-Products. . . . Murray Dinerstein busy with his Western horses and clocks. . . . Jimmy Michelson pointing out to buyers Pacific Import's porcelain figurines. . . . Saul Frisch of Marpo Manufacturing. . . . McLean Specialties with kitchen gadgets. . . . Jack Greene explaining Clarion Metal Products horns. . . . Two exhibits featuring Babco's Jiffy Multiplier Pencil Box. . . . Art Goldschmidt with Majestic Merchandise's wide line of variety items. . . . C & F Novelty's Western rodeo ties. . . . John Fisher arranging Rexon's antimony table lighters. . . . Jerry Mahoney, of Roalex. . . . Henry Meyerson exhibiting in the "mirror room" of the show. . . . Kidsker Horace Bloom with his 25-cent Lincoln records. . . . Larry Erlitz and Comptone's Protex sun glasses.

**HORATIO ALGER STORY:** Only 15 years ago Thomas Doran had to give up his job as a Cushman Bakery truck driver because of his health. After a long siege in the hospital, he started to sell greeting cards door to door. This week his firm, Cheerful Greeting Card Company, announced purchase of the impressive Cushman's White Plains, N. Y., plant at a price reported to be \$550,000. Doran says: "It's quite a thrill to buy the place where I used to work." Doran's company does a tremendous mail order business thruout the country with thousands of persons selling the company products.

**Chicago:** Mike Brody, of M. K. Brody Company, returned from an Eastern buying trip, reporting that he picked up some new items for the concession trade. He announced that his 48-page catalog will be in the mails April 1. . . . Bill Carsky, of Casey Concession Company, has returned from a two-week buying trip with many new items. . . . Bell Sales Company (See Merchandise Topics on page 100)

### KIPP'S EARLY BIRD CONCESSION SUPPLIES

Order Now!

- BB 1521—Daisy Cork Guns, Ea. . . . \$2.75
- BB 1522—Cork Gun Corks, 1000 . . . 1.10
- BB 1523—Aluminum Milk Bottles, Ea. .65
- BB 1524—Hoop-La Rings, 4 to 7", Doz. .70
- BB 1526—Hoop-La Rings, 8 in. Doz. .85
- BB 831—Worth Special Base Balls. Doz. \$2.80. Case of 15 Doz. . . . 39.50
- BB 83L—Latex Covered Base Balls. Doz. \$2.40. Case of 15 Doz. . . . 33.75
- BB 1527—French Weighted Darts, Doz. 1.20
- BB 136—Dart Balloons, Gr. . . . .75
- 10 Gr. for . . . . . 7.00
- BB 1520—Add 'N' Win Dart Boards, Ea. .60
- BB 1528—Knife Rack Rings, 100 . . . 4.50
- BB 1529—Cane Rack Rings, 100 . . . 4.50
- BB 134—Spring Clothes Pins, Gr. . . . .89
- 10 Gr. for . . . . . 8.50
- BB 1530—Penny Pitch Charts, Ea. . . 4.95

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.

### QUILTED SCUFFIES

another RO-LA value!

ONLY \$4.50 Doz. SAMPLES 75c Each

Colorful Washable Open-Toed Attractive flowered print on background of white, red, blue, green.

WATCH THEM SELL! For all-around wear everywhere! Bedroom, shower, beach, on trips. S-M-L. INDIVIDUALLY CELLOPHANE-PACKED.

ORDER NOW! 25% deposit on all C.O.D. orders.

**RO-LA Novelty**  
907 Broadway, N. Y. 10, N. Y. Phone: OR 3-9060

### BIG PIG for LITTLE MONEY

\$14.40 Doz. Sample \$1.50 F.O.B. Chicago

Length 15" — Width 8" — Height 9" — Individually Boxed. Colors: Pink, Blue and Red. HOLDS \$1,000 IN COIN! 25% with orders — bal. C. O. D.

Catalog Available April 1st

**BELL SALES CO.**  
1107 S. Halsted St. Chicago, Ill. HAYmarket 1-2013 Open Sundays 10 to 3.

### ORIENTAL DESIGN RUGS

\$27.50 Each

Attn.: Merchants, Dealers, Auction Sales. Buy DIRECT from Reliable New York Importer. Glowing Oriental reproduction extra-heavy 8x11 ft. room size RUGS! Perfect Quality. Newest durable Rug to hit America! Woven of Rayon Yarn, sturdy as Wool. Greatest Money Maker today! ALL SIZES, COLORS, 2x4 to 9x12. If not satisfied money refunded within 3 days. Write TODAY for free wholesale price list and catalog. 25% deposit with order, balance C. O. D. AGENTS WANTED.

**LO-US TRADING CO.**  
Dept. P5, 20 W. 27th St., New York 1, N. Y.

# BINGO

Heavy Cards, Specials, Cages, Blowers, Transparent Markers.

Write for bulletin

**AMUSEMENT INDUSTRIES, Box 2, Dayton 1, O.**

### 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) \$5.00 DOZ. MEN'S MASSIVE LARGE ALUMINUM IDENT'S \$2.00 DOZEN.

DAY & NIGHT SERVICE

**MILLER CREATIONS**  
6628 KENWOOD AVE • CHICAGO 37, ILL. BAport 1-5338

### 3-PC. KNIFE SET

ONLY 57c EACH

Minimum order 3 doz. Sample \$1.00. PLEASE NOTE, CONCESSIONAIRES: PRICED RIGHT FOR INTERMEDIATE PRIZE PAY OUT. EACH SET ATTRACTIVELY BOXED, QUALITY STAINLESS STEEL MIRROR FINISHED. Many other numbers available from 3 to 56 pc. sets in silverware, cutlery sets, kitchen knives, dinnerware, steak and carving sets, etc., etc. Nicely packaged items for every type of operation in the premium, promotion and other fields who require items priced right. Catalog available. Address:

**THOMAS A. WOLFE, INC.**  
"The House of Cutlery"  
Dept. BB, 1133 Broadway, New York 10, N. Y.

### Miss Gorgeous Blond FAN DANCING PHOTO

Smiles and dances before your eyes—REAL SALES APPEAL. An ideal push card or prize item. ORDER THIS (GORGEOUS BLOND) photo by name Send \$1.00 for sample prepaid. 1/2 doz. for \$5. 1 doz. or more only \$9 per doz. (We send one FREE push card label with each 1/2 doz.) 25% deposit, balance C. O. D., plus delivery charges, or send full amount and we prepay in U. S. A.

**AL HAWKINS & CO.**  
Box 1285, Sioux City, Iowa

### 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

### BOOKKEEPERS Earn EXTRA MONEY \$20 to \$400 (A MONTH FOR YOU)

WORK FULL OR PART TIME FROM HOME OR OFFICE

Our proved plan and Simplified System for small businesses can show you the way to Big Earnings with your own bookkeeping service. NOT a course of instruction. Hundreds of bookkeepers are NOW using our PLAN successfully. Details FREE to sincere, qualified bookkeepers, who are willing to work hard for Rich Rewards.

**TAX SAVER SYSTEM, Dept. J, FORT WORTH 2, TEXAS**  
Publishers of the Original copyrighted simplified bookkeeping system for small businesses and professions

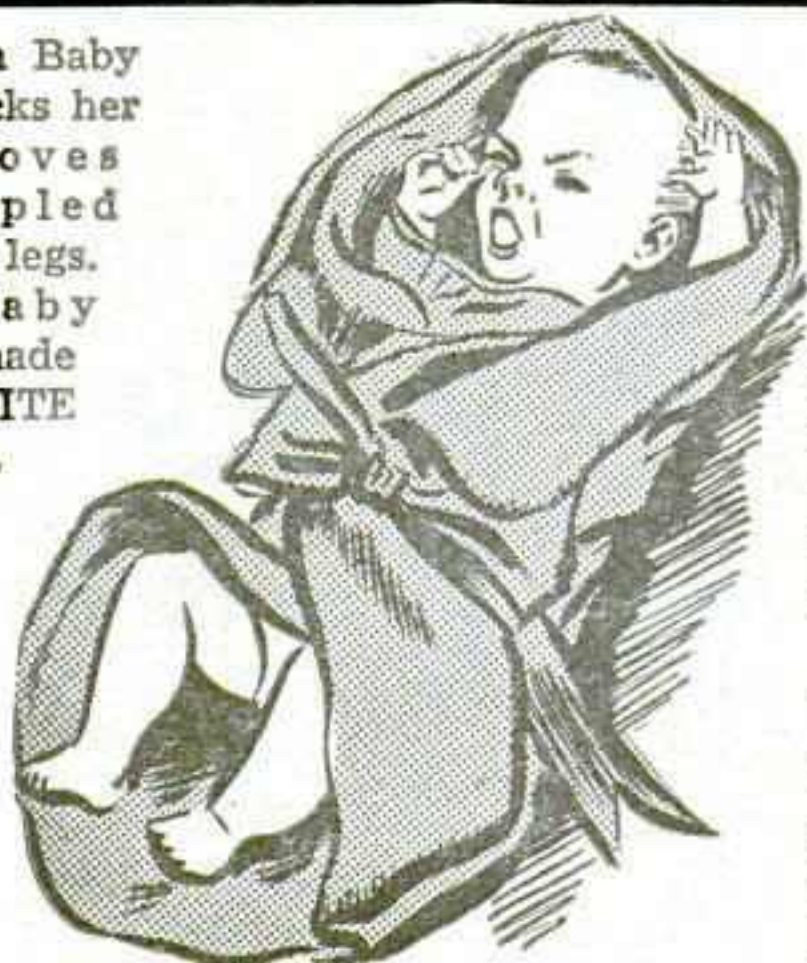
# NEW BORN BABY

IN THREE SIZES

**LARGE SIZE \$57.50 Doz. Sample \$6.00**  
**Medium Size \$47.50 Doz. Sample \$4.50**  
**Small Size \$41.50 Doz. Sample \$4.00**

**WHY PAY MORE!**

New Born Baby Cries; Sucks her thumb, moves her dimpled arms and legs. Has a baby look — made of VINYLITE PLASTIC.



25% Deposit. Bal. C.O.D. Include postage with sample orders.

Write for free catalog. State nature of your business in first letter.

**WISCONSIN DELUXE CO.**

1902 NO. THIRD ST. MILWAUKEE, WISCONSIN

# Pipes for Pitchmen

By Bill Baker

AMONG THE MANY... oldsters in the pitch game who are making their home in Detroit are Chief Mexes, Bert Glauner, Pappy Fulton, Gypsy Brown, Bill Meader, Bill LaBeau, Pepo Kane; Ray Cory and his partner, Aaron, and Joe Pol-lard.

Good will always has been the most spectacular source of business.

HEINIE DIENGES... cards from Chambersburg, Pa., that conditions in that sector aren't any good for med workers.

E. C. PARDEE... is reported to be working sheet around Columbia, S. C., to only fair returns.

THEY TELL US... that Marge Beistel, former demonstrator, is in the music business and has set up shop near Scranton, Pa.

STEVE McCLAIN... is reported to be working South Carolina dates out of his headquarters in Anderson.

Make your tips feel that you mean what you say for your item. A half-hearted effort never makes a good impression.

CHIEF LONE WOLF... is wintering at his home in Doyle, Tenn., where he's making ready for another season. He'd like to read pipes here from Chief Frank Canoe.

PITCHDOM... was well represented at the recent Mardi Gras celebration in New Orleans. Pitcheroos making the event included Mr. and Mrs. Red McCoy, Morris Bluestein, John Roth, Dutch Wilson, Morris Mann, Lefty Mason, O. C. Town, Fred Dennison, Barney Kaplin Benny Lang, H. D. Wise, Frank LaZarre, Jimmie Wove, Nat Golden, Benny the Bum, Blackie Miller, Joe Burman, Bob Hanley, Pistol Pete, Alonzo Shallone, Ben Turpin, Tommy Bruce, Sam Barbello, Clarence

Walters, Dave Rose, Skinny Rifkin, Larry Becker, Benny Mandell, Ed Shanzvern, Guy Kimball, Harry Mer-senback, Irish McCarty, Big Al Wil-son, Baltimore Whitey, Fred Forsythe, Art Fredette, W. R. Jones, H. Gross, Jack Sowder and Blackie Miller.

PITCHDOM... was shocked to learn of the death re-cently of Jack Broodo at his home in Dallas. Broodo was well known among the tripes and keister fraterni-(See Pipes on page 103)

**OAK-HYTEX NM-10 Multi-Color**  
**HOT HANDOUT! Workers Available See your Jobber**  
 The OAK RUBBER CO. RAVENNA, OHIO.

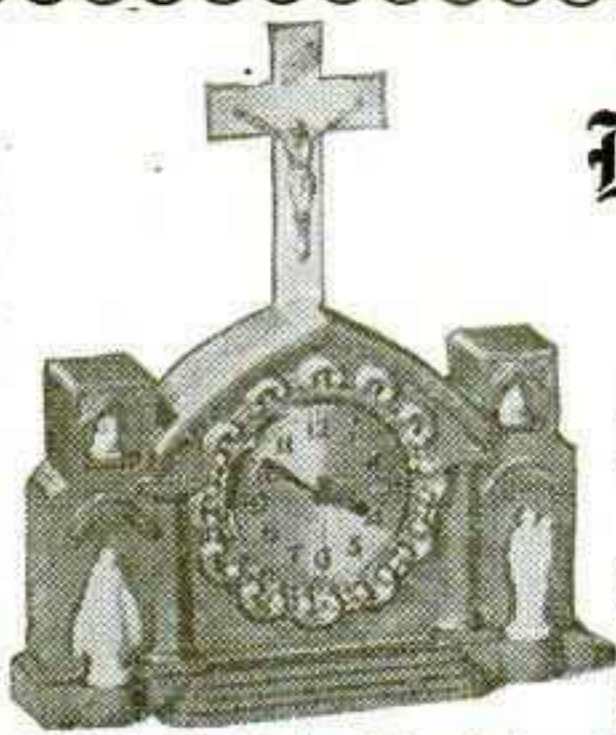
**Attention... JOBBERS • DISTRIBUTORS MANUFACTURERS SLUM WANTED**  
 We Are Manufacturing a 5c and 25c **PRIZE PACKAGE**  
 and can use any amount of SLUM that you can offer. Nothing too big or too small. Send samples and best prices.  
**JOSEPH ARCHER, INC.**  
 1306 Newton St. Los Angeles 21, Calif.

**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 Manu-facturing Pharmacists. Established 1934.  
**GENERAL PRODUCTS LABORATORIES, INC.**  
 137 E. Spring St. Columbus 15, Ohio Dept. X

**LOOK—NOVELTY AND TOY BUYERS—LOOK**  
 Two dollars brings big sample assortment of Novelties for Jokers and other unique items. Sold through samples exclusively. No catalog. SEE WHAT YOU BUY. PLEASE STATE YOUR BUSINESS.  
 Look! Gold Plated Baseball KCs, \$6.00 gro. Blue Moon Co., Dept. G, Ravenswood, W. Va.

## HOLY YEAR Easter Special

RETAIL LIST PRICE \$24.95  
 Special Wholesale \$7.20 Each



In Lots of 12 or More. Samples, \$8.00 ea.  
 ● Still breaking all records  
 ● Over 1 million dollars' worth sold in twelve weeks.  
 ● Saints glow in dark.  
 ● Crucifix glows in dark.  
 The Cross is removable so that it and the Shrine may be used separately.  
**Specifications**  
 Width 12", Height, with Crucifix, 13 3/4". Height, without Crucifix, 8". Depth 3". Ivory finish. Clock movement: Self-starting "Sessions" electric with guarantee. Patent Pending. Greatest account opener in history. Guaranteed Sessions clock movement.

Catholic Model (as pictured above). Faithfully designed in the style of California's old Spanish Missions, the Shrine features a Crucifix and renowned religious figurines in a luminous material which glows in the dark. The handsome, self-starting "Sessions" electric clock that blends so gracefully with the motif of the Shrine serves as a constant reminder of the hour of prayer.

TERMS: 25% with order, balance C. O. D. or check in advance. Satisfaction guaranteed.

**ANCHOR DISTRIBUTORS, INC.**

WHOLESALE: Housewares, Electrical Goods, Giftwares

116 NORTH 18TH ST.

ST. LOUIS 3, MO.

HOLLYWOOD'S NEWEST LAFF SENSATION

**NO! The SHWOZ!**  
 Liberal Profit Prices  
**\$3.75** \$3.50 Doz.  
 6 Doz. Lots  
 Doz. \$39.50 Per Gross  
**BUSY BIDDY** The Chick-en that lays eggs, \$14.40 Gr.  
 Brand New—Red Hot  
**MANNY THE MOUSE**  
 Nation's #1 Skirt Raiser! \$1.50 Doz. \$16.50 Gross  
**BEFORE! AFTER!**

TERMS: Cash with order for prepaid delivery. 1/3 deposit on C. O. D. orders. Net 10 days to well-rated firms. F. O. B. Chicago.

**BANNER MDSE. CO.** 145 SO. WELLS STREET CHICAGO 6, ILLINOIS

### ATTENTION CONCESSIONAIRES-PITCHMEN-AUCTIONEERS

MINIATURE GRAND PLASTIC PIANO For cigarettes, etc., indiv. boxed; reg. \$1.00 retail; \$3.00 per doz.; \$28.80 gr.; sample 50¢.  
 PEDALING PETE ACTION TOY Closeout, indiv. boxed, reg. \$1.00 retail; \$1.75 per doz.; \$18.00 gr.; sample 25¢.  
 25¢ MECHANICAL PENGUIN WIND UP Indiv. boxed, \$1.00 doz.; \$10.80 gr.  
 7" CELULOID FEATHER DOLL Attractive, \$1.50 doz.; \$16.00 gr.  
 NOVELTY RUBBER CIGAR WATER SQUIRT \$3.25 gr.; 5 gr. lots \$3.00 gr.  
 SPECIAL #2 GRADE LEAD PENCILS Eraser tipped, \$1.85 gr.; 10 gr. lots \$1.75 gr.  
 25% dep. with order, bal. C.O.D., F.O.B. Phila. Send for price list of other special items.  
**AGCO DISTRIBUTORS**  
 503 N. Second Street, Philadelphia 23, Pa.

**PHEW!!!** —They are driving us "goofy" with Goofy Egg orders—get on the gravy train! Get your order in now for the sensa-tional GOOFY EGG!

FIRST TIME ADVERTISED!!! ALL PLASTIC **DE LUXE DIS-ESCAPE** \$3.00 DOZEN  
 Sensational—Solid Thru Solid! No Samples.

NEWEST SENSATION!! **GOOFY EGG**  
 Plastic GOOFY EGG won't stand still unless you know secret. Best novelty to come out in a long time! One dozen to brilliantly colored counter display box. A great counter item!  
**JOBBERS, DISTRIBUTORS, WRITE FOR PRICES**  
 1/3 deposit, balance C. O. D.  
**\$1.80 DOZ. (Min. 2 Doz.)**

**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

## YOU JUST CAN'T MISS

Now it will be all red ones with this new improved unit. New trade name and address. Ready about April 20th. It's the last word. Beyond all expectations. It has everything and more. Temperature test coil pressure spring built in five plate mica insulated converter and built in carbon resistor for improved gasoline and motor performance. Better radio reception guaranteed.

**H. O. STRIKER**

1226 W. FORT ST.

SUPERIOR MERCHANDISE SINCE 1919

DETROIT 26, MICH.

# WARNING

## TO FLOATING DOLL PENCIL BUYERS



Notice is hereby given that on October 8, 1949, we filed a Mechanical Patent Application (Serial #120,377) and that on December 9, 1949, we filed a Design Patent Application (Serial #D-6519) on our Floating Doll Mechanical Pencil.

All violators of our rights thereto will be held fully responsible for all damages we sustain.

We also wish to caution the trade that all genuine Everlast Floating Doll Pencils are precision made and guaranteed, and that they can easily be recognized because the visible section is threaded into the cap, and the clip is deep-pocket style, riveted into the extreme top end of the cap. We make them in two finishes: (1) 24 Kt. Gold Plated, with the name "Everlast" on the clip; and (2) Lacquered and polished Brass with a Blank, Made in U.S.A. Clip.

*Make Profits by Handling*

*Only Precision Made and Guaranteed Merchandise*

## EVERLAST PEN CORPORATION

Mfrs. of Precision Writing Instruments for Over 50 Years

644 BROADWAY

NEW YORK 12, N. Y.

*Hot Item Sensationally Priced!*

# Rock-A-Bye-Baby

- Cries • Sucks Thumb
  - Moves Arms and Legs
- GIANT 21" LIFE SIZE**

Doll is costumed in baby's dress with diapers and undershirt. Like a new-born infant, she's wrapped in a baby blanket tied with a big bow! Samples, \$5.00 Ea. Two smaller sizes also available.

**\$48.00 DOZ.**

25% Deposit, Balance C. O. D.

**JOE END & COMPANY, Inc.**  
435 West Broadway New York 12  
Walker 5-8280



Save at Least Part of Each Week's Earnings  
Buy U. S. Savings Stamps and Bonds

## 1950 PROFIT MAKERS!

CHOICE OF BRONZE OR SIMULATED GOLD PLATE FOR ALL ITEMS!

### MINUET LAMP

All metal, 16" high. Approved U.L. cord.

**\$1.75**

Ea. in Doz. Lots. Complete with Shade.



### TWIN CUB LAMP

All metal, 15" high. Eyes of twin cubs are jeweled.

**\$1.50**

Ea. in Doz. Lots. Complete with Shade.



### WESTERN HORSES

Height	Doz. Price
10"	\$18.00
8 1/4"	16.20
6 3/4"	8.50
5 1/2"	6.60
4 1/2"	4.00
3 1/4"	2.40
2 1/2"	1.95

### HORSE CLOCK

*Don't Be Mislead!*

We still offer the **LOWEST PRICES** for horse clocks. Size 17"x11 1/2" high, with SELF-STARTING 4" SESSIONS ELECTRIC CLOCK MOVEMENT! Mounted on hand-rubbed mahogany finish, MAPLE WOOD BASE, 1 1/2" THICK, or metal base if desired.

**\$6.30**

Ea. in Doz. Lots

### PIPE RACK ASH TRAY

Choice of 5" Western Horse or 5" Western Boot styles. Each equipped with glass liner. Individually packed.

**\$1.00**

Ea. in Doz. Lots



### HORSESHOE CLOCK

Self-starting 4-inch Sessions Electric Movement in Metal Horseshoe Case.



**\$3.30**

Ea. in Doz. Lots

Wholesale only. 25% deposit, balance C. O. D.  
If not for resale, add Federal Excise Tax.

### HOUSE OF BRONZE

1497 Myrtle Avenue

Glenmore 2-8261

Brooklyn 27, N. Y.

## HOLLYWOOD DOES IT AGAIN... WITH NEW MONEY-MAKERS



WITHOUT

### NOSE BEAKS HEAVY FRAMES

WITH



WITH

### DETACHABLE MUSTACHE

Soft Flesh Colored — Best Quality

**\$7.50** Doz.

**\$7.00**

(Gross Lots)

### GAY '90s DERBY STYLE HATS

FELT—To Match the Beaks  
**\$6.00** Doz. **\$5.50** Doz. Gr. Lots

### Soft Plastic CUT-OFF FINGERS

**\$2.00** Doz. **\$22.00** Grs.

### Soft Plastic HAND AND FINGERS

A Clever Handshaking Joke  
**\$2.00** Each

### Protruding FALSE TEETH

Made of Professional Material. Fit Anyone.  
**\$18.00** Doz. Sample, \$2.

### SIDEBURN WIGS

**\$7.00** Doz.

Prepaid When Full Amount Accompanies Order  
or 25% Deposit With Order, Balance C. O. D.  
Wire—Phone—Air Mail Your Order Now to

**J. R. BROWNLOW** OLVERA TRADING POST  
107 EAST SUNSET BLVD.  
LOS ANGELES 12, CALIF.  
"Remember—A Few Cents Make a Whale of a Difference"

# MERCHANDISE TOPICS

(Continued from page 97)

has completed remodeling of its salesroom. Toy, novelty and carnival merchandise is being stocked. . . . **Mack Drmish**, head of the **Mack Company**, last week branched out with a complete line of concession and pitchman items, including a "Mr. Hooz-It," a bouncing novelty. . . . **Ned Torti**, **Wisconsin DeLuxe Company**, Milwaukee, reports heavy buying by demonstrators working home and sports shows. Three-piece pen and pencil sets are popular. Ned's 1950 catalog will be ready soon. Despite the press of business, Torti has found time to assist on arrangements for the Saturday (18) Showmen's League St. Patrick party. . . . **Morrie Orum**, **M. D. Orum Company**, Milwaukee, recently returned from a buying trip in England. He

reports the British back in action with miniature metal soldiers, farms and figures. Orum is handling a line of the figures and reports good reception for them.

## Here and There:

Business continues as usual at **Nu-Nak Novelties** despite a March 2 fire that did an estimated \$7,000 damage to the office and casting room of the Waycross, Ga., plaster firm. Nu-Nak owner **H. E. Owens** and his help received minor burns in fighting the blaze, caused by defective wiring. . . . **Tom M. Gregory**, of **Oak Rubber Company**, Ravenna, O., announces a new line of "punch" balloons on display cards, 36 to the card and retailing at 5 cents each. An elastic cord attached to the balloon provides punching bag action when the cord is held in the fist. . . . **Artist Color Company**, Detroit, has brought out a line of paints for use of people who have taken up the growing hobby of figurine painting. . . . **Harry, Ralph and Eddie Sparage**, operators of **Economy Sales Company**, novelty supply firm, are erecting a new warehouse and salesroom in Detroit. They expect to occupy the building within a few months.

**All Extra Heavy Mountings**  
10 days' money-back guarantee if rings not as represented. Merchandise for resale only.



#B397  
1/30 14K R.G.P.  
White Center. 6 Ruby Color Side Stones.  
**\$15.00**  
Per Doz.



#B2157 PER DOZ. **\$22.50**  
1/30 14K R.G.P. Simulated onyx, 2 simulated diamonds. Choice Masonic, Odd Fellows, Elks, Eagles, Moose emblem. Initial or simulated diamond in white setting.

FREE CATALOG LISTING COMPLETE LINE.  
Sample Assortment—\$7.50—\$15.00—\$25.00.  
\$1 Per Doz. Deposit on All C. O. D. Orders.

## DES MOINES RING CO.

1155 26TH ST. DES MOINES, IOWA

## A MESSAGE FROM "PIXEE"

To all customers—past, present and future. For the past two weeks we have been advertising "PIXEES" at a price which made it impossible for us to make a profit. As a matter of fact we have been operating at a decided loss, therefore we are restoring "PIXEES" to their original price. (ALL ORDERS AS OF MARCH 21st.) After all, we've got to make money too!



## PIXEES

- #600 Baby Crying
  - #601 Lady Winking
  - #602 Shmoo Singing
  - #603 Miss South Seas
  - #604 Hula-Hula Girl
- \$5.75 dz.—\$66 gr.**

#1000 The Dancer  
Sample 75¢ Ea.  
3 for \$2

25% deposit, balance C.O.D.  
F.O.B., N. Y.

#1000 Shimmy (Dancer) **\$83 Gr.**  
#1001 Fan Girl (Red Hot and New!) **\$7.20 Doz.**

#800 Our Lord, Eyes open and close. Lips move in prayer. **\$83 Gr.**  
**\$7.20 Doz.**

78-31 67th Drive  
Middle Village, L. I., N. Y.

## LETTER OPENER MAGNIFYER and PHONE DIALER

Imprinted with your advertisement



Actual Size **8¢ EA.**  
6 1/2 x 1 1/2"  
In lots of 500,  
250, 9¢ each; larger quantities reduced; clear plastic; gold imprinting; sensational low cost business builder; good will advertising, promotion and premium item. Ideal for Souvenirs, Carnivals, Fairs, Circuses, etc. Sample 25¢.

REMEMBRANCE ADVERTISING PRODUCTS  
1457-BB Broadway, New York 18, N. Y.

## NOW AVAILABLE

New Line of Pens & Pencils

Send for Price List.

## STARR PEN CO.

900 N. Franklin St.  
Chicago 10, Illinois

IMPORTED

## FILIGREE WIRE

Again Available

## G. HIRSCH SONS, INC.

119 West 40th 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.

## Ladies' Full Fashioned Nylon Hose

Packed 3 Pairs to box, latest shades, standard sizes. Our best number, \$6.50 doz.; lower grade, \$3.50 doz. #3s or rejects, \$1.50 doz. Sample order 3 pairs each number, \$3.00. 1/3 deposit on C. O. D.'s.

**NYLON HOSIERY CO.**  
2323 Broad St. Chattanooga, Tenn.

## FLASH! LOW PRICES

Available for Immediate Delivery.  
**PISTOL LIGHTERS**, chrome plated and black handles—\$12 & \$15 doz. Both Samples \$4.  
**SCHNOZZLE GLASSES**, big beak, very funny—\$4.50 doz. Sample \$1.

Hollywood "Nude" Pencils—\$6.75 doz. Sample \$1.00.  
3-piece Pencil Sets, 24K plate, attractively boxed (\$7.50 price tag), \$4.75 per doz. sets. Sample \$1.00.  
Juke Box, Table, Barrel and Boot Lighters; also combination Cigarette Case & Server. Attractive new numbers, \$3 to \$5 retailers. All 5 samples \$10.00.  
This week's special—Table Lighters, \$3.50 seller, \$8.50 per doz.  
Headquarters for proven best sellers. State your wants. If available, will get same promptly. We rush all shipments.  
10% discount on all orders 6 dozen or more. Send money order or railway express checks. 25% with order, balance C. O. D., or send full amount and we prepay.

**UNITED ENTERPRISES**  
175 Fifth Ave. (Flatiron Bldg.), Suite 1810,  
New York 10, N. Y.

## JOBBER-DISTRIBUTORS

Line up with one of the foremost manufacturers of Carnival and Premium Stuffed Fur and Plush Toys.

### SPECIAL OFFERS

- ◆ #252—30" Real Fur Grizzly Bear, rayon plush trim, asstd. colors. \$36.00 Dz. **\$3.75 Ppd!**
  - ◆ #126—19" Real Fur Grizzly Bear (same as above), \$18.00 Dz. **\$2.00 Ppd!**
  - ◆ 11x9" Rayon Plush Scotty Dog, asstd. colors. \$7.20 Dz. **\$1.00 Ppd!**
  - ◆ 22" Cloth Cuddly Doll, pressed masked face. \$8.00 Dz. **\$1.00 Ppd!**
- Send \$7.25 and Receive ALL FOUR SAMPLES **POSTPAID!**

25% deposit required, Balance C. O. D. if not rated.  
**SPECIAL SET-UP FOR QUANTITY USERS**  
SALESMEN: Choice territories open. Inquire now.  
Send for FREE Illustrations and price list of our Jumbo Concession and Carnival numbers. Closeouts always on hand.

**ACE TOY MFG. CO.**  
122 West 27 St. New York 1, N. Y.

## RHINESTONE ENSEMBLES

Beautiful 5-pc. Sets: Bracelet, Necklace, Ring, Earrings; asst. colors, boxed. Closeout, \$12 dozen sets; sample set, \$1.50 postpaid.  
25% deposit, balance C. O. D.

**UNIVERSAL DIAMOND CO.**  
1311-A Widener Bldg., Philadelphia 7, Pa.

## CASEY CONCESSIONS SAYS:

"Make sure you get the ORIGINAL FLEISCHAKER BI-BYE BABY . . ."

the name known for 50 years in the Toy Industry. Don't let anyone fool you with the cheaper imitations, as the original will get the money!

WE HAVE THE EXCLUSIVE IN THE UNITED STATES AND CANADA TO THE CARNIVAL TRADE.

Sample **\$8.00** prepaid  
Dozen Lots **\$78.00**

25% deposit, balance C. O. D.

**CASEY CONCESSION CO.** 1132 S. Wabash Avenue Chicago, Illinois



Get the original and compare . . . you'll see the difference!

## RED HOT! FLOATING DOLL PENCIL



Less Than Gross  
**\$4.80**  
Dozen

**\$54.00** Gross

(Sample \$1.00)

25% Deposit—Money Order; Balance C.O.D.

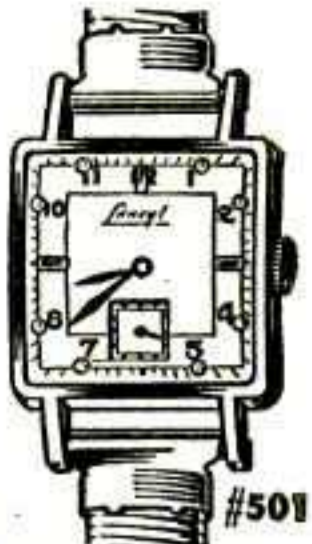
WRITE FOR LIST OF HOT SPECIALS!

## IMPERIAL MDSE. CO.

893 BROADWAY NEW YORK 3, N. Y.

## FLASH at a PRICE!

3 BRAND NEW  
LOW PRICED



PROFIT  
MAKERS

Never Before at This Price . . .  
Exclusive square shape, yellow plated model with handsome matching metal band, ruby and rhinestone dial. All this! And only **\$6.60**

Looks Like a  
Thousand Dollar  
Diamond Label  
Watch . . .

Rhinestone bow knot design, with contrasting silver dial. Nothing like it at this price! **\$6.95**

EXQUISITELY YOURS  
Small and lovely, with ruby and rhinestone dial, yellow plated case, with matching expansion band. **\$5.85**

ALL JEWELLED TIMED  
AND TESTED SWISS  
NEW MOVEMENTS,  
handsomely packaged  
in attractive boxes, with individual guarantee.  
FOR RESALE ONLY! Prices are for lots of 6 or more. In smaller lots, add \$1.00 each to the price. 25% with order, balance C. O. D.

Send for free catalog.

## LANCYL WATCH CO.

580 Fifth Ave. New York 19, N. Y.



## WRIST WATCH \$2.75 EA.

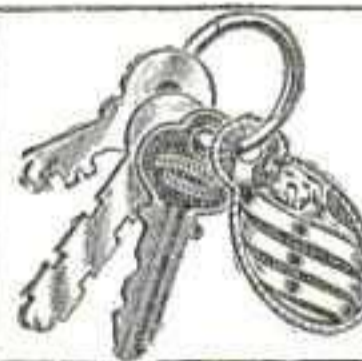
BRAND NEW—NOT RECONDITIONED  
With Stainless Steel Expansion Band. Radium dial and hands. Red sweep second hand. Chrome case. Biggest value on the market! Only . . . (6 or more)  
10% Deposit—Balance C. O. D.  
**BURTON SALES CO.**  
Dept. C-25  
809 W. Madison St. Chicago 7, Ill.

## THIS IS IT!

Clean Up With Big Volume \$1.00 Specialty Merchandise Deal.

Brand new this season. Fast mover anywhere there is traffic. No demo. Display sells 90% of auto owners. Send \$1.00 for sample mdse.

**ELLIS HANNA CO.**  
902 E. St. Charles Rd.  
Lombard, Illinois



## BIG PROFITS

Own your own business stamping keys, checks, name plates, social security plates. Sample with name and address 25¢

**Bart Mfg. Co.**  
303 Degraw St.  
Brooklyn 2, N. Y.

## Flash! New Three-Star Set

★ Fountain Pen ★ Pencil ★ Ball-Point Pen  
In DeLuxe Velour Platform Gift Box.  
Write for New Low Prices. Sample 75¢.

**ARGO PEN-PENCIL CO.**  
220 Broadway New York 7, N. Y.

## SEE MR. PENNY POPS

Sensational for Salesmen  
and Concessionaires!

PAGE 128

# SALESBOARD SIDELIGHTS

Thomas A. Walsh Manufacturing Company, Omaha, reports business has picked up considerably during the last six weeks. Thomas Walsh Jr. believes the pick-up due primarily to increased representation in areas not covered or inadequately covered before. Along this better sales pitch line, Walsh announces the appointment of Bill Howerton for Florida and Georgia. According to order turn-ins, Howerton is "going to town," and brings this comment from Walsh officials: "We are sorry we didn't have representation in the area sooner." The company is proceeding at a fast pace to fill similar gaps in its sales coverage, in was announced.

Samuel J. George, Gam Sales Company, Peoria, Ill., reports that Phil A. Sax has just completed an extended sales tour of West Coast States, bringing back a terrific response to the firm's new sectional play Bingo Ticket. Gam has started production on this new release and expects to convert all styles of ticket games to section play shortly. Hi-Lo Sales, Litchfield, Ill., is conducting an all-out ad campaign to bring the new line to the attention of operators. Two lead-off hit numbers are Kwik Kash and Rainbow Bingo, both nickel play games.

Roy Galentine, Galentine Novelty Company, South Bend, Ind., has some good news to tell of increased demand for the Lucky Lulu jar deal. The deal is available with either nickel or dime play labels. Roy stands pat on his firm slogan, "America's finest line of salesboards." He adds that "it pays to pay a little more for merchandise in the long run as both locations and players appreciate it."

Gardner & Company, Chicago, officials report continued growing customer preference for the firm's new

numbers and steady demand for old "standards" in the line. A startlingly different line of boards is now in the formative stage. Details on the new line are still under wraps, but they are scheduled to hit the market within three weeks, according to Joe Robinson. It is expected they will make a marked stir in the industry, Joe says. The selection of President and Sales Manager Irwin Feitler's two assistant sales managers, to help hypo Gardner's new personal service sales policy, is imminent, Joe adds.

F. W. Brady, W. H. Brady Company, Chippewa Falls, Wis., tells of bettered business levels during recent weeks, and points to the company's almost 300 item line of push cards as a good reason. W. H. Brady Jr., advertising and promotion head, announces the addition of Ralph Spencer, formerly of Chicago, to the art staff. Spencer will head-up special designing of made-to-order cards and will concentrate on

attention-getting art work and designs, Brady states.

Irving Sax, general sales manager of Superior Products, Chicago, announces a new stand-type board, Rodeo, at 25-cent play. The firm's "G" style boards, a series of six, will be released shortly, Irv reports. Superior's Lou Kaufman is currently traveling with Jim Eggert, recently appointed representative for Illinois and Indiana, thru his territory.

## ATTENTION OPERATORS AND JOBBERS

Make big profits with high class Salesboards and Jar Tickets. National distributor for Glassine Banded Tickets. We have been in business here the past 12 years.

Write or Phone 2660

for Information and Samples

MILNER NOVELTY COMPANY  
500 N. 9th Street La Fayette, Indiana

## 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

# PUSH CARDS

Over 275 different sizes and styles available from stock. Orders shipped same day received. FREE CATALOG—WRITE.

W. H. BRADY CO., Mfrs.  
Established 1914  
CHIPPEWA FALLS, WISC.

# ATTRACTIVE and UNUSUAL PUSH CARDS

Designed and Manufactured by  
**RAY MERTZ & CO.**  
525 S. Dearborn St. • Chicago 5

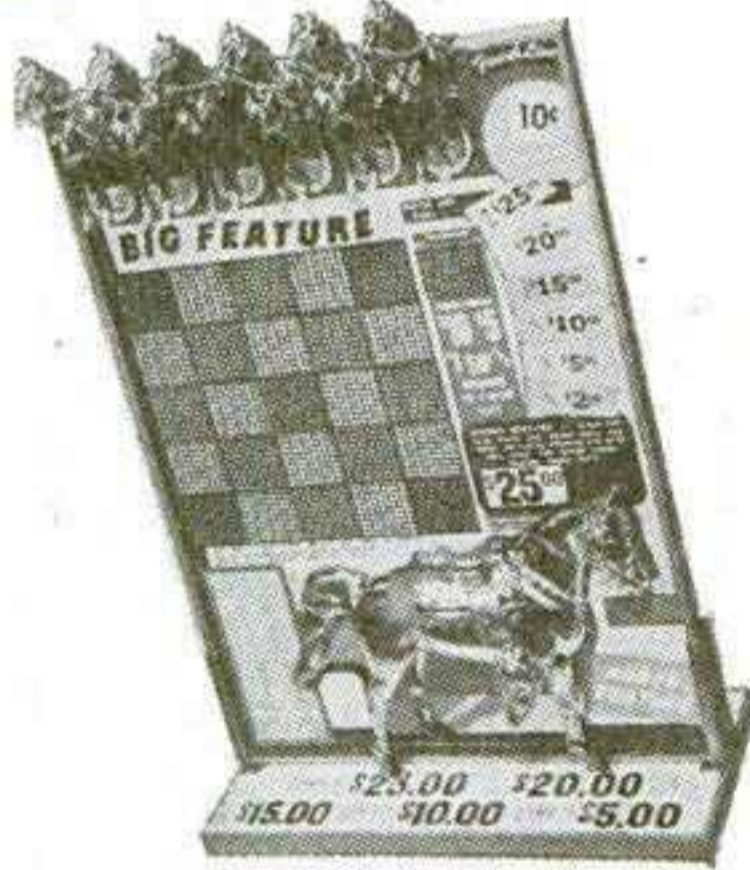
### Salesboard Bargains

1000 25c Charley	Prof. \$50.00	\$ .69
1440 5c Barrel	Prof. 18.00	.98
1440 10c Barrel, X Tk.	Prof. 36.00	1.09
1800 5c Lulu, X Thick	Prof. 18.00	1.25
1000 25c J.P. Charley	Prof. \$52.00	\$ .75
1200 25c J.P. Texas Charley, Seal.	102.28	1.10
1000 to 1200 5c J.P. Boards	Prof. 27.00	1.49
2400 5c or 10c J.P. Barrel	Prof. 41.00	1.79
1084 25c Block Buster	Prof. 81.00	1.89

DELUXE SALES CO., Blue Earth, Minn.

**SALESBOARDS AND TICKET DEALS**  
WRITE, WIRE, OR PHONE FOR JOBBERS & OPERATORS PRICE LIST  
**B.F. PRODUCTS**  
1910 PIEDMONT RD., CHARLESTON, W. VA.  
PHONE 25-771

# Making History! Superior's Famous Horse Boards in 5¢-10¢ AND 25¢ Play



**IN STOCK READY FOR IMMEDIATE DELIVERY**

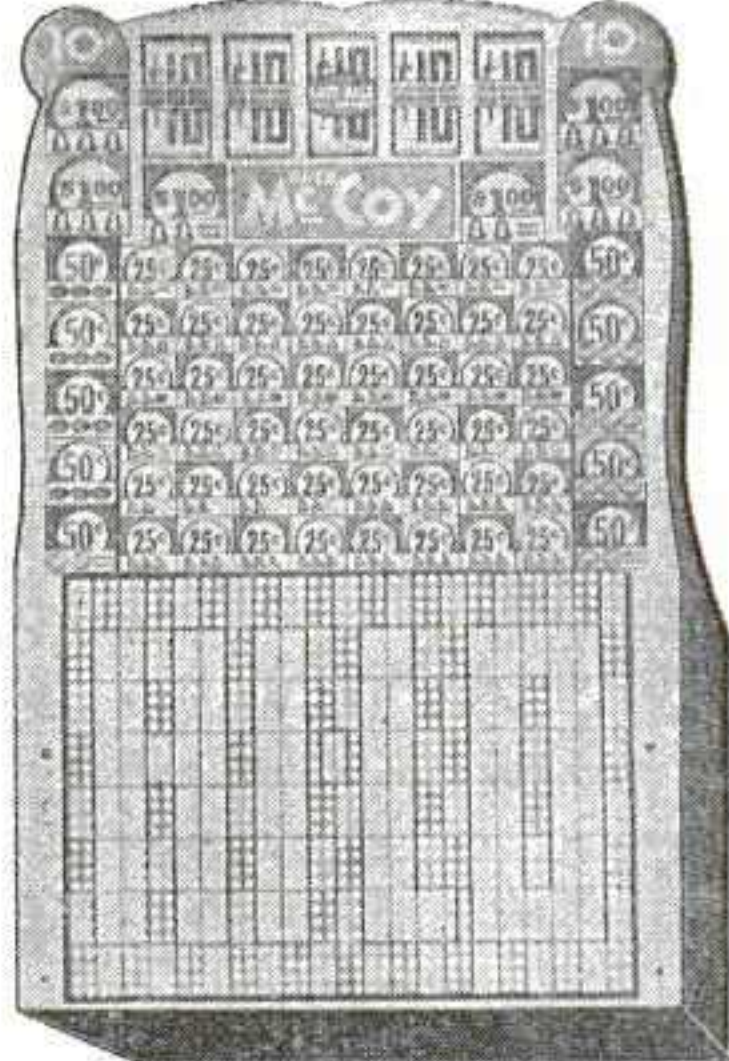
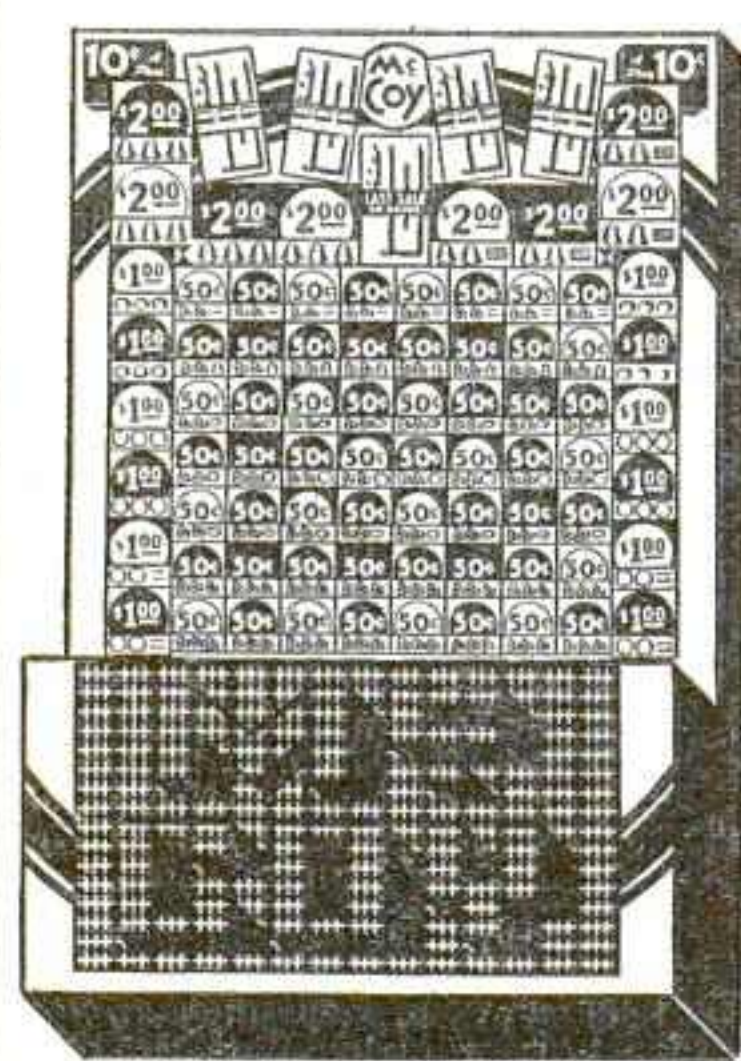
# SUPERIOR PRODUCTS, INC.

2133-59 W. FULTON STREET

CHICAGO, ILLINOIS

# OPERATORS DREAM

## COIN FILLED BOARDS



**10¢ PLAY McCOY**  
1792 HOLES

**10¢ PLAY HI-LO McCOY**  
1344 JUMBO HOLES

Takes in ..... \$179.20  
Payout ..... \$106.00  
PROFIT (Definite) ..... \$ 73.20

Takes in ..... \$134.40  
Payout ..... \$ 73.00  
PROFIT (Definite) ..... \$ 61.40

Write or Wire for Prices

# HI-LO SALES

LITCHFIELD, ILL., Phone 127

## —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
<b>Total</b>	.....	<b>\$84.00</b>
<b>PROFIT</b>	.....	<b>\$38.00</b>

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.

## SALESBOARDS—JAR TICKETS

### NEW LOW PRICES

Holes	Play	Description	Def.	Profit	Price
400	5¢	LUCKY BUCKS THICK	Def.	7.00	1.60
300	25¢	QUARTER COLORS THICK	Def.	15.00	.60
1000	5¢	5¢ CHARLEY THIN	Def.	17.00	.90
1000	25¢	J.P. CHARLEY THICK	Avg.	52.00	1.18
1000	25¢	TEXAS CHARLEY THICK	Avg.	102.98	1.60
1000	25¢	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.	39.25	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

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 WHOLESALE '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

## LETTER LIST

- (See Letter List, page 101)
- Gulley, James  
Gunn, Michael  
Francis  
Hall, Lorin Davis  
Hall, Ward (Ventri-  
triloquist)  
Hallstrom, Dave  
Haney, Ott & Ruby  
Hanson, Dale  
Harding, H. W.  
Hardman, Mrs. Vannio  
Hart, Jack  
Harris, Alfred  
Harris, Frank  
Harrison, Geo. E.  
Hart, Danny  
Hauser, R. F.  
White  
Haynes, James  
Hayes, Will  
Helton, Walter  
(Candy Man)  
Henderson, Thos. M.  
Henly, Gray  
Hennessey, Phillip  
Henson, Chas.  
Hermon, Chas.  
Eddie  
Hern, Gary  
Hester, W. H.  
Heth, Robert L.  
Higgins, Jerry  
Hileman, Alfred G.  
Hill, Eddie Rex  
Hill, Fred  
Hill, J. E.  
Hill, Maxine  
Hill, Shirley  
Hill, Wm. Arthur  
Hillert, C.  
Hillgard, Enoch  
Hinkley, Lee  
Hinton, Hotcha  
Hodges, Elsie  
Gewecks  
Hoff, Joe  
Hoffman, Mrs. Cloo  
Hoffman, Ralph  
Holbrook, W. E.  
Holder, Candy  
Holeman, T. O.  
Holland, El  
Holmes, Jerry  
Honeycutt, J. E.  
Hoover, Lavern  
Hos, Chuck  
Howard, John G.  
(Lucky)  
Howey, Mrs. Evelyn  
Howie, Mrs. Clyde  
Howington, Chas. W.  
Huckerson, Brocton  
Hudson, Robt.  
Hunter, Roy  
Fingers  
Hunting, Lynn D.  
Hutt, Mrs. Myrtle  
Jablonski, Francis  
Jackson, Allan  
Jackson, Valdo  
James, Paul  
Jandro, Francis  
Jewel, Geo.  
Johnson, Betty  
Johnson, Chas.  
Johnson, Dallas H.  
Johnson, James  
Nunemaker  
Johnson, Jesse J.  
Jones, J. P.  
Jones, Carl E.  
Jones, Melvin  
Jones, Rudolph  
Jordan, Wm. (Bill)  
Kane, Larry  
Kaseo, John  
Kaufman, E. L.  
Kay, Willie (Slim)  
Kaye, Joseph E.  
Keating, Robert  
Keeler, Mrs. H. G.  
Keeler, Mrs. Ruth  
Keleibohak, Lolant  
Kelley, Mrs. Beverly  
Kelley, L. A.  
Kelly, Kathrin E.  
Kennard, Zane O.  
Keys, Harry H.  
Killingsworth, Mrs. Virginia  
Klmalar, Fred  
King, Arnold  
King, Frederick E.  
King, Don  
Klier, Eugene E.  
King, Miss Pat  
Kivetta, Woodrow W.  
Kline, Bob  
Kline, Charles & Peggy  
Kline, Seymour  
Knapp, Jim  
Kobacher, Bob  
Korie, Jack  
Koster, Kid  
Kraft, Paul  
Kranick, Miriam E.  
Kulka, Michael  
Lamon, Harry W.  
Landon, Albert L.  
Landrus, Fred C.  
(Magician)  
Lane, Thomas H.  
Langford, Harold  
Langston, Mrs. Wm.  
Lasater, Fred  
Leason, Joseph  
Lee, Bob  
Lee, Fred  
Lee, Ginger  
Lee, Ted & Willie  
Ruth  
Leevy, Stanley  
Lelter, Pat  
Leone, Mrs. Ruby  
(R Hetty)  
Leroy, Buddy  
Leslie, Dan W.  
Levand, Jr., Ervin  
Lewis, Dick  
Lewis, Don L.  
Lewis, Henry W.  
Lewis, Sam J.  
Lillian Mrs. or Sid  
Ling, Jean  
Lint, Charles E.  
Lint, Janice  
Logsdon, Billy  
Lombard, Larry  
Long, Harold Gene  
Long, John Jolly  
Lopez, Mr. & Mrs. J. A.  
Lopez, Linda  
Logsdon  
Lottridge, Harry  
Luppino, Jr., Frank  
Luther, Ril "Red"  
Lyons, William E.  
McAlister, H. A.  
(Tex)  
McBride, James  
McDowell, J. P.  
McClanahan, Mrs. Buck  
McGill, Leo  
McGlone, Artie M.  
McGuire, Virginia  
McHugh, Bill  
McLaughlin, Mrs. Marie  
McManus, Thomas J.  
Malbin, Ed  
Malman, M.  
Mandica, G.  
Mann, Charles  
Marchette, Robert.  
"Rebel"  
Marie, Rufus A.  
Marlaine, Robt  
Marshall, William  
Marshfield Shooting  
Galleries  
Martney, Henaly E.  
Martin, Joseph W.  
Martino, Carlos  
Mason, Carl  
Mason, Harry  
Massey, Bill  
Matchetti, C.  
Mathews, Henry  
Matthews, Velma  
Maxwell, Chas.  
Meek, Daniel A.  
Meitzler, Walter  
Wm.  
Mercer, Elysa J.  
Merchant, Mrs. Dot  
Mercy, Mr. & Mrs. Nat  
Merritt, Walter  
Mespelt, Jr., Wm. J.  
Metzner, Eugene  
Metzner, Marty  
Meyers, Chester  
Meyers, Mr. & Mrs. Leu  
Middleton, Ordell  
Miller, D. S.  
Miller, W. D.  
Miller, Bill  
Miller, Ephrom  
Miller, Grant  
Miller, Mr. & Mrs. Little Joe & Babe  
Miller, Ruth Lotter  
Mitchell, Frank C.  
Mitchell, Louis  
Mitchell, Warren D.  
Moelma, Warren D.  
Moher, Ralph G.  
Moody, Ernie  
Moore, Mike  
Moore, Ray Leland  
Moore, Mrs. Walter F.  
Moore, Mrs. Helen M.  
Moorey, Tom  
Moran, Mr. & Mrs. Jim  
Morey, Jr., Char  
Morey, W. H.  
(Whitey)  
Morgan, Mr. & Mrs. Morgan  
Morgan, Mr. & Mrs. James N.  
Mosher, Llewellyn O.  
Mueller, Jans  
Murphy, David M.  
Murphy, Mrs. Maxine  
Myron, A. H.  
Myron, Arthur  
Nase, Dianna  
Nash, Theodore M.  
Nedev, Fred  
Neel, J. J.  
Newman, Ernest  
Nickolson, Geo.  
Nolan, Phillip  
O'Brien, Henry  
O'Brien, Mickey  
O'Connor, Johnny  
O'Dell, Blacks  
O'Dell, Judy  
O'Haver, J. E.  
O'Laughlin, R. J.  
O'Neal, Mrs. Ruth  
O'Reilly, Mr. & Mrs. Jimmy  
Oels, Joe N.  
Orantos, Kurt  
Osborn, Bill  
Overstreet, Robert  
Paddock, Mrs. Harold  
Pas, W. E.  
(Shotgun)  
Parker, Rosalie  
Parrish, Dale & Katie  
Parshall, Dr. E. G.  
Parsons, Jean  
Parton, Louise  
Pate, Richard  
Patterson, Fred  
Patterson, L. T.  
Patterson, Pat  
Pease, Lou  
Pelkey, Burton  
Pendleton, Charles M.  
Perle, Howard  
Perkins, Loney  
Perry, Ernest  
Pettibone, Raymond  
Petkus, Bert  
Phelan, Peter  
Phillips, Charles  
Phillips, Mr. G.  
Phoenix, Capt.  
Pierce, Mr. & Mrs. Laurence Petee  
Piercy, Howard  
Piercy, George H.  
Pinckley, Robert D.  
Pinkerton, J. E.  
Pittbone, Raymond  
Poole, Forrest  
Porter, Mrs. Florence  
Powell, Albert  
Powell, Speedy  
Price, Hazel J.  
Price, Ray  
Priestly, Martha  
Puch, Arthur  
Purcell, Mr. & Mrs. Pat  
Pyle, Harry  
Qualls, Knox  
Quinn, Joseph  
Augustine  
Racker, Gray  
Rita  
Rahun, Ray  
Ruse, Dave  
Rawlins, Mrs. Bernine  
Reed, Lorraine  
Red Hawk, James B. (Chief)  
Reddick, Johnnie  
Reed, Jack  
Reeves, Footes  
Reiland, Daniel  
Renee, Cleo  
Reynolds, Hoyt E.  
Reynolds, Ralph J.  
Rice, Andrew  
Rice, Mr. & Mrs. Cecive  
Rich, Ernie  
Richard, Earl B.  
Rinco, Johnnie  
Ritz, Professor  
Roach, Everett  
Roberts, Calvin J.  
Roberts, Slim  
Roberts, Tex  
Rochman, Albert  
Roe, Bill  
Rogers, Red  
Rogers, Roy & Ella  
Rohan, Mike  
Rohlett, James  
Rose, Bert  
Rosenfeld, Sol  
Rosa, Leonard  
Rountree, R. L.  
Route, William  
Rowatt, Alice  
Rucker, E. H.  
Rumbaugh, Harold  
Russell, Mrs. Trudy  
Rutters, Harry & Family  
Ryan, Eddie (Doggie)  
Sandusky, Durb  
Sargent, Thomas Wm.  
Saulsberry, Robert  
Saunders, Jack  
Saunders, Mrs. Monroe  
Savage, James Yellow  
Saxe, Reggie  
Schafner, Nell (Tobie & Susie)  
Scott, Tom  
Sedar, Donald E.  
Serfino, Walter  
Sessoma, Clifton  
Sexton, A.  
Sexton, Andrew  
Shay, Bob Oneal  
Shafer, Jon S.  
Shaffer, Capt. Jimmy  
Shanshak, Nick S.  
Shipley, Curly  
Shipley, Leonard L.  
Shoemaker, Joe M.  
Shores, Smiley  
Showers, Jacqueline  
Shurt, John  
Sickels, Bobbie  
Siegrist, Charley  
Silver, Donavan L.  
Slivers, Mrs. Olan  
Slaker, Joseph  
Smiza, Joseph  
Smith, C. W.  
Smith, Elmer Gene  
Smith, Floyd  
Smith, James  
Smith, John  
Perahins  
Smith, Margaret  
Smith, William E.  
Snyder, Carl D.  
Snyder, Don  
Sollenberger, Geo. Philipson  
Sonda, Eugene  
Sorenson, Florence  
Sowden, Jack H.  
Spasel, E. J.  
Spell, Mrs. S. O.  
Spencer, Chas.  
Spencer, Vickie  
Spitzer, H.  
Sproull, Mrs. A. J.  
Stacks, E. Ray  
Staley, Hershul  
Stanley, Louis  
Stanman, Joe  
Starr, Frank  
Steadman, Lonnie  
Stearley, Lee  
Stebler, Joe  
Steinfeldt, Mr. & Mrs. Walter J.  
Stephens, William P.  
Stevens, Harold  
Stevenson, Tom  
Steward, Jimmy  
Stokes, Leonard  
Stokes, Mr. & Mrs. Morris  
Stout, Fred L.  
Stowers, Jacqueline M.  
Stratton, Lew  
Streeter, Earl O.  
Stuart, Dinky  
Sturcis, Wanda  
Sullivan, Arthur E.  
Swinson, Art  
Sykes, Minnie Lee  
Tate, Lester A.  
Taylor Mfg. Co.  
Taylor, Jasper  
Taylor, Marlin L.  
Thomas, Jack & Kitty  
Thomas, Ross  
Thomas, Mrs. Ross  
Thompson, Mr. & Mrs. B.  
Thompson, Mrs. B.  
Thornton, Charles  
Thompson, Ray  
Thorton, Goffry  
Thunder Sky, R. B.  
Tone, J.  
Traywick, Mrs. Odis  
Tucker, Cornelia (Tucker's Cook House)  
Tull, Carl  
Tumlin, Henry D.  
Tunkin, Tommie  
Usher, Mr. & Mrs. Geo.  
Valdeyz, William J.  
Vall, Jack  
Vealy, Tevey  
Waite, Kenneth  
Walk, Joseph John  
Wallace, Elizabeth  
Wallenda, Mrs. Gay  
Ward, Edward  
Ward, Robert Henry  
Waters, Joe  
Waters, Steve  
Watkins, John P.  
Watson, Ronald W.  
Watts, Mrs. Helen  
Weber, Elias  
Welch, Robert  
Wells, James E.  
Wells, Sam B.  
Wenck, Mrs. Micky  
Werner, Hank  
Wheeler, Nelson (Micky)  
White, Flash  
White, Loyal  
White, Martin  
White, James  
Whitehorse, Chief  
Whitten, Leonard A.  
Whity, Fred Nicole  
Wicks, Robert F.  
Wideman, E. D.  
Williams, J. E.  
Williams, Rebecca L.  
Williamson, Al  
Williamson, Melvin  
Wilson, Harold  
Wilson, Jimmie  
Wiltse, Cash L.  
Winchester, Henry L.  
Winco, Johnnie  
Winters, Mrs. Betty  
Wiswell, Mr. & Mrs. Gilmore  
Witychn, Alex  
Wright, Charles T.  
Wright, Henry  
Yeley, Lester  
Yohan, Wm.  
Young, Joseph Francis  
Young, Lawrence  
Zarlington, Mary  
Zehille, Fred  
Zimms, George  
Aarsun, Michael P.  
Abrahams, Angelica  
Baker, Jack  
BeGar, Harry  
Calvert, Mr. John (Magician)  
Carlton, Thelma  
Congo (James Pearson)  
Crane, Lynn  
DePhil, Charles  
Dutch, Ralph  
Earl, Mr. S.  
Greene, Irving  
Greenie, Jessie  
Harris, Thomas  
Harrison, Roland  
Hegner, Arthur  
Hubbard, Skeets  
Hill, Thomas (Originals Only)  
Lewis, Bruce A.  
Marlowe, Don  
McLean, John E.  
McLoff, Benny  
Miller, Mr. Maxie  
Porter, Glenn  
Quinn, James  
Rirard, Nat  
Ross, Frank "Curly"  
Rozell, Joyce  
Shinert, Ressie F.  
Smith, Harry Theo.  
Spitkove, Morris  
Stroud, Clarence  
Trupiano, Roscoe  
Youngleaf, Charles  
Jackson, Sid  
Keller, Ken  
McIntyre, Fred  
Miller, Joe  
Ryan, John  
Schmidt, Emil G.  
Slavin, Claude  
Slavin, Ernie  
Smith, J. H.  
Stafford, Cleo  
Sylvester, James  
Wall, Otis Lee  
Weatherman, Jack B.  
Wentz, Wanda  
Williams, Dora  
Wilson, Harold A. Diana  
Adcock, Raymond L.  
Anderson, Gary  
Anderson, Mary  
Bourgeois, H. (wire)  
Bruckner, John  
Brydon, Ray Marsh  
Burke, Leo H.  
Dearo, Corine & Bert  
Dolan, Hattie  
Ferris, Lester  
Greeno, Edward  
Hafel, E. J.  
Hamilton, Leo  
Hogan, Leo Vincent  
Humphrey, C. H.  
Kitterman, Tony  
Kolchar Victor  
Kopt, J. M.  
Korman Carroll  
Leitner Carl  
Lewis Robert W.  
McBride Dorothy of Curly  
McCusker Wayne E.  
McHenry M. F.  
McKeown Miss Grace M.  
Mann Ivan K.  
Mansur Margaret La  
Mariah S. M.  
Martin Jack  
Martin Robert  
Matt C. A.  
Meek Harold  
Mehl Mrs. Harry  
Meyers Fred  
Middleton Tom  
Milanese Joe  
Minar Frank  
Mitchell Gus  
Mooney Robt. S.  
Mortan Hester  
Mullier, Kenneth Eddie  
Ogilvie, L. B.  
Osborn, Linwood E.  
Patrick, T. W.  
Patterson, Cullen "Cowboy"  
Payne, Earl and Anna Belle  
Payne, John E.  
Pendleton, C. M.  
Pierce, Franklin  
Pierce, Wendell  
Pinkerton, James E.  
Pitkre, Allen  
Poirier, Edward  
Poling, Charles  
Ramanaski, Alfons J.  
Reed, Jerry C.  
Renee, Cleo  
Rich, Arthur A.  
Ridings, W. T.  
Roberts, Miss Shirley Ann  
Russell, Jack & Ronny  
Schmidt, F. M.  
Shelly, Jack  
Sherman, Jack or Susie  
Shipley, Leonard L.  
Spencer, Mrs. Frances  
Stacy, Jualita  
Swain, Cecil V.  
Teaka, Joe  
Tims, G. E.  
Vines, Clarence  
Wells, Bill  
Wildrick, Elmer Wayne  
Williams, Miss Dora Dean  
Wilson, Frank G.  
Wilson, Frank E.  
Wiltse, Cash  
Young, Mr. & Mrs. Thomas  
Zimm, George  
Zimmer, Fern

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Corbett, John M. 8c  
Anderson, Harold (Whitey) A.  
Apostolos, Michael J.  
Arnold, Woodrow  
Becker, Laurence J.  
Blankenship, Robert J.  
Borsvold, Arthur E.  
Boswell, Mrs. Bill  
Boxer, Wm.  
Bradburn, Robert  
Bradley, Lee  
Burto, L.  
Calkins, Fred  
Campbell, Mr. & Mrs. Roy  
Caruso, Johnny  
Casey, James  
C & B Amusements  
Christina, George  
Claybrook, Miss Marie  
Coleman, Leonard  
Collins, Earl  
Collins, Jimmie  
Cottrell, W. J.  
DeEroff, Edward L.  
DeEroff, Howard  
Davis, Mr. & Mrs. Mickey  
Dessereau, Roy  
Doty, Robert  
English, Tom & Frank Cannon  
Ferguson, Frank L.  
Ford, Grady  
Foster, Mrs. William F.  
Gawle, Mrs. W. P.  
Gloyd, George W.  
Gordon, C. L.  
Gowdy, Pamela  
Gurov, Julius  
Hall, Louis  
Hansen, Robert H.  
Harrington, Mr. & Mrs. Will  
Hartley, Wm.  
Herman, Al  
Herrick, Carl & Rave  
Heth, Bob  
Hettl, Bob  
Hillard, Jimmy  
Hine, Nathan E.  
Holdelman, Buck  
Holston, Jack  
Hoover, Lavern  
Hubbard, Venice  
Ingram, George  
Jackson, Harry  
Johnson, Miss June  
Johnson, Ray  
Johnson, Wm. F.  
Joyce, James E.  
Kaplan, Sam  
Keeland, Mrs. Mae  
Kelly, Mrs. Ruth  
Kime, Miss Leona  
King, Donald  
King, Mr. & Mrs. Fred  
King, Hugh  
Kirk, Edwin D.  
Kitterman, Tony  
Kolchar Victor  
Kopt, J. M.  
Korman Carroll  
Leitner Carl  
Lewis Robert W.  
McBride Dorothy of Curly  
McCusker Wayne E.  
McHenry M. F.  
McKeown Miss Grace M.  
Mann Ivan K.  
Mansur Margaret La  
Mariah S. M.  
Martin Jack  
Martin Robert  
Matt C. A.  
Meek Harold  
Mehl Mrs. Harry  
Meyers Fred  
Middleton Tom  
Milanese Joe  
Minar Frank  
Mitchell Gus  
Mooney Robt. S.  
Mortan Hester  
Mullier, Kenneth Eddie  
Ogilvie, L. B.  
Osborn, Linwood E.  
Patrick, T. W.  
Patterson, Cullen "Cowboy"  
Payne, Earl and Anna Belle  
Payne, John E.  
Pendleton, C. M.  
Pierce, Franklin  
Pierce, Wendell  
Pinkerton, James E.  
Pitkre, Allen  
Poirier, Edward  
Poling, Charles  
Ramanaski, Alfons J.  
Reed, Jerry C.  
Renee, Cleo  
Rich, Arthur A.  
Ridings, W. T.  
Roberts, Miss Shirley Ann  
Russell, Jack & Ronny  
Schmidt, F. M.  
Shelly, Jack  
Sherman, Jack or Susie  
Shipley, Leonard L.  
Spencer, Mrs. Frances  
Stacy, Jualita  
Swain, Cecil V.  
Teaka, Joe  
Tims, G. E.  
Vines, Clarence  
Wells, Bill  
Wildrick, Elmer Wayne  
Williams, Miss Dora Dean  
Wilson, Frank G.  
Wilson, Frank E.  
Wiltse, Cash  
Young, Mr. & Mrs. Thomas  
Zimm, George  
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**NOTICE**

**CLASSIFIED FORMS FOR THE BILLBOARD'S ANNUAL SPRING SPECIAL, TO BE DATED APRIL 8, WILL CLOSE WEDNESDAY, MARCH 29.**

Get your ad in NOW for this all-important special issue.

**A-1 BARGAIN — CIGARETTE AND CANDY Vending Machines:** all makes, models; lowest prices; what have you to sell? Mac Postal, 6416 N Newgard Ave., Chicago, Ill. ap29

**ABSOLUTE BARGAIN—10 UNEEDA 5c CANDY Machines:** 97 and 102-bar capacity, complete with bases, some recently repainted, ready for location. \$52.50 each single, \$50 lots five machines, check with orders. Klotz Sales, 303 Edgewood Ave., Atlanta, Ga. ap1

**ADVANCE MODEL D, \$6; MASTER PORCELAIN, like new, \$8; Yu Chu Chrome, \$6.50.** Leopold, 105 Bradley, Bridgeport, Conn.

**ARCADE BARGAINS—LARGE VARIETY MACHINES and equipment;** write for list. McKee Sales Co., 2041 Kenneth Rd., Glendale 1, Calif. ap1

**ATTENTION, POPCORN OPERATORS—WHEN buying any type 'Pop' Corn Sez Vendors it pays to write the factory first; take advantage of lowest prices, factory guarantee and complete parts service; you get the best deal at the factory. Write, wire or phone Auto-Vend, Inc., 3210 Bonita, Dallas 6, Tex. mh25**

**CAST IRON STANDS—WEIGHT 25 LBS., \$4 each; in lots of six or more, \$3.75 each; top flanges only 30¢ each; top plates for two vendors, \$1.30 each; top plates for three vendors, \$1.55 each; all prices f.o.b. factory. King & Co., 2700 W. Lake St., Chicago 12, Ill. ap1**

**CIGARETTE MACHINES — SPRING SPECIALS;** write for prices; complete parts department and mirror stock; Quarter Conversion and King-size Kits. Central Vending Machine Service Co., 3967 Parrish St., Philadelphia 4, Pa.

**DIGGERS—ERIE HAND OPERATED DIGGERS:** no slots; Exhibit Iron Claws, Merchantsmen, Electro Hoists, Buckleys; we buy Diggers, Rotary Merchandisers. National, 4243 Sansom, Philadelphia, Pa.

**FOR SALE—1 AMERICAN SHUFFLEBOARD,** complete, 22 foot long, used about 10 hours, will sacrifice for \$450 crated, f.o.b. Pueblo, Colo. Write Modern Specialty Dist., P.O. Box 1421, Pueblo, Colo. First come, first served.

**FOR SALE—ROUTE OF 80 PHONOGRAPHS,** consisting of Seeburg and Wurlitzer, in industrial Western New York. For information write Box C-62, Billboard, Cincinnati, O. ap1

**FOR SALE—10 EXHIBIT DALE GUNS, 1 Chicago Pistol, 4 Target Masters, 1 United Shuffle Alley, all latest models, \$1,530 for the entire lot; freight paid. King & Co., 2700 W. Lake St., Chicago 12, Ill.**

**FOR SALE, OR WILL TRADE, MONARCH Scoreboards, with frames, practically new for any type Shuffle games. Also all sizes Shuffleboards, in first class condition for what games have you? Reliable Shuffleboard Co., 2512 Irving Park Rd., Chicago, Ill.**

**FOR SALE—WALL-TYPE ELECTRIC SCORE-boards for shuffleboards, perfect condition, 10c play; Monarchs, Advance, Edelco, Marvel; cost out at \$69.50 each. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.**

**HAVE YOU ORDERED YOUR SAMPLE SET of Shuffle-Shoes? The sensational new shuffleboard game of horseshoes; easy to install, nothing more to buy; operators' price, \$18.50 per set. King-Pin Equipment Co., 826 Mills St., Kalamazoo, Mich.**

**OPERATORS EVERYWHERE — WHY SELL your shuffle-alleys and other shuffle-type games when we can operate them for you on a 50-50 basis for a long time to come. In business since 1930. Reliable Skee Ball Co., 2512 Irving Pk. Rd., Chicago, Ill.**

**QUICK SALE—AMF, 30 COMPLETE "Automatic Hostess" machines in good condition. Anxious to sell, consider reasonable offer. Cayuga Phonograph, 38 Capitol St., Auburn, N. Y.**

**RECONDITIONED 5 BALLS—1 ST. LOUIS, \$129.50; 1 Bowling Champ, \$119.50; 1 Show Boat, \$99.50; 2 Floating Power, \$79.50; 1 Grand Award, \$75; 1 Blue Skies, \$59.50; 1 King Cole, \$59.50; 1 Speedway, \$45; 1 Yank, \$39.50; 1 Humpty Dumpty, \$39.50; 1 Manhattan, \$29.95; 1 Singapore, \$20; 1 Ranger, \$20; 2 Bonanzas, \$20; 1 3 deposit, bal. c.o.d. Fort Steuben Music, 636 N. 4th St., Steubenville, O.**

**SELL—WURLITZER 51, BEANEM, ANTI-AIR, craft Gun and Screen, World Series; best offer takes one or all. George Gnant, Wellington, O.**

**STAMP FOLDERS DIRECT FROM MANUFACTURER; low, low price; immediate delivery; write for prices and sample. J. Schoenbach, 1645 Bedford Ave., Brooklyn, N. Y.**

**THREE NORTHWESTERN 33's, THREE Columbus Gum Ball Machines; lot, \$25. John Mason, 1116 Pine, Easton, Pa.**

**WANTED — OLD ELECTRIC BARROOM Pianos, 20 Wurlitzer, Western Electric, Cremona, etc.; Street Organs, Callions, Bond Organs; also extra Music Rolls. Harry Ludwig, 1515 Southeast 35th, Portland, Ore. ap29**

**10 RCA COIN-OPERATED RADIOS — LIKE new; 2 hour play 25¢; best offer. Automatic Appliance Co., Box 233, Cedar Falls, Iowa.**

**16MM "SOUNDIES" USED PRINTS FOR PANORAM projection; only complete stock in existence; prices as low as \$13.95 per dozen prints; write for list of currently available titles. Blackhawk Films, Dept. BB, Davenport, Iowa. ap8**

**17 CANDY VENDING MACHINES—SINGLE column type, \$30 each or first \$500 takes 'em. Joe Koretz, 35 Division St., Troy, N. Y.**

**40 A.B.T. POSTWAR CHALLENGERS, \$7.50 each as is; Challenger Steel Stands, \$3 each; 14 certified deposit with order, balance c.o.d. Standard Scale Co., 1609 Delmar, St. Louis 3, Mo. ap1**

**PIPES**

(Continued from page 98)

ty as a wire jewelry worker. He was a regular at the State Fair of Texas for many years, and, altho 76 years old, he made the Houston Fat Stock Show last month.

**CHIC DENTON** is still holding forth at his Orange Herb Store, Dallas.

**AFTER A LENGTHY** silence, Ray Concella fogs thru the following from West Palm Beach, Fla.: "The Farmers' Market here is getting play from a number of pitchers. Among them are Walt Stoffel, astrology; Mary Cramer, jar wrenches; Joe Coffin, horoscopes; Speedy Hascal, Svengali decks and white mice, and Pinhead Robert Petrie on kitchen gadgets. This Petrie is a terrific worker. He stick a pin in his head as a bally for his grater layout."

**BOB PREMM** is reported to be doing okay business working glass cutters at West Palm Beach, Fla.

Inject new ideas into your layout and you're on the right road to better takes...

**BEN (HORSEBACK) MEYERS** sails the following thru from Boynton Beach, Fla.: "I thought the pitcher-man was thru until I read the pipes from Morris Kahntroff and Dave Rose. Since then, I'm confident that the old-timers will carry on. I'm getting my unit ready to work in the North as a low tone pitch, with cigarette rollers."

**"IT LOOKS TO ME** as tho we are drifting back to our old-time method of operations," letters Ben Skidrow from Boynton

Beach, Fla. "I still have my tripod. Thanks to Morris Kahntroff for telling the truth about the Mardi Gras in Mobile, Ala. And an orchid, too, to Dave Rose for his pipe on the New Orleans Mardi Gras. The pitch game needs more people like Kahntroff and Rose. We meet too many people these days who talk so loud and tell so little."

**BIG AL WILSON** reports from Oklahoma City that he's working the sports show there to good counts.

Stop whining or your business will go to the dogs.

**MARGIE MUNITZ** is still working the Kwiki-Pi sets at the S. S. Kresge store, Lincoln, Neb.

**MIKE GUNN** worked his layout to successful returns at the sports show in Oklahoma City.

**CURLEY MILLER'S** med show is still playing in Florida spots to reported better-than-average business.

The direct result of a pitcher's thought and effort is what he achieves, prosperity or poor house.

**GLENN HOSBURG** garnered some good long-green counts at the sports show in Oklahoma City.

**MORRIS KAHNTROFF** breezed into Florida last week after making the Mardi Gras celebration in Mobile. He plans to remain in the Peninsula State until May 1.

**in Philadelphia it's RAKE**

FOR THE COMPLETE **UNIVERSAL "JAR-O-DO" LINE**

JARS—TICKETS  
RED, WHITE, BLUE COMB.  
LUCKY 7, BINGO, ETC.

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**WE ARE MANUFACTURERS**

All Kinds—PULL TICKET GAMES  
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Buy Direct From Manufacturer at Very Very Reasonable Prices.

**Columbia Sales Co.**  
107 MAIN ST., WHEELING, W. VA.  
Phone: Wheeling 340

**SOMETHING DIFFERENT!! SOMETHING NEW!!**

**IT'S COLOR BINGO!! WITH PROFITS FOR YOU!!**

**COLOR JACKPOT BINGO**

**COLOR BINGO**

**NOTICE THE NEW PLAY**

**FOUR COLOR SECTION PLAY**

**! GUARANTEED ! 3 OR MORE BINGO NUMBERS IN EACH COLOR SECTION**

TAKES IN 1380 TICKETS @ 5¢ ..... \$69.00  
AVERAGE PAYOUT ..... 30.40  
AVERAGE PROFIT ..... \$38.60

TAKES IN 1080 TICKETS @ 5¢ ..... \$54.00  
DEFINITE PAYOUT ..... 40.00  
DEFINITE PROFIT ..... \$14.00

OPPORTUNITY IS KNOCKING—BE THE FIRST WITH THE LATEST. WRITE TODAY FOR OUR FREE DESCRIPTIVE LITERATURE AND PRICES.

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WE HAVE MANY SHIPPING POINTS LOCATED IN ALL SECTIONS OF THE UNITED STATES. THERE'S ONE NEAR YOU WHERE YOU CAN MAKE QUICK PICK-UPS OR GET OVERNIGHT SHIPMENTS. BY MAINTAINING THESE POINTS FOR THE CONVENIENCE OF OUR CUSTOMERS, WE RELIEVE THEM OF THE PROBLEM OF CARRYING LARGE STOCKS. WRITE US TODAY FOR THE NAME AND ADDRESS OF THE ONE NEAREST YOU.

**UNIVERSAL MANUFACTURING CO., INC.**  
"The World's Largest and Foremost Mfr. of Jar Games"  
405-411 E. 8TH STREET KANSAS CITY, MISSOURI

**CLOSEOUT WHILE THEY LAST**

Colorado Electric Punchboards. Slightly used —guaranteed in perfect condition.

\$10.00 each

Cash with order or C. O. D.

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1522 S. Walnut St. Muncie, Ind.

**SALESMAN WANTED**

To represent two leading manufacturers of Ticket Games and Salesboards in the States of Ohio, Virginia and West Virginia. Man preferred who lives in either State and can devote four to five weeks at a stretch traveling this territory. Give qualifications.

Address: BOX D-346  
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**Money Boards**

LOWEST PRICES

**HENRY B. LANSMAN**  
6750 York Road Philadelphia 26, Pa.

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

## CANADA TO GET JUKES, GAMES

Music Imports  
Start July 1;  
Pins Now OK

## Quantities Are Limited

By Dick Schreiber

CHICAGO, March 18.—Canadian distributors and operators of juke boxes will be able to buy a limited amount of new equipment in this country after July 1, officials of the emergency import control division of Canada's Department of Finance said this week. A limited number of pinball games can be shipped into Canada immediately, Canadian officials said, but the embargo prohibiting imports of vending machines remains in effect.

On July 1, the embargo affecting juke boxes will be officially lifted, but quota restrictions will keep Canadian buyers from importing all the equipment they might like to have.

## Music Quotas

Canadian music firms will be allowed to import 50 per cent of the dollar volume of phonographs they bought in the 12 months ending June 30, 1947. That means during the last six months of 1950, Canadian firms may buy half as much equipment, dollar-wise, as they purchased between July 1, 1946 and December 31, 1946. Quotas for the first six months of 1951 will be based on the period January 1, 1947, thru June 30, 1947.

Only those firms which bought equipment during the base period (1946-'47) will be allowed to import equipment, according to W. T. Wilson, deputy chairman of the emergency import control division in Ottawa. Wilson told *The Billboard* that no (See CANADA TO GET on page 120)

S. C. Ops Find  
Shuffle Games  
Holding Up \$\$\$

## Prep for Spring

COLUMBIA, S. C., March 18.—Shuffle games continue to be the big news in local coin machine circles. Ops say the devices have caught on and the public is going for them.

One Main Street arcade has shuttered, leaving three in operation now. American Arcade, formerly across the street from Playland, the city's largest, has bowed out.

The extension of Fort Jackson's lease on life until September has cheered coin ops in the city and nearby locations. The soldiers provide a healthy portion of their trade and some vending machine ops work the fort area exclusively.

Music machine ops on the Coast are preparing for the spring and summer season by ordering new equipment and repairing machines now in use. The central area boys are bracing for the usual summer slump, tho it's still quite a few months away.

Brief and Important  
Phono and AM-TV Receiver News Digest

## Intro Tax Bill in Arizona

A bill was introduced in the Arizona State Legislature here last week to tax bell machines. The tax would be at the rate of 5 per cent of the gross receipts. In addition, the measure would levy a like impost on the gross receipts of other coin machines such as juke boxes and marble games. Such machines would be registered with the Arizona Tax Commission.

## New Yale and Towne Personnel

The Yale and Towne Manufacturing Company, Stamford, Conn., makers of locks for postage meter machines, announced the following changes in its executive staff: **Otto G. Schwenk**, vice-president in charge of production, elected to fill the vacancy on the board of directors caused by the death of **Carrol Taylor**, and the appointment of **Henry Palau**, of South Norwalk, who resigned from the Connecticut State Police to become assistant to the director of industrial relations in charge of plant protection and safety.

Int'l Mutoscope,  
Exhibit Supply  
In ACMMA Show

CHICAGO, March 18.—The American Coin Machine Manufacturers' Association (ACMMA) Exposition at the Hotel Sherman here May 22-24 was assured of full representation of arcade equipment with the announcement that the Exhibit Supply Company, Chicago, and International Mutoscope, Long Island City, N. Y., had contracted for exhibit space.

Director of exhibits Edward Bowman also announced that three additional Chicago firms, Empire Coin

Coin Game Measure  
Expected To Pass

BOSTON, March 18.—The legislative committee on legal affairs plans to report favorably the bill of Mayor Daniel B. Brunton, Springfield, to put teeth in the pinball machine law. It was learned here this week.

The measure would levy \$100 fines on persons permitting the machines to be used for gambling.

Machine Exchange, Purveyor Shuffleboard Company and Royal Products, had signed up this week.

The remaining nine booths out of the original 116 placed on sale a few weeks ago are expected to be sold by next week, Bowman stated.

## Calendar for Coinmen

March 23 and 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—Amusement Machine Association of Philadelphia (AMAP), semi-monthly meeting, Broadwood Hotel, Philadelphia.

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—Illinois Amusement Association (IAA), monthly meeting, 208 North Madison Street, Rockford.

April 3—Amusement Machine Operators of Greater Baltimore (AMOGB), regular monthly meeting, 2441 North Charles Street, Baltimore.

April 4 and 18—Music Operators' Association of Indiana, Inc. (MOAI), semi-monthly meetings, Indianapolis Athletic Club, Indianapolis.

April 5—Coin Machine Operators' Association of Harris County (CMOABC), monthly meeting, Chamber of Commerce Building, Houston.

April 6—Washington Music Guild, Inc. (WVG), monthly meeting, Washington.

April 13—Michigan Automatic Phonograph Owners' Association, Inc. (MAPOA), monthly meeting, Maccabees Building, Detroit.

April 13—Washington Coin Machine Association (WCMA) monthly meeting, Phillips Novelty Company, Washington.

April 20-22—National Peanut Council (NPC), annual convention, Greenbrier Hotel, White Sulphur Springs, W. Va.

April 24-27—American Management Association (AMA), 19th annual packaging exposition, Navy Pier, Chicago.

May 22-24—American Coin Machine Manufacturers' Association (ACMMA), all-industry exposition, Hotel Sherman, Chicago.

May 31-June 3—National Candy Wholesalers' Association (NCWA), annual convention, exposition, Hotel Commodore, New York.

June 5-8—National Confectioners' Association (NCA), annual convention, exposition, Waldorf-Astoria, New York.

June 26-28—Coin Machine Institute (CMI), annual convention, exposition, Stevens Hotel, Chicago.

(Association officials are invited to submit convention and scheduled meetings information to *The Billboard*, 188 West Randolph Street, Chicago 1, for listing in this calendar.)

Higher Prices  
Reflect Solid  
1949 Markets

## European Ops Key to 1950

By Tom McDonough

CHICAGO, March 18.—Led by quantity purchases by Venezuelan operators in all but two months, total 1949 exports of U. S. manufactured coin machines amounted to \$2,008,064. The list included 8,530 games, venders and music machines. In 1948 14,183 pieces of equipment were sold to foreign coinmen for \$2,309,581. Of the over-all dollar total recorded last year, phonographs accounted for 61 per cent or \$1,260,659, venders 22 per cent or \$51,923 and games the remaining 17 per cent or \$295,482.

Altho the vender division was the only one to show an improvement over 1948 figures, all three groups reflected the growing solidarity of the foreign market by improved average prices per unit. In 1949 jukes averaged \$426, venders \$165 and games \$105. In the previous year these averages were \$146, \$51 and \$93.

## Venezuela Leads

Venezuela, second to Colombia in 1948 with total purchases of \$412,358, led the 1949 parade with \$498,292. Of the whole, \$402,247 was spent on music boxes, \$57,510 for automatic merchandisers and \$38,535 was earmarked for games. Colombia dropped to 10th position in 1949 with \$45,530 worth of equipment. In the previous (See HIGHER PRICES on page 122)

AAMONY Sets  
Program for  
Game Support

## 40 Ops Attend Meet

NEW YORK, March 18.—Established game operators here, thru the Associated Amusement Machine Operators of New York (AAMONY), adopted this week a program for internal policing aimed at supporting the legal base upon which the industry now operates.

The prime goal of the program is to insure that only approved games are operated within city limits and that their placement be limited to locations not normally frequented by minors. Such placements in the past have led to retaliatory action by city authorities. Neighborhood candy stores were singled out as the type of location to avoid.

## To Report "Outlaws"

At a meeting of the association Monday (13), members were urged to report "outlaw" installations to AAMONY headquarters. Mendy Mendelson, business manager, said the organization would then make the information available to city officials.

About 40 operators attended the confab held at the Broadway Central Hotel. Lou Rosenberg, of Arrow (See AAMONY SETS on page 120)



# Vending Hi-Lights NATD Meeting

## Displays Set By 26 Candy Manufacturers

### Sked Candy Session

NEW YORK, March 18.—Twenty-six candy manufacturers will participate in the merchandise fair phase of the National Association of Tobacco Distributors' (NATD) annual convention at the Palmer House in Chicago next week (26-31). In addition, a special candy session has been planned for interested operators. The candy firms will display their products along with 10 cigarette, cigar and candy vender manufacturers (see separate story) with a total of 300 exhibitors in all.

Candy companies which will occupy booth space during the six-day meeting are Mason, Au & Magenheimer; James O. Welch Company, Nutrine Candy Company, Quaker City Chocolate & Confectionery Company, Reed Candy Company, Sweets Company of America, Switzer's Licorice Company; Universal Match Corporation (Shutter Division); Fred W. Amend Company; Lamont, Corliss & Company; Robert A. Johnston Company.

Walter Baker, Paul F. Beich Company, E. J. Brach & Sons, Bunte Bros.; Cadbury-Fry, Inc.; Charms Sales Company, Chase Candy Company, Deran Confectionery Company, Flavour Candy Company, Hershey Chocolate Corporation, Hollywood Candy Company, Huyler's.

In addition, other suppliers exhibiting will include Thomas A. Richardson Company, Milko Cone & Baking Company and Squirrel Brand Company.

## Alkuno Begins Production on 5c Gum Vender

NEW YORK, March 18.—Alkuno & Company has contracted with the American Chicle Company to supply 500 new nickel gum machines for installation in city subway stations. The pact, signed last week, specifies deliveries early in May. Interborough News operates venders in the subway for American Chicle under terms of a five-year agreement with the Board of Transportation.

The venders, of a new design, will (See **ALKUNO BEGINS** on page 111)

## To Plug Venders On Radio Program

NEW YORK, March 18.—Venders will come in for some good publicity Wednesday (22) when the *This Is Your Life* radio show pays tribute to operators who have co-operated with the Philip Morris safety campaign. The cigarette manufacturer has been distributing anti-fire stickers for application to machines.

Ralph Edwards, emcee on the NBC program, will say, according to an advance copy of the script:

"The safety campaign has been endorsed by the National Automatic Merchandising Association, the folks who operate the vending machines, because they are putting these stickers on their machines as a public service.

### Merchandising Clinic:

## Custom Customer Service Aids Denver U-Select-It Business

DENVER, March 18. — "Route studies" which indicate the likes and dislikes of vender customers for various candy bars are aiding the Denver U-Select-It Company here to hold down operating costs and build sales.

Denver U-Select-It operates a string of some 80 candy venders thru the city, primarily in industrial locations, service stations, garages, public buildings, etc. These vend 30 popular bars, with a newcomer added to the choice approximately one every three weeks, usually replacing confections which have dropped off in turnover.

Attempting to simplify the servicing job, Denver U-Select-It originally set up a standard "menu" for each vender but found this impractical inasmuch as tastes vary from one location to the other. "Two machines, across the street from each other," it

was pointed out, "will not sell anything like the same group of candy bars. Thus, it has been necessary to set up a separate route sheet listing the candy bar preference of that machine's regular customers."

### Use Route Sheets

The "route sheets" are carried by two servicemen driving their own automobiles and one truck operator. Each sheet lists the number and brand of the candy bars which have been placed in the vender on the previous call, with a corresponding column in which check marks can be used to indicate which bars are not selling rapidly. At each call, the serviceman inventories the contents, and by means of check marks, indicates brand and number of bars left in the machine.

The totals are studied each month (See **CUSTOM SERVICE**, page 110)

## NAMA Cup Vending Division Seeks New Members To Help Finance Research Program

### Elect 8 to 1950 Executive Committee

NEW YORK, March 18.—Manufacturers of cup vending equipment, as well as suppliers of sirup, cups and carbonic gas, were urged to lend greater support to sanitation research underwritten by the cup vending division of the National Automatic Merchandising Association (NAMA) at a meeting of its new executive committee here Thursday (16).

The group, in an all-day confab at the Lexington Hotel, heard a progress report by Dr. Walter L. Mallman, professor of bacteriology at Michigan State College, where the study is being made, and discussed means of increasing membership of the division.

The members of the 1950 executive committee, whose election was announced at the meet, include H. A. Nolan, of Dixie Cup, chairman; William V. King, of Spacarb, vice-chair-

man; Charles H. Berry, of Coca-Cola; C. D. Clarke, of Charles E. Hires; P. Y. Danley, of Westinghouse; R. A. Hogland, of Mills Industries; Stuart G. Lyon, of Lyon Industries, and E. C. Scully, of Lily Tulip.

### Work Shows Results

Dr. Mallman reported that work accomplished to date showed encouraging results but that much still remained to be done. He asked manufacturers and suppliers to ship more equipment to the college for examination. Only then could enough data be collected to provide the industry with proper standards, it was said.

The cup vending division, organized about two years ago, hopes its research program will help formulate approved techniques, both at the manufacturing and operating levels.

(See **NAMA CUP** on page 111)

## Product-Rotation Panels Make Single Item Vender Selective

CHICAGO, March 18. — A new method of multiple product vending thru a non-selective small package unit, was announced this week by Richard J. Tennes, president of Vend-Rite Manufacturing Company. Using the firm's regular Kleenex machine, a simple change of front panels with decals of popular brand products (cookies, pretzels, etc.) tailors the vender as a special purpose unit with its own brand and sales message. The new line will be introduced within three weeks.

Tennes, who recently acquired full control of the company following purchase of Erwin J. Russakov's interest, reported the multi-product idea required re-designing of the vending mechanism. This involved simplifying the gate and gate shaft assembly and moving it from its former cabinet mounting and making it an integral part of the removable magazine.

Elimination of the cross-arm delivery actuator permits free passage of thicker packages, which may now range in size up to three by five inches.

With the new mechanism Vend-Rite has also introduced a second size magazine. Standard Kleenex magazine may be replaced with the new two-column unit, which provides slightly narrower columns to better accommodate the narrower cookie, pretzel, etc., packs. However, as the change-over from a Kleenex to a food vender is not practical due to the location site itself, the new food columns, once installed, would remain. Thus, the simple unlocking of the front panel, sliding it upward clear of the cabinet and replacing with a different brand or type product panel requires only two or three seconds, Tennes said.

(See **Product-Rotation** on page 110)

## Ridell Heads Vender Clinic On Operations

### Expect 9,000 Visitors

NEW YORK, March 18.—The 18th annual convention of the National Association of Tobacco Distributors (NATD) will attract about 9,000 persons to the Palmer House, Chicago, during the week-long confab opening Sunday (26), association officials predicted here this week. They based this estimate on the number of advance registrations, said to compare favorably with those of preceding years.

A comprehensive series of business sessions will take up in turn important phases of tobacco wholesaling and allied subjects. With many NATD members also active in automatic merchandising the Vending Machine Clinic, scheduled for Wednesday morning (29), is expected to draw top attendance.

### Op Sessions

Arch Ridell, California operator and wholesaler, is to preside. He will act as moderator during an open discussion on the topics: *Is the Operation of Cigar Vending Machines Practical and Feasible for the Wholesale Tobacco Distributor?* and *How Can a Tobacco Distributor Expand His Vending Machine Operations?*

Ten vending machine manufacturers will be among the more than 300 exhibitors who have reserved space to demonstrate products and services at the merchandise fair held during the meet. Included are the Cigaromat Corporation of America; Arthur H. DuGrenier, Inc.; Eastern Electric Vending Machine, J. H. Keeney & Company, Lehigh Foundry (See **RIDELL HEADS** on page 111)

## Badger Sales Names Atlas Western Rep

### Survey Military Spots

LOS ANGELES, March 18.—A carload of parts for SuperVend multiple drink machines has been received by Badger Sales, California, Arizona and Nevada distributors for the product, Al Silberman, of the firm's vending department, stated.

Badger Sales also has been named distributor for the new Atlas Super Selector candy machines in the same States.

Silberman leaves this week to make a survey of airforce bases at Victorville and San Bernardino relative to the installation of \$60,000 worth of coin-operated equipment. Purpose of the survey is to put all coin-operated equipment, including vending machines, music machines and games under one central head. This will eliminate multiple operators from the base and confine the equipment under one operator who will be responsible to the exchange officer for maintenance and service. Terms of the agreement call for a crew of servicemen to be available at all times.

The final phase of the survey will determine the type of equipment to be used, Silberman said.

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**5c GUM AND CANDY VENDOR**  
 Capacity: 328 Packages of Gum or 210 Packages of Candy or Any Combination of Both.  
**MODEL 500**  
 Metal Cabinet and Base. Ht. on Base, 60"x18" Wt. on Base, 64 Lbs.  
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 20 ass't plastic \$4 M.  
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**LICENSE PLATE CHARMS**  
 all 48 States in actual 1950 colors!  
**\$7.50 per M. ass't**

**EPY 91-15 144 Pl., Jamaica 2, N. Y.**

**Supplies in Brief**

**Coin Circulation**

WASHINGTON, March 18. — Increased minting of silver dollars and retirement of many worn silver coins held coin circulation in December identical with the preceding month. Treasury Department reported. With total value of all coins remaining constant at \$1,484,000,000, December became the second month since the war to show no gain over a month earlier. A slow but steady increase in demand for cartwheels caused the Mint to issue enough silver dollars to push the total up to an all-time high of \$168,000,000. Pennies and nickels in circulation remained constant with a total value of \$361,000,000. The supply of dimes, quarters, and half-dollars dropped off a \$1,000,000 to total \$955,000,000 by the end of December.

The Bureau of the Mint figures the top demand for coins in the foreseeable future has just about been reached, according to testimony given by officials to the House Appropriations Committee. The agency intends to let the total amount of coins outstanding slacken off over the next five years.

**Beverage Report**

WASHINGTON, March 18. — The beverage industry was the largest industrial user of sugar for the first three quarters of last year, Agriculture Department reported. Bakers were in second place, while the candy industry was third. Makers of foods, jams and jellies took the fourth largest amount, while ice cream makers wound up in fifth position.

Beverage producers were well out in front, using nearly 12,000,000 100-pound sacks of sugar. Candymakers used 9,000,000 sacks, while ice cream manufacturers took about 3,700,000 sacks. Together the three producers of commodities used in vending ma-

chines accounted for about one-fourth the total distribution of sugar for the first nine months of 1949.

Sugar deliveries so far this year are continuing to creep up on 1949. Some 11,000 tons more were delivered during the week ending February 25, than for the same period in 1949. Cumulative totals stood at 942,188 tons for the first two months of 1950 as compared with 1,022,866 for the comparable 1949 period.

**Low-Priced Ciggies**

WASHINGTON, March 18. — The perennial proposal to favor low-priced cigarettes by providing a graduated system of ciggie taxes has a good chance to reach the House floor this session, according to several members of the House Ways and Means Committee. The proposal, which has always before been ignored by the group, may be taken up for consideration after the current excise tax bill is reported.

The legislation would drastically cut the tax on smokes designed to retail at 12 cents and under, while retaining the current rate on the popular brands. Sponsors of the proposal believe its enactment would greatly increase cigarette sales. It is backed by tobacco growers and the smaller tobacco products manufacturers.

**Gas Station Locations**

WASHINGTON, March 18. — The importance of filling stations as a location for coin machines is pointed up in a survey by Commerce Department. It showed that gas stations were one of the three types of retail businesses that showed a pick-up in 1949—a year when 10 other retail classifications showed declines from 1948 ranging from 1 per cent to 13 per cent.

Commerce estimated total 1949 business of filling stations at \$6,363,000,000, an increase of about 1 per cent over the previous year. According to Commerce, the slight increase in gas station business represented an early reflection in the vast increase in the number of auto sales, which jumped 17 per cent over 1948.

With the auto population growing steadily, it is expected that 1950 will bring new gains for the filling station business. Foreshadowing the upward trend is the fact that the cold month of December piled up the highest business of any month in 1949.

**Cocoa Price Up**

WASHINGTON, March 18. — Wholesale cocoa prices started climbing again at the close of 1949, Commerce Department said. The average price of 25.9 cents a pound which prevailed during December was the highest price of the year, 7.4 cents above the 1949 low registered last March. The December price was 1.3 above the November average.

**Sugar Tonnage Gains**

WASHINGTON, March 18. — After running behind for the first six weeks of the year, sugar distribution is finally edging up on 1949, Agriculture Department said. Distribution for the week ended February 18 was 124,581 tons, topping the same 1949 week by some 12,000 tons. That marked the first week of 1950 to top a similar 1949 week. Cumulative total for the year of 823,773 tons, however, was still behind the first seven weeks of 1949 by 92,123 tons.

**To Restrict Almonds**

WASHINGTON, March 18. — The Department of Agriculture is preparing to slap the same restrictions on surplus almonds as are now in effect for most other tree nuts, it was announced this week.

The agency is calling a meeting March 14 in Sacramento to consider a proposed marketing agreement which would restrict the sale of

**NATD Huddle Sees "Shorty" By DuGrenier**

**Set Combo Coin Unit**

HAVERHILL, Mass., March 18. — Following extensive location testing, Arthur H. DuGrenier, Inc., has placed its new "Shorty" cigarette vender line in production and has scheduled general delivery for early next month.

The "cut-down" electric and manual, some seven inches shorter than the firm's standard machines, retain the same pack capacity, according to Blanche Bouchard, treasurer, and will be marketed at the same price schedule as the larger units. They will be shown publicly for the first time at the National Association of Tobacco Distributors (NATD) convention, which opens Sunday (26) at the Palmer House, Chicago.

Miss Bouchard also announced development of a new model of the DuGrenier manual, featuring an "all-combination" coin mechanism. The new model, incorporating the feature limited previously to that firm's electric, will also be introduced at the NATD meet. Tooling for the machine is now being completed, she said, but no delivery date has been set. The price, too, remains to be announced.

Miss Bouchard noted that an earlier trend toward heavier demand of manuals against electric now seemed to be in a reverse swing. She disclosed the company was upping its shipment of electric weekly and that the percentage ratio between these units and manuals was shifting steadily. The change in demand first made itself felt about two months ago.

**Chocolate Mfrs. Ask Sugar Import Boost**

NEW YORK, March 18. — Chocolate producers are concerned about inadequate sugar supplies and are cooperating in efforts to have the 1950 import quota revised upward, it was made clear at the annual meeting of the Association of Cocoa and Chocolate Manufacturers of the United States (ACCMUS) Wednesday (15) at the Waldorf-Astoria Hotel.

Gordon Pickett Peyton, ACCMUS secretary-treasurer said, "Our primary concern is supplies and not prices," explaining that the current quota of 7,500,000 tons of raw sugar is too low in view of the present rate of consumption. The association will meet with Department of Agriculture officials later this month to present its position, he added.

H. Russell Burbank, of Rockwood & Company, was elected president of the association for the coming year. He succeeded Clive C. Day, of the Peter Cailler Kohler Swiss Chocolates Company, who was named vice-president. ACCMUS has a membership of 21 manufacturers, said to produce about 95 per cent of the chocolate consumed in this country.

**Wrigley Names New Distrib**

LOS ANGELES, March 18. — The City Candy & Tobacco Company here has been named distributor for Wrigley's tab gum in Southern California and Arizona, according to J. T. Ulrich, of the candy firm. The company also handles Hershey vending machine bars for this area.

**Built FOR Operators BY an Operator**

**ATLAS 5c BANTAM TRAY VENDOR**



In 25 years of business as an operator, distributor and manufacturer, W. A. Jenkins, president of ATLAS, has come to realize the problems an operator faces. That's why he knows the Bantam Tray Vendor is an "operator's machine." Sturdily built of solid aluminum, die cast and highly polished, it vends any type of nuts with ease of operation. Find out about this machine NOW.



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## Turning Back the Clock

### 15 Years Ago This Week

CHICAGO, March 16, 1935.—The coin machine industry received a series of strong plugs via leading newspapers in various sections of the country. One of these was the front-page feature in *The Chicago Tribune* as part of a series of daily articles on Chicago industries. It described the manufacture of pinball games and named Chicago as the world center of such activity.

Part of the article stated: "Last year (1934) about 250,000 pinball tables were made in Chicago. And in the last two years a great export trade has been developed, with England and France the largest customers. The average price of a machine is about \$39.50, some running as high as \$60, \$70 and over."

"On an average, thruout the country, a machine takes in \$15 to \$25 a week, many running in excess of this figure. One Chicago manufacturer at its peak has made as many as 1,350 machines in a day."

Cigarette vender manufacturers, to eliminate small quantity buying of their equipment and so forestall route failures and an overcrowded condition in the field, resorted to selling rights for their machines on a county basis. Minimum order was 50 venders, with average purchases in the 100 machine group.

The New York Rapid Transit Company devoted one-sheet posters to boosting its penny scales on all el stations in the city. Because of the numbers of scales on each platform, the posters were thought an indirect aid to patronage. They read: "Watch your weight . . . and your health will take care of itself."

Big news of the week was the move by Rock-Ola Manufacturing Corporation into its plant at Kedzie and Chicago avenues, Chicago. The move gave the firm properties comprising 20 industrial buildings and a total floor space of 600,000 square feet. Officials estimated the facilities gave the company a production capacity of 10,000 pin game cabinets a day.

Juke box operators were piling up plays on a variety of current wax labels, with nickel play bringing in a nice cushion over disk prices. Columbia and Brunswick were going for 45 cents, Vocalion and Okeh for 20 cents and the Melotone label for 16 cents, retail prices.

### 10 Years Ago This Week

CHICAGO, March 16, 1940.—Paralleling current juke hits of the yet-to-come 1950 season, operators began putting on old-time hits and disk favorites of past years, spinning them into high favor. In October, 1939, when the coin phonos began whirling *Oh, Johnny, Oh*, they touched off the trend that grew into a general pattern by the time 1940 was many months old.

The *Johnny* tune was the first oldie, and as such it promoted the revival of other forgotten hits. Among them were *I Cried for You*, *Begin the Beguine*, *I Love Me, Pretty Baby*; *Ma, He's Making Eyes at Me*, etc. Other tunes of more recent hit vintage were taken up by juke ops who saw a fertile play field awaiting development. And so the back trail on hits grew. Juke box promotions consisted of such four and five-year old numbers as *The One Rose*, *Sweet*

*Leilani, Josephine, The Waltz You Saved for Me*, etc.

However, the old tune trend did not mean operators were shying away from current hit songs. Instead, the tendency seemed to cause more frequent changing of disks. Keeping a record on a machine for weeks after its popularity peak had passed, operators were switching these numbers for old-timers.

Top current clicks on phonos were *Tuxedo Junction*, *In the Mood*, *Careless, You'd Be Surprised* and *At the Balalaika*. Coming up on the to-be juke hit parade were *Darn That Dream*, *Confucius Say, Too Romantic*, *Sweet Potatoe Piper* and *Between 18th and 19th on Chestnut Street*.

Representatives of the coin machine industry paid final tribute to D. J. Moloney, who died after he vacated a post as factory superintendent of Bally Manufacturing Company.

An unusual music "location" was found in a men's sport shop in Centralia, Wash. A speaker and a wall selector box were placed in the store, connected to a juke in an adjoining restaurant. The play rate showed up well in comparison to the prime installation next door, it was found.

### Cig. Alcoholic Revenue Up In Conn. Over 1949 Period

BRIDGEPORT, Conn., March 16.—Alcoholic beverage and cigarette taxes were among the few State revenue producers to bring in more this year than last.

Tax Commissioner Dennis P. O'Connor has released figures showing a gain in both these taxes as compared to a year ago.

The 3-cent a pack cigarette tax garnered \$5,037,932 for the first eight months of the present fiscal year which started July 1, 1949. This was \$186,737, or 3.81 per cent more than for the same period the previous year.

O'Connor said part of the increase stemmed from better tax collections as results of federal legislation which discouraged purchase of cigarettes out-of-State for the purpose of saving on tax.

Altho tax officials are pleased with the revenue increase, they point out that it is only a small percentage of the total State tax income. Total collections for the first eight months totaled \$3,659,751 or \$3,236 over a year ago.

## COINMEN YOU KNOW

### Washington:

Washington disk jockey, Eddie Gallaher, is plugging a newcomer as his record of the week — the "Third Man Theme" by Lombardo.

Rufus DeVane, head of the Ace Vending Company of Hyattsville, Md., has returned from a vacation frolic at Miami Beach. He ran into the presidents of the Bally and Keeney companies and DeVane says it did his heart good to see at least some coin machine people enjoying themselves. However, DeVane concedes that his only present complaint is having "to work so hard to make a dollar." He says business is always better this time of year than during the summer, when the beaches draw the crowds away. The Ace Vending Company services amusement games at a number of military installations including officer's and NCO clubs.

## V. G. Harkins, Texas Op, Succumbs Mar. 9

TAYLOR, Tex., March 18.—V. G. (Toby) Harkins, 37, owner of the V. G. Harkins Company here, pin game and phono operators, died Thursday (9) of a heart attack.

Harkins had been in the coin machine business for the past 18 years, with the present firm an outgrowth of the former Scarbrough & Harkins combine. His widow will continue to operate the business.

### Minneapolis-Honeywell

#### Purchases Micro Switch

FREEMONT, Ill., March 18.—Minneapolis-Honeywell Regulator Company announced purchase last week of the Micro Switch division of First Industrial Corporation.

Micro Switch, which manufactures electric switches used in electrically operated vending and amusement equipment, will remain in operation here with no major changes planned.

### To Move Futuramic Office

NEW YORK, March 18.—Futuramic Machines, Inc., manufacturers of Koffee King, will move its executive offices Monday (20) to 2303 Westchester Avenue here, the plant where the automatic coffee machines are produced. Reason for the move is to consolidate all functions of the company under one roof, it was said. Offices have been maintained at 20 East 35th Street.


### 6 Uneda Candy Machines

105 capacity, ready to put on location, \$40 each.  
1/2 with order and the balance C. O. D.  
"Q" AUTOMATIC SALES COMPANY  
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**VICTOR'S TOPPER**  
1 to 5 Cases  
**\$43.00 Per Case**  
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Prompt Delivery.  
1/3 dep. with order, bal C. O. D.  
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Walt Disney and Al Capp Character Charms.  
NOW AVAILABLE  
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**Rush Your Order Today**  
**VICTOR'S NEW TOPPER**  
1 to 5 Cases  
**\$43.00 Per Case**  
(\$10.75 Per Machine)  
6 to 11 Cases  
**\$42.00 Per Case**  
(\$10.50 Per Machine)  
25 Cases or More  
**\$40.00 Per Case**  
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Less than 25 . . . . . \$13.75  
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**Instantly With Inter-Talkie**  
 JUST PUSH BUTTONS AND TALK TO OR FROM 1 to 7 different places up to 1/4 mile away! Not a phone—Real LOUD SPEAKING ROOM VOLUME. NO ELECTRIC "PLUG-INS" NEEDED! Sits or hangs—Simple and quick to hook up! CUSTOMER CAN DO IT. 3-YEAR GUARANTEE—SELLS FOR AS LOW AS \$9.97 PER UNIT. SELL 75% OF EVERY STORE, GARAGE, WAREHOUSE. OFFICE WITH 3-MINUTE DEMONSTRATION SELLING KIT FURNISHED! IT'S A FACT. This is a red hot, never before offered, available only from us, in demand everywhere item. MANY INTER TALKIE SALESMEN AVERAGE \$200.00 A WEEK AND WORK LESS THAN 40 HOURS! YOU CAN DO AS WELL! SEND FOR FULL DETAILS TODAY on complete new 1950 line of hi-power models to fill EVERY need!

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### CIGARETTE MACHINES

Buy With Confidence From **STEINER**  
 —Founder of U-Need-A-Pak Prod.  
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 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  
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## Victor Intros 2 New Cabinet Model Venders

CHICAGO, March 18. — Victor Vending Corporation announced two new bulk vender models this week, featuring cabinet tops with plastic face plates extending one inch from the cabinet. R. W. Norling, official of the firm said the new units, in Topper Deluxe and Jumbo Universal models, have been shipped to distributors and are ready for delivery. Prices were not reported.

### New Hopper

On the Deluxe model, other changes include a new type hopper. A back retainer wall, not included in the Jumbo unit, keeps merchandise in the hollowed back of the plastic face until the merchandise compartment is three-quarters empty. It then feeds into the main compartment thru the open space at the bottom of the retainer wall, thus maintaining a "filled" appearance for a longer period.

### Jumbo Unit

The Jumbo model, to handle the new large size ball gum, features a separate top lock, permitting the location to refill the compartment with supplies left by the operator. Because of the large size merchandise, the machine would normally empty out faster in spite of its expanded merchandise compartment, and the location-filling top is designed as an operator economy.

The plastic face plates are 1/8 inch in thickness, and permit merchandise to be viewed from both sizes and top in addition to the front.

### National Biscuit Earnings

NEW YORK, March 18.—National Biscuit Company reports net sales for 1949 totaled \$294,420,391. Net income was \$21,676,903.

## Vender Pays Off

DETROIT, March 18.—Opening of the special session of the Michigan Legislature got off to a good start when eight-year-old Gerry Williams, son of Gov. G. Mennen Williams, hit the jackpot of a soft drink machine in the cloakroom. While looking around the unit he accidentally hit some combination on the change-maker which gave him three coins. His father considered it a good omen for the grave financial business to be taken up at the session.

## Seek OK To Set Drink Venders In Halifax, N. S.

ST. JOHN, N. B., March 18.—The city council chamber in Halifax, N. S., was jammed when a public hearing was held by the finance and executive committee to discuss an application from the Coca-Cola Company to install coin-operated beverage machines in stores, theater lobbies, garages, service stations, bowling alleys, rinks, billiard halls and bus terminals.

For about eight years all forms of venders have been banned by the city council. It is now proposed that the law be amended to allow operation of the soft drink machines. Petitions for and against the amendment were submitted. In looking over these, it was found that at least one of the signatures was on both. The applicant stated that the coverage was only for the soft drink machines and allowance for other venders, including cigarettes and candy, would have to be discussed separately.

The prohibition of the venders has already been modified to allow operation of venders of stamps, towels, sanitary items. The petition favoring the pop machines included 561 names.

Presenting opposition to the proposed amendment were Halifax Tobacco Distributors, Trades & Labor Council, Downtown Merchants and Retail Merchants Committees of Board of Trade and the Quinpool Road Business Men's Association. Also represented were some restaurant operators and two soft drink producers.

## Blodgett, Arkell To Give Up Executive Positions

NEW YORK, March 18. — The presidents of the American Chicle Company and the Beechnut Packing Company have announced they will relinquish their present posts at the firms' next annual meetings. Both, tho, will remain active in company management.

Thomas H. Blodgett, American Chicle topper, has been president of the company since 1921. W. C. Arkell, president of Beechnut, has been active in his concern since 1911.

of other types later. Current favorites are apple cider and tomato juice.

## Schilling & Fischer Purchase Derringer Chi Milk Operation

CHICAGO, March 18.—Schilling & Fischer Dispensing Company, 14-month-old milk vending operation, announced the purchase of the Paul Derringer, Inc., milk vender route here this week. R. A. Fischer, with partner Richard Schilling, said the purchase, combined with previous route increases, has resulted in a 100 per cent expansion over the original operation.

### Follow Pattern

With most of its Ideal and Darrimart venders, serviced by The Borden Company (remainder stock milk from a smaller dairy), Schilling & Fischer follow the Derringer service pattern. Regular routemen from the dairies visit the stops daily and stock the venders. Firm employs its own servicemen to maintain equipment, collect coins.

### Add Products

Fischer stated that the firm recently added canned fruit juices to its milk units. These are stocked by the company's own serviceman, as dairy routemen handle only milk. Stocked on a five to one ratio in most venders (one can of juice to five milk cartons or bottles) average sale of 40-50 units a day thru individual machines has been upped 10 to 15 units, with the increase credited solely to fruit juice sales. Fischer figures addition of fruit juices has increased overall volume by 20 per cent. Interesting fact is that it has not detracted from milk sales, instead acting as a plus-demand item.

To date, a two-flavor juice line has been offered, with possible addition

## Basing Point Sponsors Await Final Court Action on Bill

WASHINGTON, March 18.—Sponsors of the basing point bill are waiting for an impending Supreme Court decision before making a final attempt to blast the measure thru a wall of opposition. House and Senate conferees have shuffled verbiage around and came up with a version only slightly different from the one the Senate refused to pass early in January. The House, however, will not call up the bill before Monday (13) in order to see what the Supreme Court does in the Indiana Standard Oil case.

In its present form the basing point bill legalizes freight absorption and uniform delivered prices in the absence of conspiracy to fix prices and permits manufacturers to justify price discriminations made in good faith to meet the practices of competitors.

Chief issue of the Supreme Court case brought against Standard Oil by the Federal Trade Commission (FTC) is the use of good faith as a defense in a price discrimination suit. FTC refuses to recognize that acting in good faith is a defense under present laws. Standard contends the laws permit such a defense.

Opposition in both the House and Senate is strong, especially in the latter body. Chief opponents of the basing point bill in the Senate are Senators Paul Douglas (D., Ill.) and Russell Long (D., La.). Opposition in the House is led by Rep. Wright Patman (D. Tex.), chairman of the Small Business Committee. All three have characterized the bill as an attempt to legalize monopoly. However, Sen. Joseph O'Mahoney (D., Wyo.), a traditional foe of monopolies, is the author of the legislation.

## Veeder-Root Dividend Up

HARTFORD, Conn., March 18. — Veeder-Root, Inc., and its wholly owned subsidiary, Holo-Krome Screw Corporation, reported consolidated net income for 1949 of \$1,250,384, or \$3.01 per share, as compared with \$1,350,867 or \$3.26 per share in the preceding year. Dividends paid in 1949, at the rate of \$2 per share, total \$829,200, exceeded only in 1940 when the company paid out \$900,000 to stockholders. Veeder-Root manufactures counting and computing devices for coin machines.



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**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!

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*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 and copper series of 32 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



**Coca-Cola Reports 1949 Profits of \$37,790,927**

NEW YORK, March 18. — Coca-Cola Company and its consolidated subsidiaries reported this week that for the year ended December 31, 1949, a net profit of \$37,790,927 was realized out of gross earnings of \$127,681,070.

Firm also declared a dividend of \$1 on its common shares, payable April 1 to stockholders of record March 16.

**Industrial Survey Shows Popularity Of Plant Venders**

NEW YORK, March 18.—Almost 50 per cent of all industrial plants having employee recreation programs depend on vending machines to finance all or a portion of such activities, according to a recently completed survey by the National Industrial Conference Board, Inc. Contacting 254 companies, the group discovered that 92 per cent had some type of employee recreation and that between 10 and 11 per cent of these assumed the total cost of the program.

The survey revealed that in 113 plants (42.8 per cent of the total number contacted) vender profits contributed substantially to recreation. In a list of 16 sources of revenue, vending machine profits were the third most lucrative, with only company contributions and playing fees from such sports as bowling, pool and golf rated higher.

Commenting on venders, the conference board stated: "In large companies revenue from this source sometimes amounts to thousands of dollars and is sufficient to support the entire recreation program. Most companies that have employee cafeterias operate them either at cost or with company subsidy so that cafeteria profits are not depended upon to any extent as a source for recreation funds."

The survey showed that vender profits were rated the third most important source of revenue for 12 plants in the 1,499 employee class. They received the same rating from 17 plants in the 500-999 class, from 35 in the 1,000-4,999 class and from 29 in the 5,000 and over bracket.

While the size of a firm has no bearing on the size of the recreation program, the survey revealed, companies with from 1,000 to 5,000 employees have the most extensive recreation programs.

**New Type Wall Plate Introed by Walltite**

PITTSBURGH, March 18.—Working with the Vend-Rite Company, for which it is a distributor, The Walltite Company here has developed a new wall mounting plate for small venders which eliminates need for drilling.

Initial model, designed for use with Vend-Rite's Kleenex and food venders, is \$3, including four screws and wing nuts for mounting the vender plus a special activating solution. Latter, applied to a new adhesive in two strips across bottom and top of the plate back (used by the ceramic industry) permits wall mounting in two minutes. A 12-hour period for drying is recommended.

According to Walltite, the adhesive mounting can withstand a 3,000 pound pull. The plate cannot be removed while the vender is attached, but special demounting instructions are given for removing the plate if required.

**Wrigley Co. Reports Record Biz in 1949**

CHICAGO, March 18.—J. C. Cox, president of the William Wrigley Jr. Company, has announced that an expanded sales program last year made possible the record earnings revealed by the firm's annual report. Net income increased to \$12,409,356 or \$6.30 a share from \$11,455,114 or \$5.82 a share in 1948. Volume of sales increased 11.5 per cent over the 1948 level, Cox declared. Total sales volume was \$68,490,270.

Net earnings of Wrigley's foreign subsidiaries reached \$1,636,866 in 1949, an increase of \$212,677 over 1948.

Cox also attributed the peak earnings to lower production costs. He said the firm was looking to further savings in production costs in 1950.

**Elb. Amburn Sales Rep for Frigid Fruit**

**Up Machine Output**

LOS ANGELES, March 18.—Elbert Amburn, operator of 26 frigid fruit apple vending machines in the Long Beach area, has been named sales representative for the Frigid Fruit Company, Yakima, Wash., in California, Arizona, Texas, Ohio, Pennsylvania, Massachusetts, New York, Florida, Illinois, Kansas and Missouri. With the appointment of Amburn to this post, the manufacturers also announced that machine production will be increased to 200 units per month.

Frigid Fruit Company, which not only makes its machines but controls orchards for the supply of fruit to its operators, is in the process of developing a machine to hold 120 apples. The company maintains its own warehouses in Yakima and Long Beach.

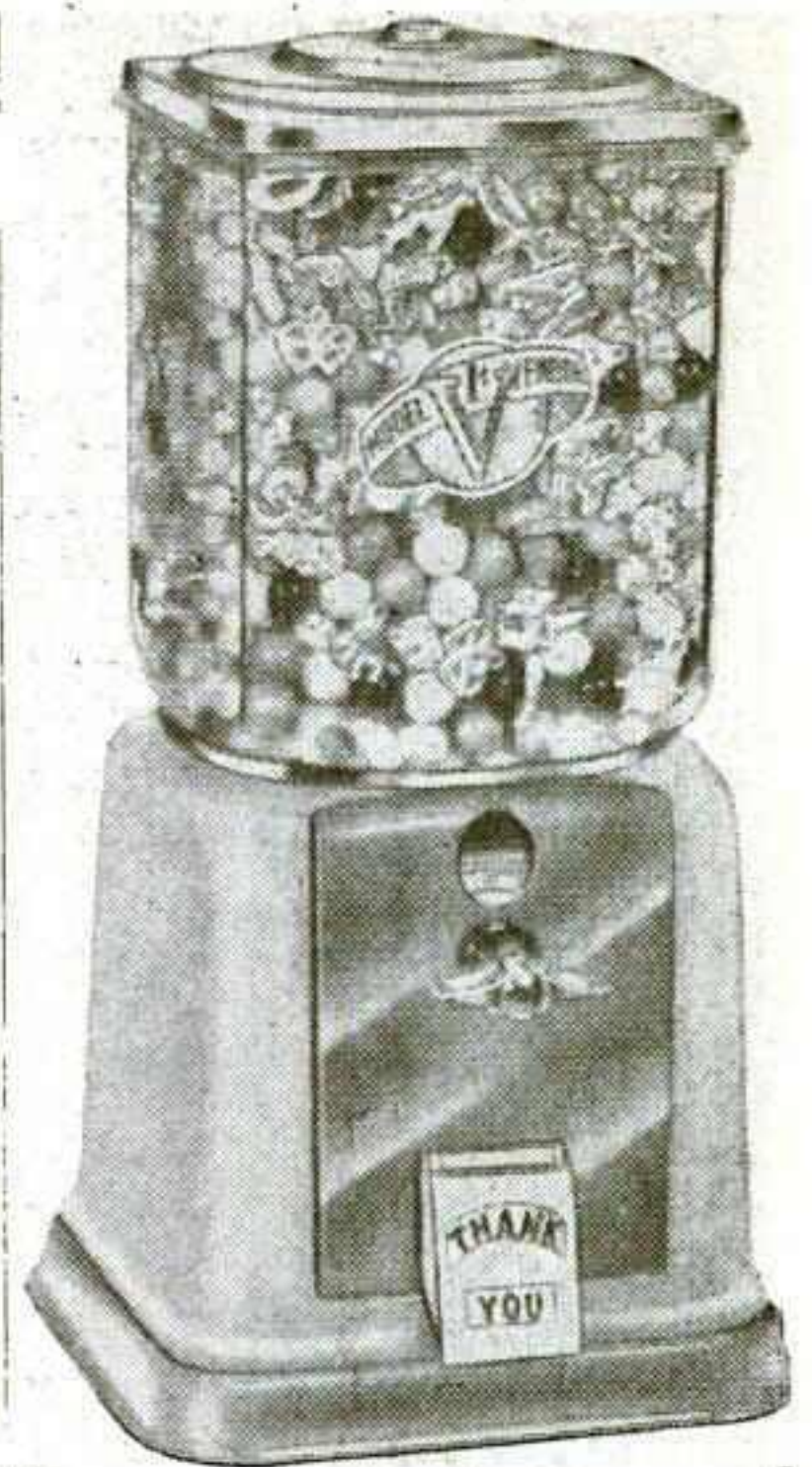
Amburn has been operating apple venders for the past five years in this area. At the present time eight of his machines are in Long Beach city schools, being the only venders there. His locations also include bus stations and the naval base, the latter location using the bulk of the remaining equipment.

Amburn and Frigid Fruit work closely with the Washington Apple Commission. Apples vend for 10 cents. The machine has only one coin chute.

**Paul Beich Co. Appoints Walsh General Sales Mgr.**

BLOOMINGTON, Ill., March 18.—Paul M. Beich, president of the Paul F. Beich Company, announced the appointment this week of Harold E. Walsh as general sales manager.

Walsh joined Beich in 1923; in 1926 he was promoted to retail credit manager and in 1929 was made general credit manager. He joined the sales department in 1943 and in 1947 was named Western sales manager. Walsh has just completed a year's term as president of the Bloomington Association of Commerce.



**NOW . . . Victor's Famous Model V**  
equipped with  
**VICTOR'S NEW PLASTIC GLOBE**  
at  
**NO EXTRA CHARGE**  
8% Greater Capacity  
The Model V . . . recognized as a great 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.

**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.

**"GREATEST ADVANCEMENT EVER MADE IN BULK VENDERS"**  
**Northwestern**  
CUTS SERVICING TIME AND COSTS IN HALF  
MODEL 49  
INTERCHANGEABLE SANI-CARRY GLOBE

Until you have actually operated 49s you have no idea of the time saved on location or in the service department . . . the amount of reduction in overhead . . . the extra time made available for handling additional machines . . . the accurate control of merchandise . . . the pleasure of knowing that your route is modern, efficient, systematically serviced and producing every bit of profit available from your locations. Best of all, you don't have to take anyone's word for it. See the Model 49 . . . test it . . . try it on your own route under your own conditions without risking a penny! Write for complete details today.

**KNOW WHAT'S GOING ON IN BULK VENDING**  
Read The Northwestern . . . full of news, photos, helpful hints for vending machine operators. It's FREE.  
**THE NORTHWESTERN CORPORATION**  
829 E. Armstrong St. Morris, Illinois

**VICTOR'S AMAZING NEW TOPPER**  
Special March Offers  
1 Case (4) Toppers PLUS 25¢ 210 Ball Gum or 25¢ Candy PLUS 1000 Charms. All for only \$50.00 (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 only \$36.00  
1 Triple Unit Topper with stand, plastic globes, PLUS 25¢ 210 Ball Gum PLUS 25¢ Candy PLUS 1000 Charms. All for only \$51.25  
Simp. Topper, \$11.25  
Immediate Delivery on Victor's Universal Jumbo, \$14.95 ea. Write for Introductory Offer.

**RAIN-BLO GUM** 140, 170 or 210 count, in 25¢ cartons, 27¢ lb. in lots of 150 or more with freight prepaid. 25¢ lb., less 2%  
**COLORED BALL GUM**—All Sizes 25 or 40¢ carton, 25¢ lb. 160¢ lots, 23¢ lb. with freight prepaid. FULL CASH WITH ORDER  
1/3 Deposit, F. O. B. Brooklyn, N. Y., Balance C. O. D. Orders Under \$10.00 Money in Full. ALL PRICES SUBJECT TO CHANGE WITHOUT NOTICE.  
**PIONEER VENDING SERVICE**  
Exclusive Victor Distributor in N. Y. 461 SACKMAN ST., BROOKLYN 12, N. Y. Phone: Dickens 2-7992

**PISTACHIOS** 25 lb carton Large 50¢ lb. Small 45¢ lb. Full Cash With Order.  
**COMIC STRIP CHARMS** Plastic, \$4 per M. Metal, \$6.75 per M.  
Write for our FREE Complete Charm List.

**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. 65.00  
ROWE PRESIDENT, 10 Col. 100.00  
Rowe Royal 10 Col., 400 Pack Cap. 95.00  
Rowe Royal 8 Col., 308 Pack Cap. 85.00  
Rowe Imperial, 8 Col., 240 Pack Cap 70.00  
Rowe, 150 Pack Cap. 35.00  
Special! 4 Col., 100 Pack Cap. 27.50

**SALE \$62.50 DuGrenier**  
MODEL W, 9 Col., 308 pack cap. 7 Col., 235 pack cap. \$59.50

**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  
UNEDA, 40 BAR CAP. 23.50

**SALE NATIONAL**  
Candy Vender \$100.00  
9 Col., 162 Bar Cap. \$80.00  
6 Col., 108 Bar Cap. \$70.00  
Wall Model

**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 EVERGREEN 7-4568 BROOKLYN 11, NEW YORK

GIVE TO THE DAMON RUNYON CANCER FUND

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!



America's Finest All Electric Cigarette Vending Machines

**EASTERN ELECTRIC VENDING MACHINE CORP**

GENERAL MOTORS BLDG. NEW YORK 16, N.Y. PRODUCTS OF C-B LABORATORIES

## Frank Doyle New Sales Mgr. At Coan Manufacturing Co.

MADISON, Wis., March 18.—Frank Doyle has joined Coan Manufacturing Company, manufacturers of candy and cigarette venders, as sales manager, and Vic Johnson, formerly in charge of sales, has been named assistant to the president. Announcement of Doyle's appointment and Johnson's promotion came this week from J. W. Coan, president of the firm.

Doyle and Johnson, reached by *The Billboard* in Kansas City, Mo., said the move heralded a more intensive sales campaign bolstered with direct factory representation in 15 key areas thruout the country.

Doyle recently had been associated with firms developing coffee machines. Prior to joining Coan he was working independently on a coffee vender and before that was connected with Futuramic machines in New York.

Johnson said the appointment of 15 direct factory reps will make for closer relationships between the Coan company and its operators. The goal is to double Coan production during the coming 12 months.

The company has been represented in the field by salesmen and by operators who doubled as distributors. Johnson said it is possible some of the old field sales staff will be retained.

Much of Coan's future sales campaign will revolve around the Missouri U-Select-It Company, established in January in Kansas City, Mo. This firm, Johnson said will be a model operation on which all Coan representatives will get practical route experience. The operation will also serve as a testing ground for the factory.

At present Missouri U-Select-It has approximately 250 venders on location, Johnson declared. Eventually he said the routes will consist of between 500 and 1,000 machines.

Once the 15 factory representatives have been appointed and assigned territories, they will be brought to Kansas City to get first-hand knowledge of U-Select-It equipment.

## Pa. Drink Bottlers To Appeal to Voters For Bev Tax Repeal

HARRISBURG Pa., March 18.—Soft drink interests in Pennsylvania are carrying their fight for repeal of State's beverage tax to the voters. After failing to stop re-enactment of the levy in the 1949 Legislature, the industry, spearheaded by bottlers, mapped plans to put candidates of their own into the field at the next election.

As the primary election approaches (May 16) the first bottler to be announced as a candidate for the House of Representatives is Clarence Stoner, a Harrisburg bottler. Stoner will run for the Republican nomination for the House in Cumberland County. Repeal of the soft drink tax is expected to be one of his campaign issues.

Meantime the Soft Drink Bottlers and Retailers of Harrisburg are starting an advertising campaign to get the voters registered. Elsewhere thruout the State it is expected that other local organizations of bottlers and retailers will organize similar campaigns.

The controversial tax levies 1 cent on bottled soft drinks and 1/2 cent an ounce of sirup used in the fountain mixing of drinks, as an excise tax. Bottlers and manufacturers, with help of retailers, have fought the Pennsylvania tax on soft drinks from its enactment in 1947 thru re-enactment in 1949 to the present.

## Custom Service Aids Denver U-Select-It

(Continued from page 105)

and used to guide bar purchasing for the following month. All bars which show slow sales thru all machines are naturally eliminated, while those which do not sell well at one location but move rapidly at another are re-routed to the locations which show popularity. Thru six months of study, it has been possible to stock candy bars by routes, so that confections which will not sell well on one route are never carried by the serviceman covering that section. This saves indiscriminate stocking of the venders with whatever candy happens to be on hand, insures that bars that move rapidly in one section are sent only to that section, and finally, weeds out all candies which for one reason or another aren't selling well at any point.

The ultimate result has been smoothing out of turnover ratio between this candy and that and better returns on every location.

## U. S. Tobacco Earnings

NEW YORK, March 18.—United States Tobacco Company reported this week that higher 1949 net sales, over 1948, returned \$257,008 less in net income. Sales last year were \$21,731,258, compared with \$21,484,190 in 1948; net income was \$2,947,220 compared to \$3,204,228 in 1948. J. W. Peterson, president, attributed the decrease to more extensive marketing and advertising programs above "reduced" expenditures of 1948.

## PRODUCT-ROTATION

(Continued from page 105)

A package deal has been set by the firm, and for \$45 (vender alone is \$35) the vender is supplied with three additional front panels, each advertising the product or products desired. A 30-inch-high floor stand, with locked storage compartment, is \$12.50; for wall mounting, a special wall mount plate which removes need for drilling is available for \$3 (see separate story).

To date Vend-Rite has arranged special brand promotion front panel designs with Austin Packing Company, National Biscuit Company and Purity Pretzel Company. Contrasting the white baked enamel finish of the vender, each panel will carry red and blue lettering and a design of the package, along with the product and firm name of the food firm.

Vend-Rite has also arranged for those firms carried on the face panels to permit operators to deal direct, as part of its merchandise-vender co-operative program, Tennes said.

Capacity of the food vender ranges from 42 to 72 packs, depending upon thickness of individual packs. As in the Kleenex model, each column vends alternately.

Tennes revealed that a two-column selective vender, styled along the lines of the present model, was in the design stage. It will be offered as a general merchandise unit, vending candies, cookies and sundries.

## 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.



WRITE FOR FREE ILLUS. CATALOG OF ALL TYPES OF MACHINES

TOPPER

(Illustrated) Lots of 100, \$10.00

Victor's Universal

JUMBO

1" Ball Gum Vender Best Location-Getter in Years!

Immediate Delivery

Sample \$11.50

1/3 Dep. With Order, Bal. C. O. D.

VEEDCO SALES CO.

2124 Market St. Philadelphia 3, Pa. Phone: LOcust 7-1448

## 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.

## POPCORN

Find out about the original "Pop" Corn Sez PRE-POPPED CORN. Scientifically popped and packaged to create profits for you. Shipped anywhere. It costs nothing to ask -- means profits for you.



WRITE, WIRE, PHONE

'POP' CORN SEZ CO.  
8329 Delaware Ave.  
UPPER DARBY, PENN.  
Phone: Allegheny 4-1019

50 LBS. FREE!

## VENDING PRODUCTS FOR BULK VENDERS

With Each Order For 10 NORTHWESTERN 49's at \$13.75 each

A special Big Money Assortment of Standard Quality vending items will be included FREE with each shipment of 10 New Northwestern 49's. Check Items Wanted.

- Baked Beans
- Rainbow P-Nuts
- Cinnamon Nuts
- ExCell Mix
- Pistachios (25 lb. limit)
- Ball Gum (Specify Sizes)
- Tip Top
- Licorice Gems
- Jumbo
- Red Skins
- Spanish



NORTHWESTERN 49's

For nuts, candy, charms & ball gum

KING & CO.

2702 W. LAKE ST.

CHICAGO 12, ILL.

## DO YOU KNOW?

You can buy all machines made by

- Victor Vending Corp.
- Northwestern Corp.
- A. B. I. Corp.
- Silver King Corp.
- Hamilton Scale Co.
- Marion Scale Co.

on TIME PAYMENTS paying for them in 20 Weeks? Write for details TODAY!

ROY TORR LANSLOWNE, PENNA.

## FREE—250 BALL GUMS—FREE

Buy BRADLEY colored bubble ball gum, 7 assorted colors, "5 1/2"-"170"-"210" in 25-lb. cartons and get

## FREE 250 EXTRA BALL GUMS

only 25¢ Per Pound F. O. B. Chicago

Cash with order—we pay freight on 100 lbs. or more. Packed only in 25-lb. carton. Buy direct and save.

BRADLEY ASSOCIATES, INC.

1650-52A No. Damen Ave. Chicago 47, Ill.

**ANOTHER  
ADVANCE  
Profit Maker  
HERSHEY  
5¢ BAR  
VENDOR**

Typical Advance sturdy construction—all steel for indoor and outdoor use—with famous Advance coin detector and window to show product. Capacity 90 bars. Hopper can be adjusted to vend many other size confection packages. 33 1/4" high; 4 1/2" wide; 6 inches deep. A flexible vendor that will make money for you 52 weeks a year.

**SAMPLE \$19.00**  
2 to 11 ..... \$15.75  
12 to 49 ..... 14.50  
50 or more ..... 14.25

**ORDER TODAY**  
1/2 Dep., Bal. C.O.D., F.O.B., N. Y.  
**J. SCHOENBACH**  
Distributors of Advance Vending Machines.  
1647 Bedford Ave. Brooklyn 25, N. Y.

**NAMA Cup Division Seeks  
Research Program Finances**

(Continued from page 105)

to control the bacteria count in finished drinks. Once sufficient data is gathered the division plans to make its findings known to the industry at large.

Manufacturers will benefit, it was claimed, by refining the design of machines to limit the areas subject to contamination. On the operating level, new procedures will be detailed to help servicemen sanitize machines efficiently. The division has pointed out on several occasions that zealous application alone will not result in sanitary machines. Uninformed servicemen can actually contaminate clean equipment thru the unnecessary, tho well-intentioned, handling of vending assemblies, it claimed.

**Eyes Use of Findings**

The division views the use health officials will make of its findings one of its most important contribution to the industry. Its members maintain that public health officers now have no responsible data to refer to concerning cup venders. As a result, regulations are often made on a local and arbitrary basis. Scientific information coming out of the Michigan State study should be an important tool in creating uniform sanitary standards, committee members declared.

In this connection, the executive committee was understood to have discussed cup vender regulations now being developed by Chicago health officials as part of that city's program to supervise all food dispensing equipment (*The Billboard*, March 18).

In its campaign for new members, the division will emphasize that it is separately financed and administered, and is unauthorized to use NAMA funds. Money to support its program comes only from member subscriptions, committeemen pointed out.

Present at the meet were Clint Darling and Bernard Osmond, of the NAMA staff.

**Window Ogler  
Unit Now Being  
Made by Darling**

DETROIT, March 18.—Production of the Window Shopper recording hook-up for store windows to provide shopping service while the store is closed, is under way, with the L. A. Darling Company of Bronson, Mich., taking over production, according to L. D. (Red) Kilgore, inventor. The pilot model, as reported in *The Billboard* last summer, was installed in the windows of Kilgore and Hurd exclusive men's wear store here, where it can be operated by the passerby for a quarter. The customer "phones" his order to the device, and his quarter is refunded when he pays his bill after the merchandise is delivered.

A number of units are now in stores in other cities. The unit is being marketed under the name of Tell-It-To. Sales offices for the Darling Company are in the Marbridge Building, New York, under the direction of Carl O'Keefe, vice-president.

**Detroit Op Evolves  
Conversion Method  
For King-Size Cigs**

DETROIT, March 18.—A successful method of conversion of cigarette machines to the use of king-size packs is being used on units operated by the Vendo Cigarette Company. The conversion was designed by Sam Granelli, serviceman for Vendo, who has worked out the details.

Move is in line with the trend toward the use of the larger cigarettes, as recently reported in *The Billboard*. Warren Ayres, manager of Vendo, reports that on nearly every location a machine is considered unsatisfactory if it does not have a column for the big smokes. In practically all cases on his route this column is used for Pall Malls.

Other conversions for various units have been worked out, notably by a firm in Philadelphia, but Granelli's idea is specifically adapted to the Model 930 and 950 National machines which Vendo operates. The basic idea was conceived by the Howes-Shoemaker Company, another of the city's largest operators, and then further developed by Granelli.

**RIDELL HEADS**

(Continued from page 105)

dries, Malkin-Illion, National Vendors, Rowe Manufacturing, Stoner Manufacturing and the Superior Manufacturing Company.

**Biz Sessions**

NATD sessions in which the vending industry has shown advance interest include discussions of tobacco taxes, during which proposed legislation for a graduated cigarette tax will be outlined, State fair trade laws and the place of the wholesaler in candy distribution. Time has been set aside for meetings of several State tobacco associations, among which were listed those of Illinois, Indiana, Iowa, Ohio, Michigan, New York and Pennsylvania.

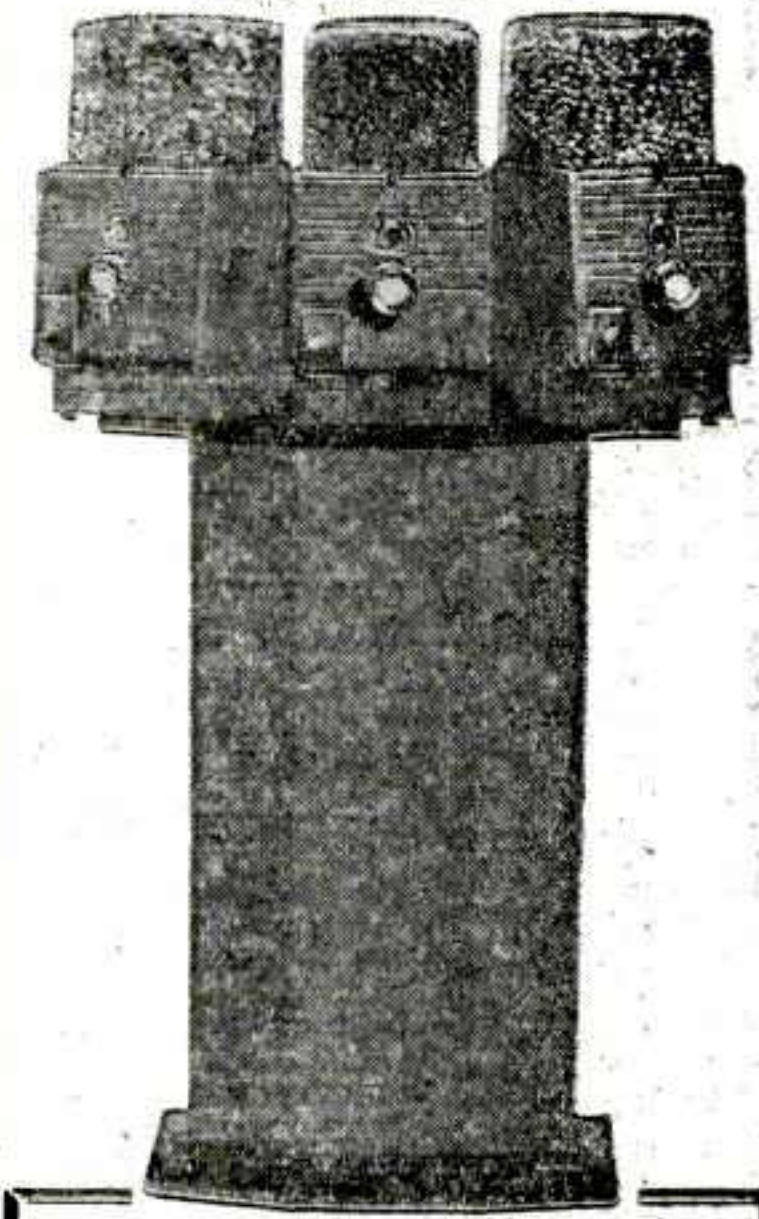
Entertainment, banquets and social functions will round out the NATD convention program.

**Canada Dry Moves**

NEW YORK, March 18.—Canada Dry Ginger Ale, Inc., moved into new headquarters here this week at 100 Park Avenue. All offices are on one floor. The sirup company formerly occupied office on several floors of 100 East 42d Street.

**NOW!  
Bigger Profit  
FROM EVERY LOCATION  
With the New  
Northwestern**

**CABINET STAND  
FOR MODEL 49**



**WRITE FOR DETAILS  
OR SEE YOUR DISTRIBUTOR  
THE NORTHWESTERN CORPORATION  
829A ARMSTRONG STREET, MORRIS, ILL.**

**New Low Price  
KING OF VENDORS**

Nut and Ball Gum Candy, Charms, Vendors, 1c-5c U. S. and Foreign Coins, "Hot Nut" Vendors.



Bigger Profits from locations are a natural with Silver Kings or "Charm King" Ball Gum Vender. 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.**  
627 Diversey Parkway CHICAGO, ILL.

**WE'VE GOT...  
TOPPER**

**Victor's Terrific Vender**



Amazing new operating features and a low price that enables you to clear cost of machine in a matter of a few weeks. Packed and sold 4 to case, \$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

**BRAND NEW  
LUCKY BOY VENDORS**

**\$9.75** EACH  
Lots of 5, \$8.75  
Lots of 25, \$7.75  
1c or 5c MODEL

Nut and Charm Vendors hold 5 lbs. Nuts, Ball Gum Vendors, 800 Balls Gum. Fully guaranteed. 1/3 Deposit, Balance C. O. D.

**FREE**  
5 LBS. NUTS OR BALL GUM, ONE WALL BRACKET WITH EACH MACHINE  
**BLOYD MFG. CO.**  
VALLEY STATION, KY.

**JUST OUT!**

New Type Stands for Vending Machines. Cast Iron Base. Complete—Only \$3.50 Ea. Weight:

1/3 Dep., Bal. C. O. D., F. O. B. Chicago.  
**NOVELLY CO.**  
467 N. Milwaukee CHICAGO 10, ILL.  
MOncroe 6-7533



"The Magazine of Automatic Merchandising"

"VEND is one of the outstanding trade papers in the country. I know because I'm in the publishing business as well as in the coin machine business."

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New York, N. Y.

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Cincinnati 22, O.

Please enter my subscription to VEND Magazine for One Year for which I inclose \$3.

Name .....

Address .....

City ..... Zone ..... State .....

# MOA Sets Sights on '51 Meet

## Say Org Now Reps Ops on National Level

### Issue Statement

NEW YORK, March 18.—With its first annual convention safely under its belt, the Music Operators of America (MOA) is setting its sights on a bigger and better confab next year, executives of the fast-growing organization declared here this week. However, the time and place of the 1951 meeting still remain undecided.

MOA's three-day meet last week drew over 500 delegates to the Palmer House, Chicago (*The Billboard*, March 18). Confined exclusively to the automatic music industry, it attracted operators from all parts of the country and secured the active participation of many equipment and record suppliers.

In an official recap of the convention, MOA National Chairman George Miller and Dick Steinberg, national secretary, admitted attendance far exceeded expectations. They said that support given the organization now authorizes the MOA to speak for music operators "on a national level in all matters pertaining to their welfare." They issued the following statement:

### MOA Statement

"The officers and executive committee who launched this undertaking (the first MOA convention) expected a small representative assembly in its initial effort. It became apparent before the convention opened that the situation was completely underestimated. Music operators from all parts of the nation were pouring into Chicago.

"The executive committee and exhibitors were amazed and gratified at this performance. Serious-minded, purposeful music operators surged into the meeting room and exhibits each day. Here was spontaneous response from the grass roots.

"How can one explain this unusual development? Perhaps the key may be found in the caliber of MOA leadership or perhaps because the leadership has provided the means whereby this entire business may be (See MOA SETTING on page 114)

## TV-ers Can Relax

WAUKEGAN, Ill., March 18.—Bruce Wight, Pfanstiehl Chemical Company exec, has been spending his spare evenings, along with his family, watching television. And from the positions assumed by his children in the course of an evening, Bruce has come up with a new piece of furniture which bids fair to become popular across the country.

Called a "TV Loafer," the new chair resembles a garden chair, except it does not have any legs. Instead a cushion covers the back, then stretches forward for the legs. Loafer can be set at any one of three positions, depending on the viewer's desire.

Unit worked so well at home Wight is having it manufactured by Drinkwater, Inc., this city, and is offering it for sale at \$5.95.

### Merchandise Clinic:

## Service, Service, Service Can Hit Juke Jackpot, Says Hartford Op Who Makes Promosh Pay Off

By Allen Widem

HARTFORD, Conn., March 18.—"Just because juke box business is off, juke box operators shouldn't take the attitude of 'wait and see' how trade will develop," according to Jim Tolisano, owner of Superior Music Company, Hartford coin operator.

"Too many operators," Tolisano said, "seem to get the idea that once business falls off the best bet is to more or less sit back and watch developing events within the trade for a key to better business conditions.

"I think that the more practical way of bringing back better trade conditions is to go looking for new business on a consistent scale. This can be accomplished with a score of ideas, but the main thing to remember at all times is a consistent feeling of optimism."

### Typical Location

"Take a typical juke box location," Tolisano continued. "There you have a juke box and eating or drinking facilities. The latter, of course, are more important to the incoming customers. The juke box is there for occasional entertainment. Why should it be only for occasional entertainment? Why not display a number of large posters, specifying top hits of the week available on that particular juke box? This is attention-getting and, resultantly, business-getting."

He added "Too many juke box operators leave their juke boxes in neglect. A clean juke box invites attention, while a dirty juke box just brings on natural resentment on the part of the potential customer."

### Bring In Biz

"The juke box operator," he went on to say, "should do everything to bring business into the juke box location. Of course, some operators might contend at this point, 'Why bring business into a location where maybe one-eighth of all the receipts in the location will eventually find a way into the juke box itself?' The answer to that, of course, is the factor that bigger business will bring all kinds of trade into that location, get the owner in a better mood, perhaps even land a better percentage deal with the owner and, resultantly, better over-all public relations."

How to bring new business into a juke box location?

Tolisano specifies these points:

### 3-Point Program

1. Best of equipment. The operator should make certain that his equipment is always clean looking, in good

shape and therefore attractive to the potential purchaser.

2. Best of records. The operator, points out Tolisano, should not select records haphazardly. "Take good selections," he advises. "They bring in the business. Watch the market reaction and act accordingly."

3. Best service, according to Tolisano. "You can't be in business 100 per cent and just service your juke boxes on an occasional basis. You've got to service all the way down the line at all times. This builds public relations and, of course, in the long run, better business."

Tolisano became interested in coin machines 15 years ago. His father, Ambrose, now operator of a restaurant at a Connecticut summer resort town, was one of the earlier coinmen.

### Come a Long Way

The younger Tolisano believes the coin machine trade "has come a long way in a relatively short time. But it still has to learn that the feeling of optimism should be stressed at all times. Too many men in this business find trade hitting the doldrums and are just content to sit around and wait for things to happen. That is not the right way. The right way is aggressive sales promotion, thorough service, service and service!"

## Janes Music Co. Building Hdqrs. In Indianapolis

INDIANAPOLIS, March 18.—Mrs. Blanch Janes, Janes Music Company here, announces the erection of a one-story building on North Delaware Street, to take care of the expanding business. The structure will be of Indiana limestone, concrete and steel, built to carry another story for additional expansion.

The front of the building is made entirely of glass. The storeroom will be 33½ by 70, entirely fireproof. Parking space will be ample in the rear of the building. Floor space will be provided for a modern record shop, offices and room for the service department. Interior plans include the most modern equipment and streamline decorations.

## Two Bridgeport Ops Voice Opinion on 7½-Cent Coin

BRIDGEPORT, Conn., March 18.—In an article in *The Bridgeport Herald* (12), in which various persons were quizzed on the minting of a 7½-cent coin, two local juke operators were quoted, Chester Morris of the United Amusement Machine Company and James V. Fitzpatrick.

Morris pointed out that at a nickel a record, juke boxes are now being run at a near-loss. "A lot of the boys are on their way out," he said. "We're licked unless something can be done. This 7½-cent coin may be the answer." Morris reported operators had tried to use dime juke boxes but had

been in most cases unsuccessful.

Fitzpatrick agreed the juke box business faced a financial crisis. He stated the machines which formerly cost \$395, now cost \$1,000; records which used to cost 39 cents now are sold for 79 cents, and labor is 40 per cent higher. "You can't pay \$1,000 for a juke box with nickels," he said.

Three local teen-agers also quizzed on the use of the proposed coin in juke boxes, were vehement in their answers, stating that if it cost more than a nickel to play the juke boxes, they would not patronize them at all.

## Pfanstiehl in Production on Pick-Up Unit

### Viewed at MOA Meet

WAUKEGAN, Ill., March 18.—Pfanstiehl Chemical Company here is now in production on its new Strain-Sensitive Phonograph Pick-up unit which was previewed at the Music Operators of America (MOA) convention in Chicago last week. To best demonstrate the unit, the firm installed the pick-up in two old phonos, a Wurlitzer and Seeburg, and kept the machines going thruout the convention.

The pick-up is a specially shaped piece of plastic which is coated with a strain-sensitive material. The pre-amplifier supplies the element with a polarized current which is modulated (See Pfanstiehl on page 120)

## Chi Ops View 1250s Set at 2 New Speeds

### Diskeries Show Units

CHICAGO, March 18.—Chicago operators are getting a preview showing of the Wurlitzer 1250s equipped to play either 45 or 33½ r.p.m. disks thru a deal set up by Ben Coven, Coven Distributing Company, Chicago and the local RCA, Columbia and Capitol Record headquarters.

Machines were set up by factory reps from Wurlitzer headquarters in North Tonawanda, N. Y., who, after completing the installation, turned over the servicing detail to the Coven org. Units are located in the show-rooms of each of the record firms and are so situated that ops buying disks can see the units in action. Coven said they will remain on location at the diskery outlets until all ops who are interested have had an opportunity to see them in operation.

Ops visiting the three firms are able to see both speeds in action and, even more importantly, can see how a machine featuring either 45 or 33½ disks can be programed.

## Advertising Pays

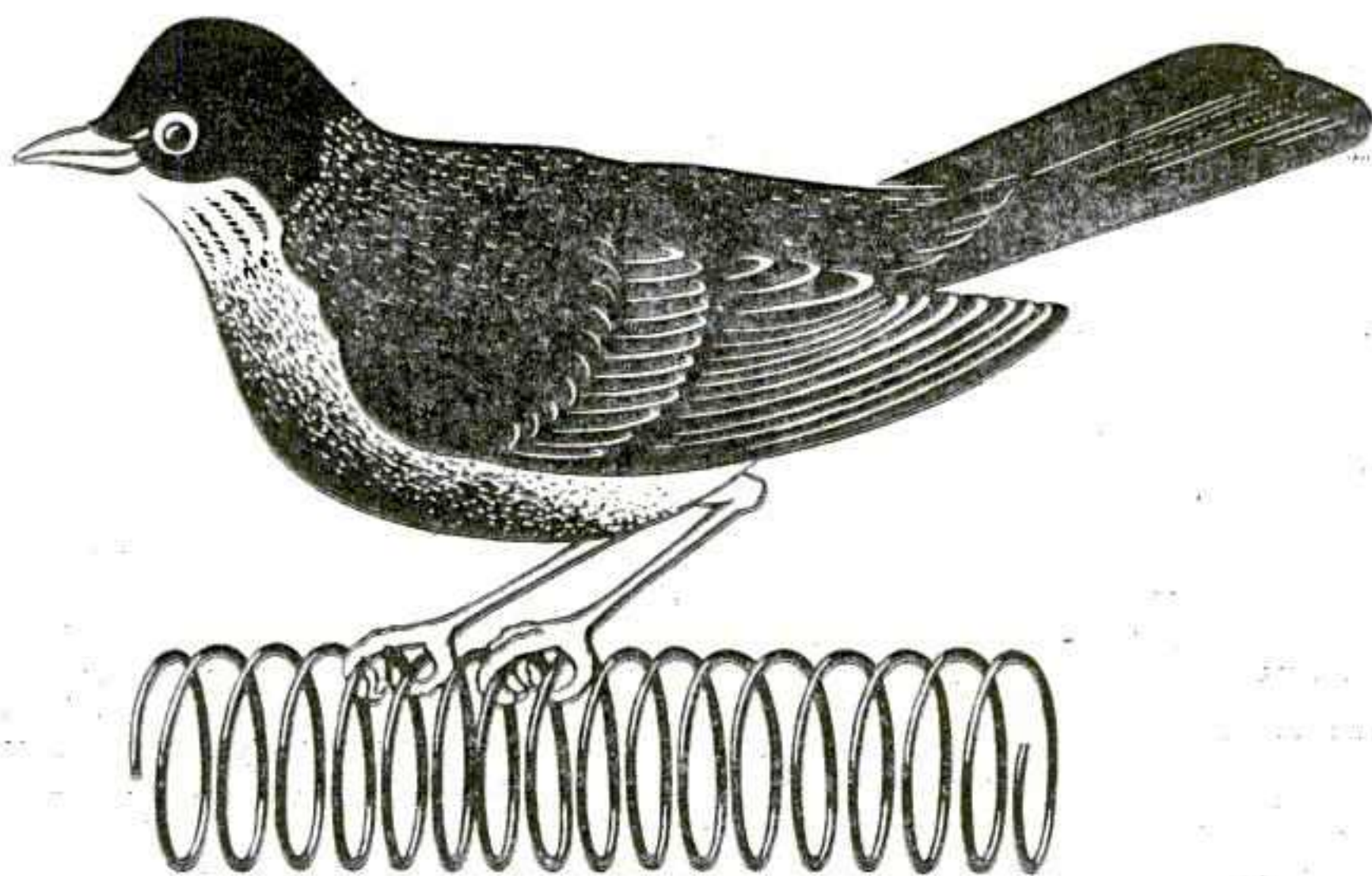
SIOUX FALLS, S. D., March 18.—Music operators thruout the State have been using a cute little gimmick to promote their operations, and at the same time, aid State tax officials.

For example, Norman Gefke, who operates music and amusement devices in this neck of the woods, has had a special decal designed which is affixed to each piece of equipment he operates. It reads:

"Norm, the Music Man. Juke Boxes, Pinballs, Shuffleboards. Sioux Falls, S. D. Phone 799."

Now, patrons can tell from a glance who is operating the piece, and the State tax collectors can tell how many pieces Gefke has on location here.

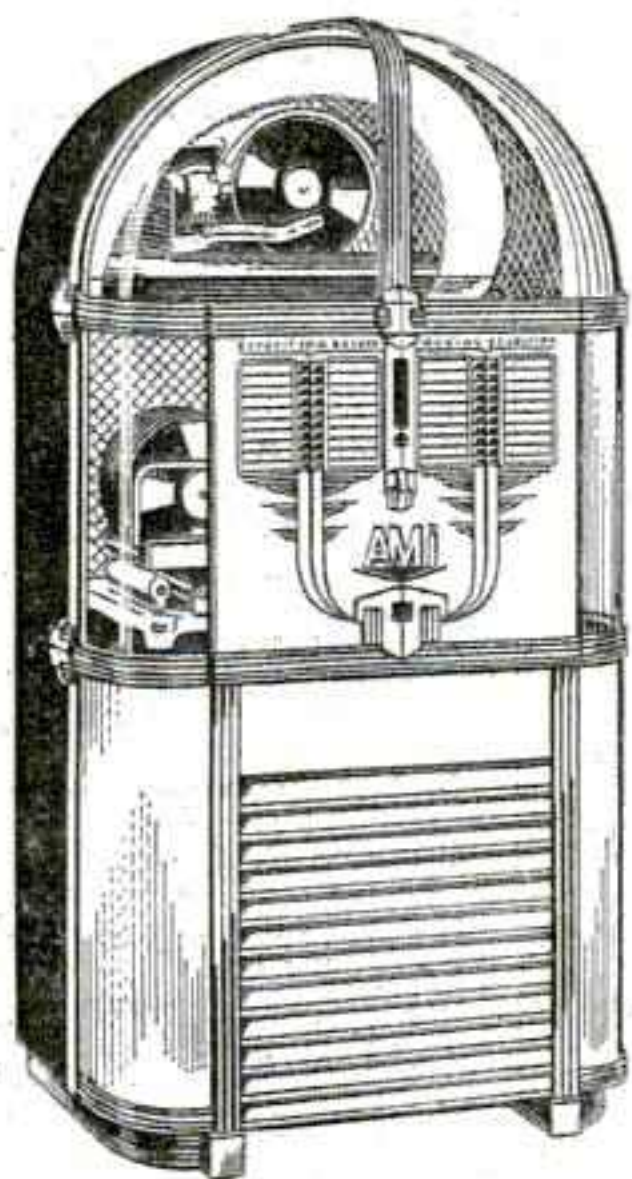




# Spring, Spring—Go Away!

No operator welcomes more springs—the springs in his music boxes already worry him enough. Only on the AMI does “spring” cease to be a headache; examine our record changer and you’ll marvel at how this comprehensive mechanism functions with so few springs! Only five of the familiar coil type, ordinarily recognized by laymen as “springs,” are needed by the AMI during the complete cycle of changing a record. Simplified engineering explains its trouble-free performance.

## *The “C” is Built for the Operator*



Model “C” wins you because it’s built *for you!* Fast front-door servicing. Double size cash box, double locked. Beautiful blond and natural mahogany cabinets; net weight only 253 lbs. Choice of de luxe color effects to suit every location. Lowest operating cost; highest profit per dollar of investment. For security and satisfaction center your efforts on the “C”!

# AMI Incorporated

General Offices and Factory: 1500 Union Ave., S. E., Grand Rapids 2, Mich.  
Sales Office: 127 N. Dearborn St., Chicago 2, Ill.

# MOA Setting Sights on '51

(Continued from page 112)

lifted to a higher and more profitable level.

"That can best be done by improving the lot of the music operator. It follows that this will create a better market for the suppliers.

### Confabbers Satisfied

"The series of meetings for three days were well attended. Many operators expressed their feeling that for the first time they were returning home from a coin convention with new ideas and a more enlightened grasp of their business. Each operator had an equal voice and vote on all matters pertaining to the automatic phonograph industry.

"To those suppliers who encouraged us by being exhibitors, we are deeply appreciative. To the trade press who did a thoro job, our thanks would be an understatement. To the music operators of America, we salute you. Because of your loyal support, 1950 will mark a milestone in which our music business took a progressive step forward.

"The officers and executive committee of the MOA have the deep satisfaction of knowing that our first convention was a huge success and that it was a job that anyone may say was 'well done'."

**RECONDITIONED**  
**WURLITZER 1015's**  
**\$229.50**  
 Add \$5.00 for crating.  
 1/3 Deposit, Balance C. O. D. or Sight Draft.  
 Write or call for prices on all other Phonographs.  
**MASON DISTRIBUTING CO.**  
 184 Paine St. IRVINGTON, N. J.  
 Phone: ES-ex 5-6458

## Double Duty

DALLAS, March 18.—Homer Zeke Clemons is working both sides of the street in the juke box industry.

He operates 35 music machines in Dallas cafes. A radio technician, he does all his own repair work.

Homer also is a hillbilly singer of some local note and, naturally, supplies his boxes with more recordings by Homer Zeke Clemons than by any other singer.

Every time Homer Zeke Clemons buys a recording by Homer Zeke Clemons, the record company pays a royalty to Homer Zeke Clemons.

## Cincy Ops Plan Promosh Prgm.

CINCINNATI, March 18. — The Automatic Phonograph Owners' Association (APOA) held its regular monthly meeting here Tuesday (14), with Charles Kanter, president, and Abe Villinsky, member of the board of directors, reporting to the group the activities at the Music Operators' Convention (MOA) which they attended in Chicago March 6-8.

In line with the merchandising and promotion programs outlined at the MOA meet, the APOA plans to inaugurate similar drives in this city in the near future.

APOA, at its meeting April 11, will elect officers for the coming year.

## ADVANCE RECORD RELEASES

### POPULAR

(Continued from page 40)

- Two-Faced Heart  
G. MacRae-P. Weston's Dixie Eight (Oh! Oh!) Cap(78)924; (45)F924
- These Foolish Things Remind Me of You  
G. Krupa Ork-B. Wise (Dust) V(78)20-3721; (45)47-3721
- This Is Heaven to Me  
S. Lanson-J. Pleis Ork (I Almost) London 610
- Tumbling Tumbleweeds  
J. Stafford-Pied Pipers (Someone To) Cap(78)-927; (45)F927
- Virgin Islands-U. S. A.  
Six La Motta Brothers (Yo' Never) Col 30196
- When My Stage Coach Reaches Heaven  
A. Rey Ork-L. Joyce-Blue Reys (Snow White) Cap 947
- Where in the World  
R. Anthony Ork-R. Deauville (Candy and) Cap 933
- Wild Cherry  
R. Ryland (I Ain't) Macy's 1000
- Why Do They Always Say No?  
C. Steward-The San Francisco Boys (Old Piano) Coral 60177
- World Is Waiting for the Sunrise, The  
A. Hibbler-D. Ellington Ork (Joog, Joog) Col 30195
- Yale Glee Club Album—Yale Glee Club-M. Bartholomew, Dir. (1-10'')  
Col (33) CL6097
- Songs of Yale:  
A-Roving  
Neath the Elms  
Wake, Freshman, Wake  
The Wiffenpoof Song
- Sea Chanties:  
Away to Rio  
My Johnny Was a Shoemaker  
Shenandoah
- Folk Songs:  
Careless Love  
Cindy  
Po' Ol' Lazarus
- Spirituals:  
Animals A-Comin'  
Battle of Jericho  
Couldn't Hear Nobod, Fra'  
Yo' Never Get No Dollar (If Yo' Don't Got No Sense)
- Six La Motta Brothers and El Boy (Virgin Islands) Col 30196

### CLASSICAL

- Beethoven: Symphony No. 3 in E-Flat, Op. 55  
Album—NBC Symphony Ork-A. Toscanini, Cond. (6-12'')  
V(78)DM1375; (45)WDM 1375
- Bloch: Schelomo Hebraic Rhapsody for Cello and Orchestra—Z. Nelsova-London Philharmonic Ork-E. Bloch, Cond. (1-10'')  
London (33) LPS 138
- By the Old Turf Fire  
C. Lynch (I'll Take) V(78)10-1316; (45) 49-0960
- Chopin: Ronnie Munro Plays Chopin Waltzes Album (1-10'')  
London (33) LPB 149
- I'll Take You Home Again, Kathleen  
C. Lynch (By the) V(78)10-1316; (45)49-0960
- Kathleen Mavourneen  
J. Melton (Minstrel Boy) V(78)11-9401; (45)-49-0958
- Mantovani Program Album—Mantovani Ork (1-10'')  
London (33) LPB 127
- Minstrel Boy, The  
J. Melton (Kathleen Mavourneen) V(78)11-9401; (45)49-0958
- Mother Machree  
J. Melton (Rose of) V(78)11-9399; (45)49-0958
- Ravel: Daphnis and Chloe Suite No. 2 Album—NBC Symphony Ork-A. Toscanini Cond. (2-12'')  
V(78)DM1374; (45)WDM1374
- Rose of Tralee, The  
J. Melton (Mother Machree) V(78)11-9399; (45)49-0958
- Tchaikovsky: Symphony No. Six in B Minor Album—NBC Symphony Ork-A. Toscanini, Cond. (5-12'')  
VDM 1281
- Wagner: Parsifal Prelude and Good Friday Spell Album—NBC Symphony Ork-A. Toscanini, Cond. (3-12'')  
V(78)DM1376; (45)WDM1376

### INTERNATIONAL

- Chalet in the Valley  
M. Musette Ork-Continental Capers (Chug-a-Lug) V(78)25-1152; (45)51-0059
- Chug-a-Lug  
M. Musette Ork-Continental Capers (Chalet in) V(78)25-1152; (45)51-0059
- Coal Miner Polka  
F. Wojnarowski Ork-Three Beaus and a Peep (I Love) Dana 2070
- Dance With Me  
E. Benedict Polkateers (Kukavitz) V(78)25-1150; (45)51-0054
- Drums of Haiti Album—Recorded in Haiti by H. Courlander (4-10'')  
Folkways EFL 1403
- I Love to Dance  
F. Wojnarowski Ork-Three Beaus and a Peep (Coal Miner) Dana 2070
- Kukavitz  
E. Benedict Polkateers (Dance With) V(78)25-1150; (45)51-0054
- Songs of Charles Trenet Album—C. Trenet (1-12'')  
Col (33) ML 4275

### LATIN-AMERICAN

- Baharabatiri  
B. More (Dolor Karabaly) V 23-1533
- Brindemos Por Amor  
F. Fernandez (Sonar No) V 23-1527
- Currucucu  
F. Fernandez-L. Palomera-A. Huesca (Me Das) V 23-1537
- Dolor Karabaly  
B. More (Baharabatiri) V 23-1533
- Guarare  
A. Sacasas (Opus 13) V 23-1529
- Hazlo Bueno  
C. Manuel Jimenez (Nena) V 23-1528
- Indita Mia  
M. Mejia (No Hay) V 23-1531
- La Trasnochadora  
L. Pla Guaracheros (Tu Yo) V 23-1530
- Murmuracion  
M. Silva (Y Tano) V 23-1521
- Nena  
G. Manuel Jimenez (Hazlo Bueno) V 23-1528
- No Hay Derecho  
M. Mejia (Murmuracion) V 23-1521
- Opus 13  
A. Sacasas (Guarare) V 23-1529
- Por Que  
G. Fernandez-R. Cole Ork (Yo No) V(78)51-5051; (45)23-1526
- Sonar No Cuesta Nada  
F. Fernandez (Brindemos Por) V 23-1527
- Tu Y Tu Vida  
L. Pla Guaracheros (La Trasnochadora) V 23-1530
- Y Tanto Que Me Gustas  
M. Silva (Murmuracion) V 23-1521
- Yo No Se Por Que  
P. Fernandez-R. Cole (Por Que) V(78)51-5051; (45)23-1526

### RELIGIOUS

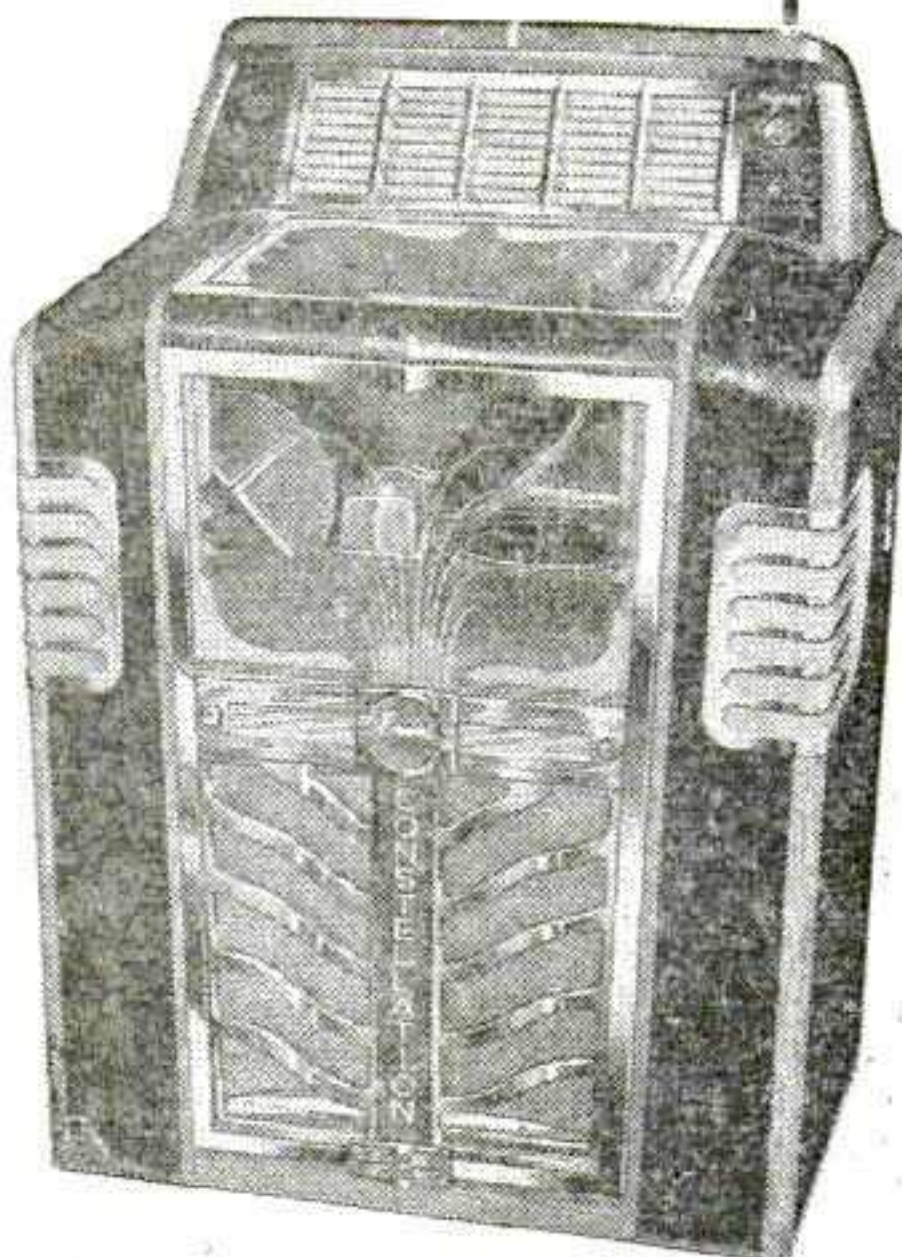
- Before Judgement Day  
J. E. Mainer's Mountaineers (Walking for) King 851
- Golden Gate Spirituals Album—Golden Gate Quartet (1-10'')  
Col (33) CL 6102; (78)C-145
- Blind Barnabus  
God's Gonna Cut You Down  
I Will Be Home Again  
Jezebel  
Joshua Fit De Battle of Jericho  
No Restricted Signs (Up in Heaven)  
Swing Down, Chariot  
Wade in the Water
- Goodbye Old World  
Soper Family (I'm Going) Bama 105
- I Started to Make Heaven My Home  
Brother John Sellers (When the) Dec 48144
- I'm Going to Make Heaven My Home  
Soper Family (Goodbye Old) Bama 105
- Jesus Loves Me  
J. & T. Daniel (Let That) Bama 120
- Let That Sometime Be Now  
John & Troy Daniel (Jesus Loves) Bama 120
- Lord Will Make a Way Somehow, The  
J. Jackson (Tell Jesus) Cap(78)932; (45)F932
- Over the Moon  
Melody Man Quartet (What a) Bama 103
- Tell Jesus All  
J. Jackson (Lord Will) Cap(78)932; (45)F932
- Walking for the Lord  
J. E. Mainer's Mountaineers (Before Judgement) King 851
- When the Roll Is Called Up Yonder  
Brother John Sellers (I Started) Dec 48144
- What a Friend Jesus Is  
Melody Man Quartet (Over the) Bama 103

### HOT JAZZ

- All the Things You Are  
W. Wilkinson Boptet (Wilk's Bop) Monogram 156
- Bill  
P. Jarvis (I'm Glad) Monogram 162
- Billboard Bop  
F. Norris Quintet (Billboard Bounce) Monogram 157
- Billboard Bounce  
R. Norris Quintet (Billboard Bop) Monogram 157
- Bottoms Up  
I. Jacquet (Jumpin' at) Monogram 161
- Carvin' the Bird  
C. Parker (Cheers) Monogram 159
- Cheers  
C. Parker (Carvin' the) Monogram 159
- Go Red Go  
A. Cobb (Top Flight) Monogram 158
- I'm Glad There Is You  
P. Jarvis (Bill) Monogram 162
- Jumpin' at the Woodside  
I. Jacquet (Bottoms Up) Monogram 161
- Little John Ordinary  
C. Barnett (Rockin' in) Monogram 163
- Rockin' in Rhythm  
C. Barnett (Little John) Monogram 163
- Top Flight  
A. Cobb (Go Red) Monogram 158
- Wilk's Bop  
W. Wilkinson Boptet (All the) Monogram 156

## WHY THE TREND TO CONSTELLATION?

Steadily, surely, the number of Constellation Operators grows. Why? It's because Evans' 20 Record, 40 Selection Constellation comes up to the mark, not just on one or two features, but on all counts that mean stability for music operation. Check them . . . remember them! *Modern, Advanced Cabinet Design*—years ahead! *Mechanical Design*—always up to the minute! *Reproduction*—realistic, rich, true to life! *Performance*—trouble free! *Service*—quick, easy, economical! And, of course, 40 Selections, long since proved most profitable to operate anywhere! All this, plus Evans' uncompromising quality, makes Constellation the No. 1 phonograph investment today!



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**EVANS' 1950**  
**20 RECORD 40 SELECTION**  
**CONSTELLATION**

**H. C. EVANS & CO.**

1528 W. Adams St. Chicago 7, Illinois

SEE OUR COIN MACHINE AD ON PAGE 129

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHERMAN CHICAGO MAY 22, 23, 24

# Record Reviews

(Continued from page 38)

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST  
TUNES  
LABEL AND NO. COMMENT

BLUES & RHYTHM		RATINGS
<b>"SCAT MAN" CROTHERS</b> London 17008	<b>Television Blues</b> Novelty blues—topic, a plea to various TV stars to send baby back. Clever and well warbled, but synthetic.	72--74--72--70
	<b>I'd Rather Be a Rooster</b> Louis Jordan type novelty is assigned to the Scat Man, who acquits himself creditably but unsensationally. Some lines make side too blue for airing.	72--N5--72--72
<b>HERB KENNY TRIO</b> Aladdin 3048	<b>Key to My Heart</b> Kenny delivers a condensed Ink Spots treatment of a blues ballad all by himself.	80--80--80--80
	<b>Why Do I Love You?</b> This one could be an explosive hunk of corn. Kenny recites an outrageously schmaltz poem while an organ plays Schubert's "Serenade" in back. In today's market, this one could boom.	85--85--85--85
<b>LEE RICHARDSON</b> Apollo 1157	<b>At Last</b> Richardson does an arresting, warm, vibrant job with a good Warren-Gordon oldie. This one could help get him back in the swim.	83--83--83--83
	<b>Let Me Dream</b> Equally promising is Rip—it's a toss-up between these sides.	83--83--83--83
<b>RAMON BRUCE-MICHELLE</b> Ivory 759	<b>My Book</b> Bruce, a Philadelphia deejay, has been dragooned here to murmur confidential nothings in a persuasive whisper, while organ music plays in back.	54--58--54--50
	<b>Moments With You</b> The narrator works up a steamy lather reading more deathless prose here. The man clearly has delusions of Ronald Colman.	54--58--54--50
<b>DOOKY DANIELS ORK</b> Columbia 30197	<b>Raisinjack Boogie</b> Instrumental combo boogie spots a piano Slipshod and a waste of time.	40--40--40--40
	<b>Beeswax</b> Riffer is better organized than flip, but nothing much happens.	45--45--45--45
<b>LITTLE ESTHER-JOHNNY OTIS ORK</b> Savoy 735	<b>Misery</b> The vibrant young thrush pours a world of passion into a sure-fire blues-ballad job. Little Esther shows a style here that promises to challenge Dinah Washington.	85--85--85--85
	<b>Mistrustin' Blues</b> (Little Esther & Mel Walker) Duet blues doesn't pack quite the wallop of flip, but has enough to score on its own.	81--81--81--81
<b>"PEACH TREE" LOGAN</b> MGM 10655	<b>That's All Brother, That's All</b> Small combo swings nice and light behind pleasantly inconsequential vocal jingle. Basic-style piano high-lighted. Good jazz, no hit.	64--64--64--64
	<b>Heap Sees and Few Knows</b> More highly tasty jazz in the KC mode, and equally fly warbling.	64--64--64--64
<b>CHARLIE SINGLETON ORK</b> Star 719	<b>Hard Times Are Coming</b> Warbler delivers a relaxed blues vocal with combo grooving easy in back. Lyric is of little significance or freshness.	66--64--66--68
	<b>Camel Walkin'</b> Group chants a chorus of a vocal novelty as combo drives on a catchy boogie riffer.	68--66--68--70
<b>JIMMY LIGGINS</b> Specialty 353	<b>Misery Blues</b> Jimmy cries an effective sorrowful blues with small combo rocking a medium tempo, foot-tapping backing.	77--77--77--77
	<b>Mississippi Boogie</b> Up-tempo boogie rocker spots a talking chorus by the leader. Lots of push in this one.	73--73--71--75
<b>CAMILLE HOWARD</b> Specialty 352	<b>Within This Heart of Mine</b> Thrush warbles and keyboards a so-so jump ballad with Latin overtones.	64--66--64--68
	<b>O Solo Mio Boogie</b> Another in Camille's series of p.d.'s and familiar classics done as boogie woogie piano solos. Her following should like this one.	74--74--74--74
<b>THE TRENTERS &amp; GENE GILBEAUX ORK</b> London 17007	<b>Everybody Got Together</b> The effusive Treners warble one of their typical wig-flipper jump ditties, with combo knocking itself out. On wax, their antics lose something.	68--70--68--66
	<b>Why Did You Get So High, Shorty?</b> Top-notch vaude—night club novelty material here. Like Rip, lack of sight factor detracts.	65--67--65--63
<b>CLEO BROWN</b> Capitol 887	<b>I'd Climb the Highest Mountain</b> Miss Brown, piano-vocal stylist who used to sell stacks of wax long before Rose Murphy or Nellie Lutcher appeared on the scene, delivers a pleasing fully-voiced vocal and solid 88'ing on the standard.	69--69--68--70
	<b>Don't Overdo It</b> Novelty reminiscent of Julia Lee's "Snatch and Grab It"—but much bluer—isn't very strongly projected. Virtually a "party" platter.	69--N5--73--65
<b>BULL MOOSE JACKSON</b> King 4352	<b>A Fool in Love</b> The Bull Moose should have a winner here, as he warbles an o'ay blues ballad in his super-smooth style.	83--83--83--83
	<b>Let Your Conscience Be Your Guide</b> Dull tune resists the warbler's best efforts.	65--65--65--65
<b>BENNY ROBERTS</b> Columbia 30194	<b>Put the Lights Out, Baby</b> Formula jump novelty blues, has the traditional ingredients, but they are mishandled and completely miss fire.	50--50--48--52
	<b>Hotbox Mama</b> Slow blues emerges better than flip, but still fails to jell. The recording job is primarily at fault on both sides.	55--55--55--55

COUNTRY & WESTERN		RATINGS
<b>AL VAUGHN</b> 4 Star 1439	<b>Fool's Gold</b> Tune's a likely country ballad, warbling only so-so.	63--63--61--65
	<b>Unfaithful One</b> Coverage of click ditty is under par, still had the competition rugged.	60--60--60--60

# Record Reviews

**RATINGS**  
OVER-ALL  
DISK JOCKEY  
RETAILER  
OPERATOR

ARTIST  
TUNES  
LABEL AND NO. COMMENT

COUNTRY & WESTERN		RATINGS
<b>TERRY PRESTON</b> 4 Star 1435	<b>Heart of Stone</b> Preston chants with the best; he does a standout job with a standout weeper here.	83--83--83--83
	<b>Daddy's Little Girl</b> Sensitive, warm coverage of the pop hit could do country biz.	81--81--81--81
<b>HANK WILLIAMS</b> MGM 10645	<b>Long Gone Lonesome Blues</b> One of Hank's top-notch country blues efforts, side should hit fast and hard.	86--86--86--86
	<b>My Son Calls Another Man Daddy</b> Warbler pulls all the stops in this tearjerker. Could score.	82--82--82--82
<b>RED KIRK</b> Mercury 6242	<b>It's Raining in My Heart</b> Kirk doesn't get much feeling into his work on this routine hill weeper.	63--64--63--62
	<b>Why Do You Care?</b> Another rather tepid performance.	61--62--61--60
<b>EDDIE KIRK</b> Capitol 877	<b>Unfaithful One</b> Kirk gets plenty sorrow and pain into a strong rendition of the click—but release would appear to be late.	75--75--75--75
	<b>The Two Years We Were Married</b> Tearjerker on the broken home theme hits hard.	75--75--75--75
<b>COUNTRY WASH-BURNE</b> Capitol 875	<b>Chug-a-Lug</b> Pop rendition of the catchy new drinking tune lacks zip, is overshadowed by other versions.	66--64--66--68
	<b>You Don't Know What Lonesome Is</b> Washburne's warbling doesn't project on this Western tune. Tune has potential.	63--63--61--65
<b>HANK THOMPSON</b> Capitol 876	<b>Standing on the Outside</b> Mediocre ballad of repentance adequately sung and cried.	70--70--70--70
	<b>All That Goes Up Must Come Down</b> Country moralizer in the all-that-glitters-isn't gold tradition. Thompson sells it with quiet conviction. Could register.	82--82--82--82
<b>JERRY BYRD-THE STRING DUSTERS</b> Mercury 6241	<b>Panhandle Rag</b> Sock steel guitar solo with strong rhythm support.	72--73--72--71
	<b>Steel Guitar Rag</b> More of the same, with effective chime effects and more drive and getoff to boot.	77--77--77--77
<b>FOY WILLING &amp; THE RIDERS OF THE PURPLE SAGE</b> Col 746 (33 1/2)	<b>Stampede</b> Backed by a big org and dramatic storm effects; Willing sounds unkillin' as he declaims the lyric in a bored elocutionary style.	50--50--50--50
	<b>Someone in Tennessee</b> A pop-hillbilly ballad is done in a smooth pop style—smoothly arranged group harmony, arranged picking, sweet fiddling, etc. Too smooth for the country market.	60--60--60--60
<b>MILTON ESTES</b> (The Musical Millers) MGM 10646	<b>E-A-S-T-E-R</b> Estes' simple appealing style makes the most of sure-fire seasonal matter.	84--85--83--83
	<b>Calling You</b> The singer does an equally persuasive job with this religion-tinged tune of considerable merit and appeal.	84--85--83--83
<b>LONZO AND OSCAR</b> Capitol 939	<b>Onions, Onions</b> The comedy warbling team tackles a novelty with a tangy theme, namely, onion breath. Not calculated to take anyone's breath away.	58--58--58--58
	<b>If Texas Told What Arkan-Saw</b> Punning jingle cleverly exploits names of various States, but the effect is tedious.	66--68--66--64
<b>BILL MONROE</b> Columbia 20676	<b>Can't You Hear Me Callin'?</b> Conventional and authentic "brother" harmony in approved backwoods style. Strictly for the grass-roots trade.	66--64--66--68
	<b>Travelin' This Lonesome Road</b> More along the same lines.	66--64--66--68
<b>"LITTLE" JIMMY DICKENS</b> Columbia 20677	<b>Then I Had To Turn Around and Get Married</b> A standout hunk of country philosophic humor makes perfect material for the fine stylist—could be his next hit.	85--85--85--85
	<b>Hillbilly Fever</b> Tune shows signs of breaking via the Kenny Roberts version. Dickens does a top job, could cash in.	81--81--81--81
<b>JIMMY DOLAN</b> Capitol 932	<b>It Had To Come Some Day</b> Dolan serves notice that he's thru with the gal's triflin' ways. Good tune, projected with ruelful authority.	78--78--78--78
	<b>I'll Sail My Ship Alone</b> Ditty seem on the way; warbler sells it with sincerity and pathos.	75--75--75--75
<b>GRANDPA JONES</b> King 847	<b>Jesse James</b> Grandpa, accompanying himself on the banjo, does a sincere warble in his distinctive, strident voice. Tune is a real folk ballad in the old style.	67--69--67--65
	<b>Are You From Dixie?</b> Grandpa and his banjo get an assist from a rhythmic section in a ringing rendition of a time-honored vaude tune. Lots of conviction and projection here.	75--75--75--75
<b>DELMORE BROTHERS</b> King 849	<b>Sand Mountain Blues</b> The brothers, with Wayne Raney's mouth organ featured in the combo, get off one of their persuasive country blues jobs.	77--77--77--77
	<b>I Swear By the Stars</b> The boys turn to a country torch ballad. Effectively warbled and backed, with strong beat.	76--76--76--76
<b>TOMMY DUNCAN</b> Capitol 895	<b>In the Jailhouse Now</b> A fine Jimmy Rodgers blues is warbled with great nostalgia, with a swingy country-jazz backing moving things along.	80--80--80--80
	<b>I Don't Believe You're Mine Any More</b> Medium tempo torcher is warbled with feeling in an easy-rock on-the-beat performance by Duncan and group.	76--76--76--76

(Continued on page 123)

# REVIVE SHUFFLE ORG PLANS

## Tradesters Study Possible Moves Informally as Shift To Upped Play Is Forecast

Tourney Planning Will Be Started in Next Few Weeks

CHICAGO, March 18.—With shuffleboard biz expected to get a shot in the arm this spring, and with renewed op interest almost certain as a result of the dozen or so shuffleboard exhibits scheduled for the American Coin Machine Manufacturers' Association show at the Hotel Sherman May 22-24, possibilities of the formation of a shuffleboard association again loomed in trade circles this week. While no definite proposals have been made, informal talks have been held between some manufacturer reps and distribs and ops, with one eye toward the formation of a group which could build and then sustain shuffleboard play via leagues and tournaments on a national basis. Experience during the past 18 months of large-scale shuffleboard operations has proven that organized league and tourney play is a must if the operation is to be successful over a sustained period.

### Standard Has Plan

Standard Shuffleboard (Rock-Ola) is known to have a plan drawn up for a national org, but the company has taken no action on its since last fall, when a serious attempt by some firms to form an industry org fell thru. Firm has continued its league and tournament promotions, and the response to the league kits which Standard provides at no cost to ops continues steady.

Meanwhile, with leagues going into the final phase of the season, planning for tournaments to be conducted on a regional basis is expected to start within the next few weeks.

## Conn. Ops Find Shuffle Aiding Trade as Whole

HARTFORD, Conn., March 18.— Shuffleboards "are continuing to draw new trade" for the Connecticut coin machine business, according to seasoned observers in this area.

A number of shuffleboard distributors report that older people are becoming greater users of coin machines thru shuffleboards.

"We've found," said one coinman, "that elderly people seem to enjoy the novelty of shuffleboards, and this factor is bringing a lot of new trade to shuffleboards in the Hartford area."

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5

**ROCK-OLA SHUFFLEBOARDS**

Good condition.  
22 ft. long.  
1/3 deposit.  
Crating extra.

**\$125**

EACH

**GAYTIME Amusement**  
4521 Farragut Chicago 30

## Conn. Ops' Assn. Asks Producers To Co-Operate

HARTFORD, Conn., March 18.— Members of the Connecticut State Coin Association, Inc. (CSCA), at their regular weekly meeting at Hotel Bond, Hartford, last week adopted a resolution directing the officers to send letters to the major shuffleboard distributors asking the latter's co-operation "in not selling to fly-by-night coin operators and thereby hurting the legitimate Connecticut coin operators."

Abe Fish, of General Amusement Game Company, Hartford coin machine concern, and president of the CSCA, disclosed that a number of shuffleboard locations in the Connecticut area have been reporting "fly-by-night" operators who secure one or two shuffleboard units, grab a customer's money and then disappear.

"I think these letters will do the trick of getting rid of such men," Fish said.

## Detroit Solons, Operators Seek Shuffle Clarification

DETROIT, March 18.—An ordinance to regulate shuffleboards locally was presented to the city council Monday (13) on the initiative of Nathaniel H. Goldstick, veteran assistant corporation counsel assigned to the police department.

Essentially designed to ban shuffle games, the ordinance as originally presented might conceivably effect all shuffleboards; however, it was made clear that the police approved a 20-foot length limitation as a minimum. The ban was intended to cover games with "electrical gadgets for point-making."

Because the proposal is in its preliminary stages and the ultimate ordinance will probably be the outcome of a meeting of several minds, it is uncertain just where the line will be drawn. A public hearing is to be called by the Common Council to hear arguments on both sides, but this is being delayed since the council is now reviewing tax assessments and will have the annual budget to consider next.

The proposed law would be an amendment to the general licensing ordinance. The police do not object to Skee Balls and miniature bowling machines, which are allowed by a special ordinance. The question of definition of terms and their inter-

### Old-Timer

CHICAGO, March 18.—Some coin machine operators are celebrating their 10th anniversary in the shuffleboard biz this month and, to back up their claims, they point to an ad which ran in the March 30, 1940, issue of *The Billboard* which read:

"Pennsylvania operators. Get in on the ground floor on shuffleboard." Ad was placed by Bob Miller, a manufacturer's representative in Upper Darby, Pa.

## Chi Coin Bows Bowling Alley With Live Pins

CHICAGO, March 18.— Chicago Coin Machine Company is now in production on the shuffle game, Bowling Alley, using live plastic light-up pins, Sam Wolberg and Sam Gensburg announced.

Unlike other shuffle bowling games, using plastic pins mounted on a raised platform, the Chicago Coin game has the platform cut back along the outside rows of pins. As explained by Sam Lewis, this enables the player to follow the path of the puck more accurately and leads to more skillful participation and therefore a better point score.

Bowling Alley measures 8 by 2 feet and can be played by one or two persons. The game captures all the action of regulation bowling and among its key plays are strikes, spares and splits. Included in the new production on the game is a pair of boxes on the backboard which flash on for strikes and spares. During the play action of Bowling Alley, patrons keep playing until they have had 20 shots or completed 10 frames. A strike completes one frame. If no strike is made on the initial shot, two shots constitute a frame. Approximately a game a minute can be played on Bowling Alley.

## Bow Horseshoe Conversion Kit At J.G.P. Corp.

CHICAGO, March 18.—A new-type horseshoe game conversion for shuffleboards is in production at the J.G.P. Corporation plant. It is suitable for any width or length shuffleboard on the market, according to Joseph Petito, president of J.G.P., who has headquarters at 3227 West Madison Street here.

The conversion kit consists of two center stakes for the players to aim pucks at. The stakes are on swivel-type gates, the bases of which are anchored to the alleys of the shuffleboard. Pucks used in play of the horseshoe game have an open end so as to resemble and perform the services of horseshoes used in the regulation game.

The gates containing the stakes are placed 21½ inches from each end and 10 inches from the one side of the shuffleboard playfield. When set up for play one stake is at each end of the playfield. Reason for the swivel action of the gates is to remove the stakes from one end when players are trying for points at the other. Scoring on the J.G.P. conversion kit is the same as on shuffleboard, 15 points or eight frames for singles and 21 points or 10 frames for doubles games.

Petito stressed that all the necessary parts for setting up the conversion are included in the kit which lists for \$47.50. He added that it takes but a few minutes to set up the conversion on location and that it does not mar the playing surface of the shuffleboard.

## Puck Patter

Chicago:

Herb Perkins, Purveyor Shuffleboard Company president, reports he will exhibit at the ACMMA show at the Hotel Sherman in May. Herb plans to have his 1950 Sportsman board on hand and also will show his complete line of Purveyor accessories as well as the Metro-Bowl unit. Shuffleboard play in surrounding areas has been on the upswing, Perkins reported, and added that Bill Tucker, now covering Michigan, writes that play in that area is also holding strong. Purveyor leagues are now going into the homestretch, with play-offs skedded for late spring.

Joseph Petito, head of J. G. P. Corporation, last week introduced his new shuffleboard-horseshoe unit. Unit is made of steel and is chrome-finished. . . . Monty West, sales manager, World Wide, reports the shuffle game conversion kits are going over big with operators thruout the Midwest. Many have written Monty congratulating him on his recent appointment to the sales managership at the firm.

## Allied in Production On Conversion Units

CHICAGO, March 18.— Victor Weiss and William Kapp, officials of Allied Coin Machine Company, this week announced the firm is in production and making deliveries on its new conversion kit for shuffle games.

Using a wood base and yellow plastic numbered pins, the Allied conversion carries a list price of \$14.95. It can be installed in a few minutes by a regular serviceman, the firm announced.

**SHUFFLEBOARD POWDER WAX**  
 Finest Grade—\$6.00 Cass of 24 1-Lb. Cans.  
 Paste Wax—14 Oz. Cans .....50¢ Ea.  
 Liquid Wax—1 Qt. Cans .....75¢ Ea.  
 Used 12' Amer. Cushion Shuffleboards—good  
 condition—with side mount Elec. Score-  
 boards—\$375.00 Ea. 3 for \$1050.00.  
**J. C. S. SALES COMPANY**  
 4126 Maryland Ave. ST. LOUIS 8, MO.  
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**Edelco Conversion**  
 DETROIT, March 18.—Isidor  
 Edelman, head of Edelco Manu-  
 facturing & Sales Company, an-  
 nounced the price of firm's new  
 shuffle game conversion is  
 \$22.50.

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 ARE TOPS!**



- FINEST HARD MAPLE!
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- FASTEST TOP ON THE MARKET!

LIMITED QUANTITY USED, COMPLETELY  
 RECONDITIONED BOARDS STILL AVAILABLE

**BRAND NEW 1950  
 MODERNISTIC DESIGN**

Shuffleboards, 22 ft. • "Shufflette" Rebound, 8 ft.  
 8 ft. and 12 ft. Side Cushion Shuffleboards.

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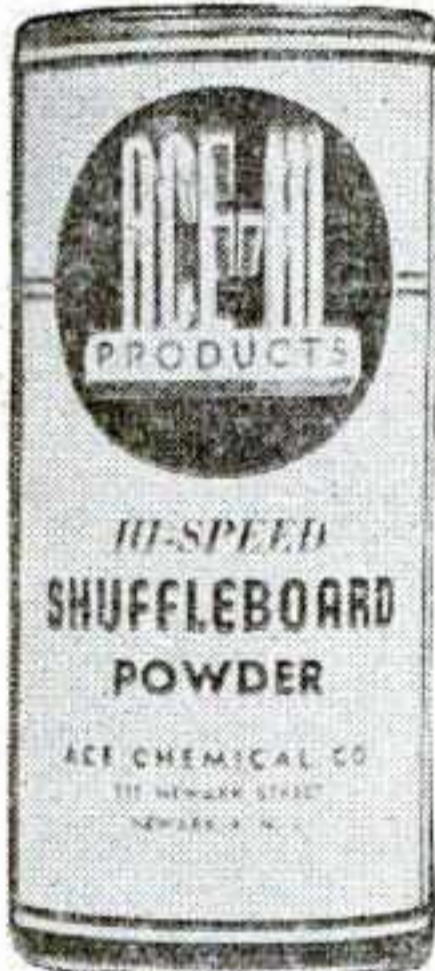
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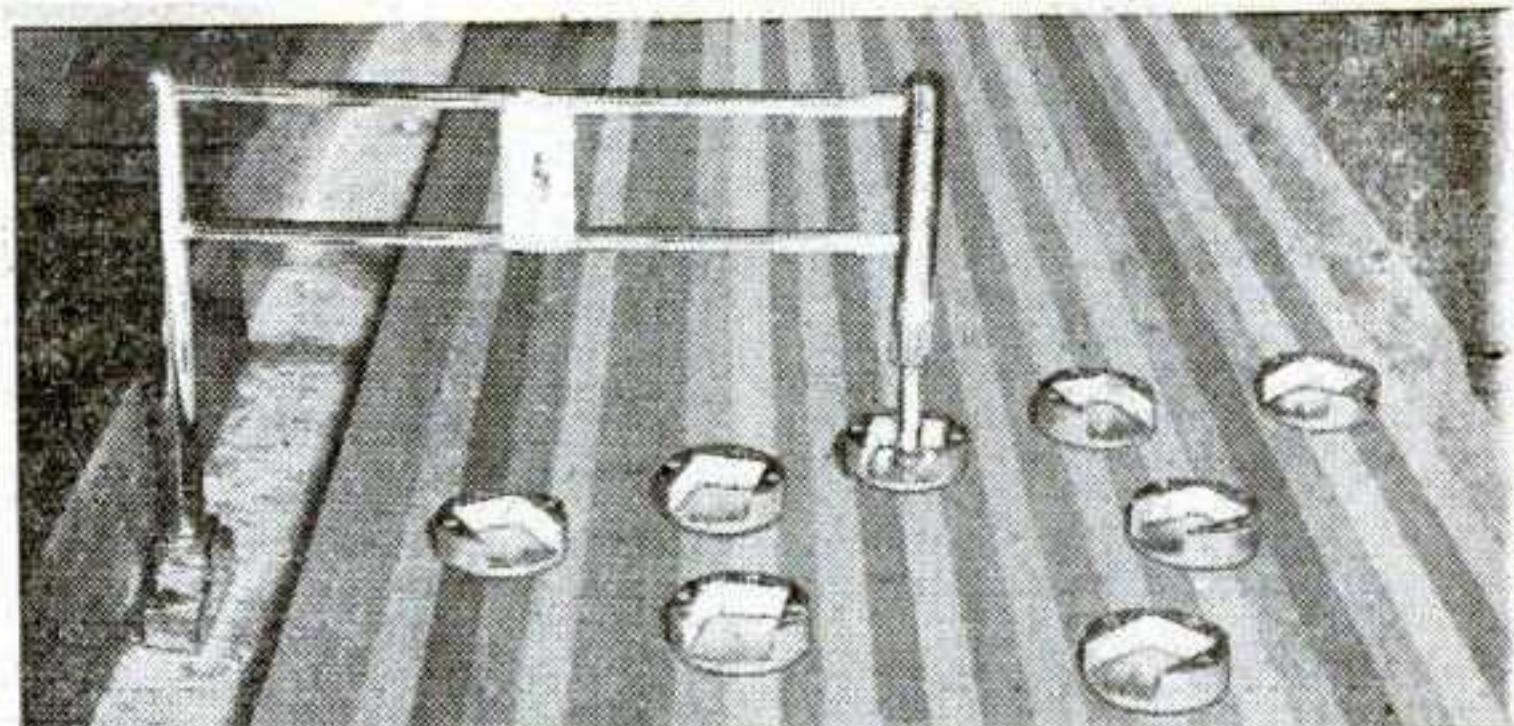
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**BIG PROFITS** with the **ORIGINAL (Pat.) HORSESHOE GAME FOR SHUFFLEBOARDS!**



**BOARD REMAINS UNDAMAGED! NO HOLES TO DRILL IN PLAYING SURFACE! ADJUSTABLE STAKE FITS ALL SHUFFLEBOARDS AND DOES NOT HAVE TO BE REMOVED TO PLAY REGULAR SHUFFLEBOARD!**

**PUCKS**—Same size and have same "feel" as regulation shuffleboard pucks. Made of hardened, heat-treated steel with hard chrome finish.

**CENTER STAKES**—Mount IN GUTTER. Do not touch playing surface at all. Stake is adjustable for height of playing surface. When Not In Use, Just Swing Over To The Side!

**TO INSTALL**

Bore 2 holes 3/8" diam., 2 1/2" from each end of board IN THE GUTTER. Screw in center stake arm and then Play!

TAKES LESS THAN 2 MINUTES!  
 FITS ANY BOARD!

**COMPLETE GAME \$47.50 OPERATOR'S PRICE**

- CONSISTS OF:**
- 8 Horseshoe Pucks
  - 4 with Red spots
  - 4 with Green spots
  - 2 Chrome Finished Adjustable Center Stakes
  - 1 Rule Card
  - 1 12" Plastic Ruler
  - 1 Installation Diagram and Mounting Instructions
  - Necessary Mounting Hardware

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 Big Profits—Exclusive rights in territories still open. Write, wire or phone for quantity prices.

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**GET IT AT PURVEYOR—SAVE \$\$\$\$**

**WHILE THEY LAST YOUR CHOICE—Thoroughly Reconditioned SHUFFLEBOARDS!**

- ROCK-OLA—16'-18'-22'
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- MONARCH—18'-22'
- VALLEY—22'
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- MERCURY—20' masonite
- and other brands. 20'-22'. NEW PLAYFIELDS

**\$75** each and up

**ELECTRIC COIN SCOREBOARDS for Shuffleboards \$75.00**

- SHUFFLEBOARD SUPPLIES**
- Scoresheets, 1000, \$5.00
  - Brand New Shuffleboard Maple Tops, \$125.00
  - Purveyor Pucks, \$12.00
  - "Clamp-On" Shuffleboard Light, \$12.50 ea.
  - "Nu-Life" Shuffleboard Light, \$8.75 ea.
  - Shuffleboard Adjusters, complete, \$12.00
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**USED, RECONDITIONED, CAN'T BE TOLD FROM NEW, \$179.50 United Shuffle-Alley**

TERMS: 25% with order, balance C.O.D., F.O.B. Chicago.

**PURVEYOR SHUFFLEBOARD CO.**

4322-24 NO. WESTERN AVE. CHICAGO, ILL.  
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Factory Distributors Rock-Ola SHUFFLE LANE, SHUFFLE POOL and All Other Games

**SALE \$200 New Deluxe SHUFFLEBOARD WITH MAPLE OR MASONITE TOP**

None Better Made  
 Finest Materials  
 24 Hr. Delivery



- New Maple Tops, \$125
- New ELECTRIC SCOREBOARDS, Now.. \$95
- Rock-Ola, etc., Used Shuffleboards, \$75 Up
- Used Shuffle Skill ..... \$ 39
- Used Shuffle Alley ..... 175

**SHUFFLEBOARD Specialists**  
 1114 S. MICHIGAN CHICAGO 5  
 Phones: WE 9-3795-6-7

- Non-Rust Hard Chrome Pucks (8), \$10.
- Best Beaded Fast Wax, 12 cans, \$3.50.
- Six Climatic Adjusters, \$10.

# COINMEN YOU KNOW

## New York:

**Ray Knoss**, juke operator, has changed the name of his route from Lincoln Music to Arrow Music Company. . . . **Dorothy Wolk**, office secretary of the Automatic Music Operators' Association, leaves for a Florida vacation next week. . . . **Sam Wolfe**, who operates a music route here under his own name, is the father of a baby girl. . . . **Ailing** ops this week included **Carl Halpern**, of Academy Music, and **Sam Schwartz**, Lincoln Service Company.

**George Gruebert**, who reps ABT Manufacturing here, reports much of his business has to do with the firm's coin box for pay-as-you-go retail sales of electrical appliances. . . . The R & Y Music Company has been elected to membership in the Music Guild of America, New Jersey ops' association.

**Buddy Rosenthal**, of Coledrinx, has placed many new cup venders in Loew's theaters during the past 30 days. The op was the first to crack the movie chain, long opposed to accepting automatic drink machines. **Sam Kresberg's** Refresh-o-Mats are used. . . . **Jack Cross**, of Juice Bar, was in Atlantic City last week recuperating from an operation.

**Mario Caruso**, head of C-Eight Laboratories, sailed Wednesday (15) for Italy. He owns a metal-working plant in Naples. Earlier last week **Lew Jaffa**, Eastern Electric veepee and sales head for the Electro cigarette vender manufactured by C-Eight, visited the company plant in New Bedford, Mass.

**Eddie Lane**, head of the American Q-Ball Congress, reports interest in the org's WOR-TV show has increased now that it has been switched to a new day. The weekly program, during which tourney finals are held, used to be telecast Fridays. It now goes on the air Thursday night, bracketed by wrestling and boxing programs and providing a sport package for tavern viewers.

With many game ops here busy for the past couple of weeks lining up locations in preparation for the new license year, beginning Thursday (16), attendance at Monday's meeting of the Associated Amusement Machine Operators of New York was light, according to **Mendy Mendelson**, business manager. About 40 ops were on hand tho, to hear talks by **Lou Rosenberg**, president, and **Teddy Blatt**, association attorney.

**Mac Pollay** has returned to his United Phono office tanned and rested after a Florida vacation. Mac, generally regarded one of the top juke experts in the East, found that plenty machines needing his attention had piled up during his absence. . . . **Jerry Kaufman**, National Association of Tobacco Distributors exec, (See New York on page 124)

## Cincinnati:

**Charles Kanter** and **Abe Villinsky**, Automatic Phonograph Owners' Association (APOA) execs, back from Chicago where they attended the Music Operators of America (MOA) confab. Both reported the three-day event to the association membership at its meeting Tuesday (14). Guests at the APOA meet were **Milton Marmer** and **Bob Fogel**, Sicking, Inc., who discussed the phono biz with the ops, and gave souvenirs to all in attendance. A luncheon followed the meeting.

**Nat Bartfield**, a partner in the BW Novelty Company, will spend the Easter holidays in New York and Pennsylvania with his family. **Mrs. Bartfield** and the couple's two children also will make the trip.

## Indianapolis:

**Warren Olsen**, of the Rock-Ola Manufacturing Company, Chicago, was a business visitor at the Calderon Distributing Company, local Rock-Ola distributors. . . . **A. Calderon** has returned from a short vacation in Miami, visiting his family. . . . **Henry Windt**, Hoosier Simplex Music Company, is confined at home by illness.

Coinrow visitors included **Carl Parsons**, operator, Winchester, Ind.; **A. E. Scheiber**, Scheiber Music Company, Huntington, Ind., and **Phil Deering**, La Fayette Distributors, La Fayette, Ind.

**Irvin Schwartz**, Midland Music Distributors, Inc., has returned from a business trip thru Northern Indiana and the Central part of the State, visiting operators. . . . Collections from phonographs are at a low ebb, caused by unemployment, loss of tavern patronage and tax paying time. . . . The record shops are preparing for a heavy demand over the Eastern season. In some instances, more advertising space is being used to feature the Easter record offerings. . . . Most popular today on the coin operated phonographs are "Peter Cottontail" (Bulet) and "That Old Piano Roll Blues" (Capitol).

## Buffalo:

Candy and drink operators here, becoming interested in cookie vending during the past year, have not indicated all-out acceptance of the idea. **Frank Bradley's** Automatic Equipment Company, operating both candy and drink units, uses one column of cookies in candy machines. He finds them a sales booster in summer and a customer accommodation thru the winter.

**Superior Vending Service, Inc.**, candy operation, echoes Bradley's summer sales sentiments, finding cookies "excellent items for hot weather months." Another firm, **Rittling Dispensers, Inc.**, beverage operation, successfully uses nine-column cookie venders in connection with hot coffee machines of another firm. However, its own industrial soft drink locations do not adapt themselves well to adding other equipment, officials report. Usually, only four cookie flavors are featured in the nine-column venders, such as vanilla cookies, fruit bars, etc.

## Hartford, Conn.:

**Dennis P. O'Connor**, Connecticut's State tax commissioner, has disclosed alcoholic beverage and cigarette taxes were among the few State revenue producers to bring in more this year than last. He has released figures showing a gain in both these taxes as compared to a year ago. The 3-cent cigarette tax brought in \$5,037,932 for the first eight months of the present fiscal year which started July 1, 1949. This was \$186,737 or 3.81 per cent, more than for the same period the previous year. He said part of the increase stemmed from better tax collections as result of federal legislation which discouraged purchase of cigarettes out-of-State for the purpose of saving on tax. . . . Alcoholic beverage taxes for the first eight months of this fiscal year total \$3,659,751, or \$3,236 over a year ago.

## Los Angeles:

**Lew Dunis**, of the Portland Amusement Company, paid a visit to **William R. Happel Jr.**, of Badger Sales, to look over some used equipment. Incidentally, Badger Sales has been appointed Permo Point distributor to the coin machine trade in Southern California for Permo Round, Permo Nylon and Muted Stylus, **Jack Leonard**, of the firm's parts dept. (See Los Angeles on page 120)

## San Francisco:

**Don H. McClinton**, of Viking Specialty Company, was in the State capital attending a dealers' meeting. It has been a dry year down that way and he reports operators are particularly interested in drink dispensers.

**Tom Barclay**, of Viking, reports the hottest thing they currently have on hand is the Northwestern bulk vender. A short time ago their prize location did a \$14 weekly gross on 5-cent play. Normal net average, however, for the penny machine runs from \$2 to \$2.50 per month. Operators who drop in are particularly impressed with the lessened time needed to service their routes. **Dick Shroder**, formerly with Shell Oil Corporation, who operates a route of Northwestern machines in San Francisco and Oakland, says service time is cut by one half. (See San Francisco on page 120)

## Milwaukee:

A visitor at **Mello Curro's** Metro Record Shop recently was **Les Reder**, of the L. & R. Distributing Company. After talking juke boxes, Les gave a report on his recent sojourn to Florida.

**Toni Molk**, record buyer and manager of **S. J. Hastings'** Vliet Street office, had a Chicago visitor recently when **Judy Nielsen**, MGM record front office head, came in from the Windy City to get acquainted with key accounts and aid in breaking in her new Wisconsin sales representative, **Benn Oilman**.

A sure sign of spring, a tavern location in Little Slinger, Wis., reports that his juke box has already worn out five copies of **Ken Griffin's** recording of "Beautiful Wisconsin."

A strong move is on foot in Port Washington, boosted by the local Chamber of Commerce, to have the city install parking meters. They recently presented a resolution to that effect to the city fathers. . . . **Ralph Dietrich**, of the Blackhawk Distributing Company, of Madison, has completed installations of Lite-a-Pin conversions on all his shuffle alley machines. Dietrich also is adding a complete line of novelty and joker items to attract patrons at his amusement arcade on University Avenue.

Another Madisonian in the coin machine spotlight is **Irv Goff**, of the Goff Music Company. Irv is once again sponsoring, along with other civic minded business people, the annual State-wide high school basketball tournament. As a clincher, he sponsors the radio broadcast of the finals over Station WKOW.

**Jack Teter**, whose "Johnson Rag" recording put many nickels into operators' boxes all over the nation, is resting these days in California, vacationing before going on tour with a full-size orchestra which is in its organizational stages.

**Jack Teter**, whose "Johnson Rag" recording put many nickels into operators' boxes all over the nation, is resting these days in California, vacationing before going on tour with a full-size orchestra which is in its organizational stages.

## Washington:

The only amusement Arcade in southeast Washington, Capitol Amusements, is gaining in popularity, according to the man who runs it, **Harvey Goldman**. Goldman reports another innovation in the Washington amusement business. He's featuring a new pinball machine, Exhibit's Campus, the only one of its kind in this area so far.

**Hirsh de La Viez**, of Hirsh Coin Machine Company, reports his speech at the Music Operators Convention in Chicago went over well. His subject was "Programming Music." . . . The young woman sponsored by Spacarb of Washington, Inc., didn't win the title of Miss Out. (See Washington on page 124)

## Chicago:

**Mike Spagnola**, Automatic Phonograph Distributing Company, tells of the struggle to keep display models of the new AMI Model C on the showroom floor. With a big boost to sales resulting from the music meet last week, Mike expects the hyped buying to continue. . . . **Andy Oomens**, of Walter Oomens Sons, finds the recent coal situation has resulted in a drop-off in juke play. But with things getting back to normal, the play rate should climb back to "full fuel" levels, he thinks.

**Herman Duenisch**, music operator in the Glen Ellyn area, has been spending some time in California. . . . **Bunny Music Company**, which introduced the Metro label's "New Love" platter on juke turntables in this area, reports nifty nickel response.

**Rene Girard**, service department head of **Frank Padula's** Melody Music operation, continues filling the bill as juke renovator and troubleshooter par excellence. Frank, in his office and disk stock shop across the street from service quarters, is also doing a top job wax-wise for better play rates.

**Dick Tennes**, president of Vend-Rite Manufacturing Company, is all set to carry out his new method of product selectivity thru a non-selective vender. Using a modified version of firm's Kleenex machine, Dick has engineered a simple vending unit for the job, one which he unconditionally guarantees mechanically for one year. Vend-Rite, which has 22 distributors covering the country, recently became a member of the National Automatic Merchandising Association and plans to show at the 1950 convention here next November.

**John Frantz**, Frantz Manufacturing Company, has moved his factory facilities to Blue Island, where he states he has larger floor space. Firm was formerly headquartered on West Lake Street. . . . **H. M. Schaefer**, Victor Vending Corporation, is enthusing over the new face plates on the Victor Topper Deluxe and Jumbo Universal models, introduced last week.

**Bert Mills** and **Herbert Chadwick**, the Bert Mills Corporation, come up with some more manufacturer-enthusiasm. This batch of smiles is over the operator reception accorded the new 200 cup Coffee Bar junior model. . . . **Herman Stamer**, vice-president of Mechanical Merchants, Inc., anticipates good things from firm's year-round outdoor cup vender program on CTA stations.

**Frank Mencuri**, Exhibit Supply's arcade division manager, is off on another trip, this time heading east where he will cover about a dozen centers within a one-week period. **Charlie Pieri**, sales manager, is back from a business trip to Texas. Firm's (See Chicago on page 124)

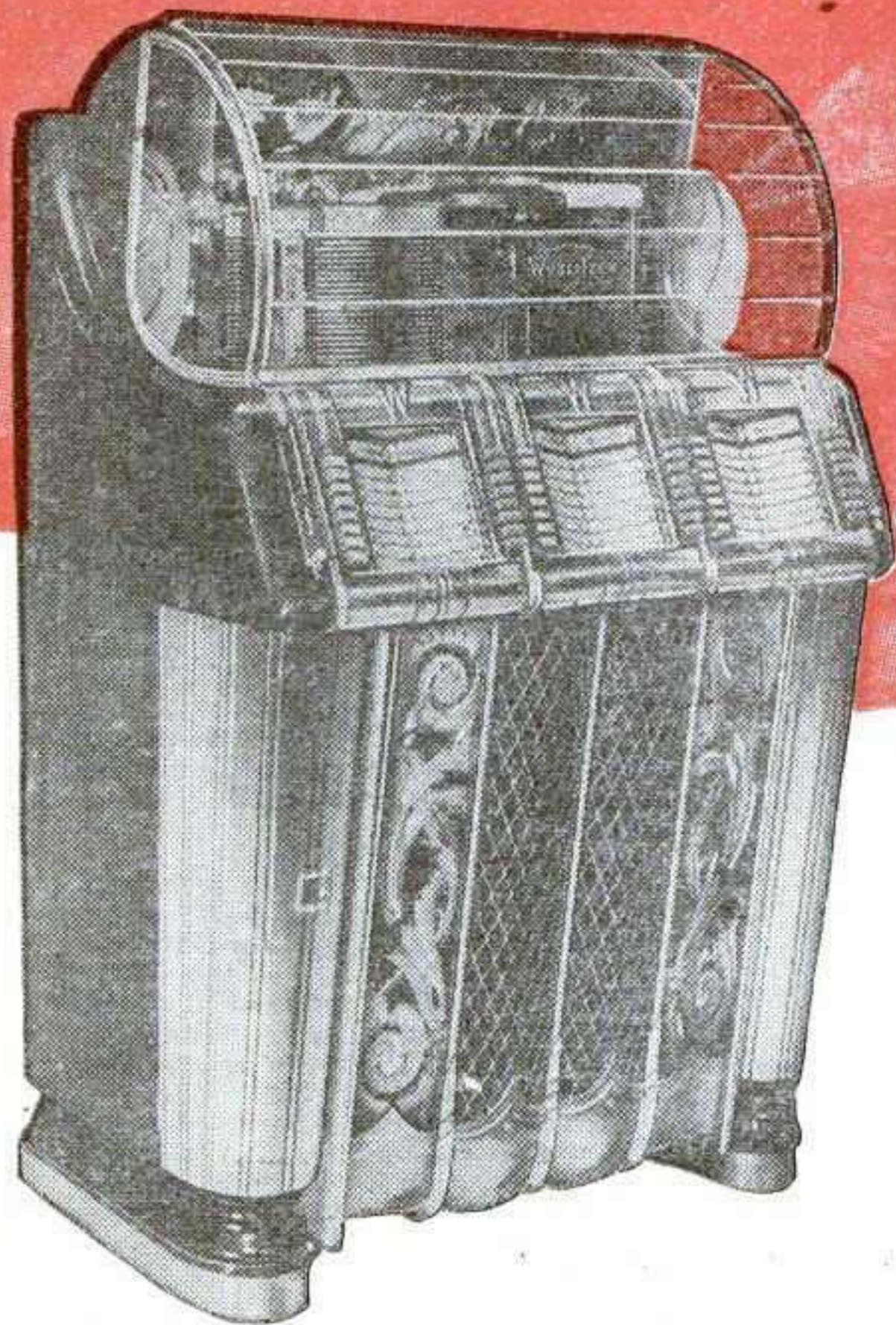
## Detroit:

**Louis Kuteck**, formerly routeman and mechanic for **Frank Healey**, of the Atlantic Products Company, has established his own route of bowling games and shuffleboards. Headquarters are on Van Dyke Avenue. **Michael Medford**, who has been in poor health for some time, is building his route with the addition of a number of bowling games and shuffleboards. Kuteck is managing the route for him.

**Dan Evans**, formerly a partner with **Andrew McLean**, of the State Amusement Company, is establishing a service company under his own name on Mack Avenue to handle service operations for all types of amusement games. . . . **Max Marston** has closed the doors of the Marston (See Detroit on page 124)

# MORE BEAUTY - MORE ACTION

## AT EYE LEVEL



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BE SEEN OVER  
TABLES AND CHAIRS

### JAM-PACKED WITH OTHER MONEY-MAKING FEATURES, TOO

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An \$8.75 kit and less than 30 minutes time adapts it to play 33-1/3 or 45 RPM records. You can play all top sides by using two 7-inch records in each tray.

**DOESN'T OBSOLETE PRESENT REMOTE UNITS**

Your investment in current Wurlitzer Wall and Bar Boxes is safe. All can be used with the Wurlitzer 1250.

**AMAZING DYNATONE SOUND SYSTEM**

Simple turn of a tone control knob brings out best musical quality of any speed record. You get the new high fidelity of the new speed records.

**ZENITH COBRA RECORD ECONOMY**

50% saving in record and needle wear plus finest tone through twin tone arms with Zenith Cobra Stylus.

**NEW SERVICE ACCESSIBILITY**

Amazing savings in service time and costs. All service units instantly accessible, readily replaceable.

**PRICED FOR TODAY'S MARKET**

Priced to pay operators a real profit—designed to stimulate play.

The Wurlitzer 1250 is a triumph of all-over eye appeal with emphasis at the upper level... the eye level... where, over tables and chairs and the heads of the people that occupy them, ALL can see its ACTION and ILLUMINATION.

Add top-side beauty and visibility to the galaxy of other great coin-coaxing features of this phonograph and you'll see why it deserved the one word most heard from operators... TERRIFIC!

The Great New  
**WURLITZER**  
*Twelve Fifty*

THE RUDOLPH WURLITZER COMPANY, NORTH TONAWANDA, NEW YORK

# Canada To Get Jukes, Games; Music Imports To Start July 1

(Continued from page 104)

arrangement has been made to establish quotas for new buyers since it would be unfair to allocate a portion of the limited purchasing power to any but those firms having established prior rights to such a quota.

### Okay Pin Ball Games

All amusement machines, except pinball in its many varieties, are still prohibited, as are vending machines. Wilson said that it was impossible to say when the embargo might be lifted on all games and venders, but other Canadian sources predicted that move would follow shortly.

Actually, Wilson explained, pinball games have been passed by Canadian customs people since a customs ruling, handed down in October, 1949, placed them under the 50 per cent quota arrangement.

Quotas for pinball imports are now being established retroactive to last October, Wilson said.

Value of equipment, Wilson pointed out, will be based on Canadian rather than U. S. dollars. He added that equipment values for duty and quota purposes will be based on Canadian selling prices rather than on invoice prices. Each customs of-

ficer at a Canadian port of entry will be charged with determining the value of shipments, Wilson said.

### Forecast Volume

Some indication of the extent of business U. S. firms may expect from Canada can be obtained from examining Canadian import statistics for the base period. In the 12 months ended June 30, 1947, Canada imported approximately \$1,191,242 worth of phonographs and \$461,690 of amusement games. The games figure is not broken down to show what portion of this amount represented pinballs.

Until the embargo, imposed in the fall of 1947 to ease a rapidly diminishing supply of dollar., Canada was consistently one of the largest purchasers of all types of coin machines. Biggest year was 1947, when Canadian buyers absorbed 16,104 coin machines valued at \$2,001,967.

Business dropped off sharply in 1948 and 1949 when total coin machine exports were valued at \$87,080 and \$27,701, respectively.

How much of a spurt the market is likely to take now and after July 1 no one would predict. During the 12-month period following July 1, however, Canadian buyers will have approximately \$500,000 in juke box quotas and an undetermined amount in pinballs.

Canadian operators' buying power is a question mark. High equipment prices, due both to scarcity of equipment and to duty and excise taxes, have pinched the nickel badly during the past two and one-half years. But Canadian distributors said this week that they expect prices to start downward once new and reconditioned used machines start moving across the border.

# COINMEN YOU KNOW

## Los Angeles:

(Continued from page 118)

partment, reported. . . R. L. Gray was in from his San Bernardino headquarters to make a tour of Pico Street. . . Ditto for A. T. Felkins, who hails from the same town.

Jack (Johnson Rag) Teter, on a short California vacation, visited Mary and Kate Solle, of the W. H. Leuenhagen Company Record Bar, in the company of Bill Jones and Dottie Vance, of London Records. . . Happy Clark was in from Downey to look over the latest in games. . . Also making the rounds was Pete Pellegrino, of South Gate.

Paul Laymon, of the company bearing his name, is showing the new Genco five-ball game South Pacific. Operators are showing a lot of interest in the game, he says. . . Frank Matthews, Hanford coinman, was in town. . . Ditto for Edwin Gaffko, who operates in Rialto.

Hank Pollock, assistant sales chief for Mercury Records, was in from Chicago to get dealer reaction to the firm's first 45 r.p.m. release. . . Nick Maex, Culver City coin operator, was seen on Pico Street looking over some games. . . Also seen on coin machine row was Archie Luper, who operates in Ventura. . . Robert Chacon, Laguna Beach coinman, was making the rounds last week.

Phil Robison, of Chicago Coin, is getting a good plug for the firm's Band Box on Bill Anson's Sunday TV show. . . Jimmy Dolan, whose Capital waxing of "It Had To Come Someday" is getting a good reaction from operators, was visiting Pico Street.

Sam Handman, local coin machine op, stands to make himself some unexpected coin from that old-timer, "Are You Lonesome Tonight?" which he cuffed some 20 odd years ago. It's just been released on the MGM label. . . Jimmy Hume reports that spring weather is bringing a good play on the music machines at Palm Springs. . . William Merrill was in from Santa Ana renewing acquaintances on coin machine row.

Joe Duarte, of the Badger Sales export department, is on an extended plane survey in Central and South America for the firm visiting Guatemala, Costa Rica, Panama and Venezuela. . . M. F. Tillison deserted his Long Beach headquarters long enough to make the rounds on Pico Street. . . Another recent visitor was S. W. Ketchersid, of San Bernardino.

## San Francisco:

(Continued from page 118)

Globes are cleaned and sterilized at home. Newly filled globes are placed in the route truck for replacements. Total time for exchange is a matter of seconds.

Cal Le Neave recently opened a supply and repair shop for all types of coin venders. He leaves his shop in the able hands of Don Lee, who does most of the repair work. Cal's pitch is the operation of a jobbing truck with which he intensively covers San Francisco, Oakland and the Peninsula. Twice a year he sets out and hits the biggest operators on the West Coast.

Jack Dolan, salesman for a number of years with the Golden Gate Novelty Company, has opened his own place on Golden Gate Avenue. Jack, who returned last week from a sales trip to Portland, is concentrating his sales efforts on rebuilt venders of all types.

Tris Coffin, with a route of 500 bulk venders in Oakland, is most impressed with the simplicity of the coin mechanism. Three screws hold it to the inside door. If a slug jams the mechanism he says replacement

is a simple matter. Ted Essed, who has 360 bulk venders spotted in the Bay area, also was in recently looking over Vikings' supplies. Likewise Sid Simpson was up from the Peninsula to say hello. Sid is from San Jose and operates both bulk venders and a route of candy bar machines.

Al Roberts, of the Golden Gate Novelty Company, reports sales of their shuffle bowling games holding up well. Operators who dropped in to Golden Gate recently for a quick "look see" were M. A. Marien, of Guerneville, Calif., who checked music developments; Lou Krantz also looking at juke; Jack Bagley from Santa Rosa; Larry Marteni, of Petaluma; Al Farley of San Jose; Frank Marty of San Jose, and Jerry Barron, of San Mateo.

# Pfansthiel in Production on Pick-Up Unit

(Continued from page 112)

by the bending of the pick-up arm caused by variations in the record groove.

### Features

Listed as features of the new pick-up are:

1. No crystal, magnet, coils or condenser used.
2. Record and needle life multiplied many times.
3. Improved music.
4. No damage from extreme heat or humidity.
5. Trouble-free operation.
6. Easy to install.

### Increased Needle Play

Pfansthiel execs report the new lightweight pick-up and tone arm assembly will give up to 25,000 or more acceptable plays with the same needle. Firm, however, recommends ops change needles in their top spots between 10,000 and 12,000 plays.

Unit was introed only after a series of tests which were conducted at the firm's plant here, and on test locations.

# Genco Delivers South Pacific Five Ball Game

CHICAGO, March 18.—Genco officials this week announced the firm's new five-ball novelty game, South Pacific, is in production and being delivered to distributors thruout the country.

South Pacific features a high score of 3,900,000 points and seven different ways in which the player may score replays. Play centers around numbered kickers ranging from 1 to 10. By lighting certain sequences, then passing over contacts, the player scores his replays.

Unit is attractively appointed and features the plastic bumpers which have been used in previous Genco games.

## AAMONY SETS

(Continued from page 104)

Amusement, presided. They heard Teddy Blatt, AAMONY attorney, urge members to co-operate fully with the license department. The new city license year for games became effective Thursday (16) (The Billboard, March 18).

The operators ratified a collective bargaining agreement with Local 254 of the Retail, Wholesale and Department Store Employees Union, a Congress of Industrial Organizations (CIO) affiliate.

AAMONY moved into new headquarters this week at 496 10th Avenue. Temporary offices had been maintained at 594 10th Avenue.

## 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

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### BEST BUYS

IN FINEST, CLEANEST RECONDITIONED GAMES

### RECONDITIONED CONSOLES

- ARROW BELL . . . . . \$450.00
- BONUS SUPER BELL . . . . . 150.00
- TWIN BONUS SUPER BELL . . . . . 275.00
- DELUXE DRAW BELL . . . . . 169.50
- MULTI-BELL . . . . . 395.00
- RESERVE BELL . . . . . 249.50
- WILD LEMON . . . . . 265.00

### ARCADE EQUIPMENT!

- ALL STARS . . . . . \$149.50
- BANK BALL . . . . . 125.00
- BAT-A-SCORE . . . . . 239.50
- CHAMPION HOCKEY . . . . . 69.50
- QUARTERBACK . . . . . 159.50
- STAR SERIES, with 1950 Bat Unif. . . . . 225.00

Member National Coin Machine Distributors' Association.

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- EXHIBIT GUN . . . . . \$99.50
- CHICAGO COIN REBOUND . . . . . \$89.50
- WILLIAMS QUARTERBACK . . . . . \$159.50
- GENCO SCREWBALL . . . . . \$49.50
- WURLITZER 1100 . . . . . \$395.00

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603 Linden Ave., Dayton 3, Ohio  
325 N. Illinois St., Indianapolis 4, Ind.



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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.

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**SLOT MACHINES**

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Complete Machines and Conversion Kits.  
Used Machines Taken in Trade.

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SEEBURG Selectomatic 100. Write or Phone  
2 Williams Star Series . . . \$225  
2 Williams Quarterback . . . 150

**A & A Amusement Co.**  
Phone 2186 MACON, MO.

**State Tax Calendar**

**Alabama**  
April 10—Tobacco stamp and use tax report and payment due. Tobacco wholesalers' and jobbers' report due.  
April 20—Sales tax report and payment due.  
April 30—Franchise tax payment due (last day).

**Arkansas**  
April 17—Property tax installment due.

**California**  
April 15—Personal income tax return and first installment due.  
April 30—Sales tax report and payment due.

**Colorado**  
April 14—Sales tax report and payment due.  
April 15—Denver sales tax report and payment due. Income tax return and first installment due.  
April 30—Property tax due (last day to pay in one installment without penalty).

**Connecticut**  
April 30—Sales and use tax return and payment due.

**Delaware**  
April 30—Income tax return and first installment due.

**District of Columbia**  
April 15—Income (franchise) tax return and first installment due. Income tax return and first installment due. Unincorporated business tax return and first installment due.  
April 20—Sales and use tax report and payment due.

**Florida**  
April 1 — Property tax payment due (last day). Property tax return due.  
April 25—Sales, use, rental and admissions taxes and reports due.

**Georgia**  
April 10 — Cigar and cigarette wholesale dealers' report due.

**Idaho**  
April 15—Cigarette wholesalers' drop shipment report due.

**Illinois**  
April 15—Cigarette tax return due. Sales tax report and payment due.

**Indiana**  
April 10—Cigarette distributors' interstate business report due.  
April 15—Cigarette distributors' drop shipment report due.

**Iowa**  
April 20—Sales tax report and payment due.

**Kansas**  
April 15—Income tax return and first installment due.  
April 20—Sales tax report and payment due.

**Kentucky**  
April 15—Corporation license tax report due. Income tax return and first installment due.  
April 20—Cigarette wholesalers' report due.

**Louisiana**  
April 1—Soft drinks tax report due. Tobacco tax report due.  
April 15—Soft drinks tax report due. Tobacco tax report due.  
April 20—New Orleans sales and use tax report and payment due. Sales and use tax report and payment due.

**Maryland**  
April 10—Admissions tax payment due.  
April 15—Income tax return and first installment due. Sales and use tax report and payment due.

**Massachusetts**  
April 20—Tobacco tax report and payment due.

**Michigan**  
April 15—Sales tax report and payment due.  
April 20—Cigarette tax report and payment due.

**Mississippi**  
April 15—Manufacturers, distributors and wholesalers of tobacco, report due.

**Missouri**  
April 15—Retail sales tax report and payment due.

April 30 — St. Louis employers' quarterly withholding tax report and payment due. Soft drinks manufacturers' report and payment due.

**Montana**  
April 15—Personal income tax return and first installment due.

**Nebraska**  
April 10—Cigarette distributors' report due.

**New Hampshire**  
April 15—Property tax return due (last day).

**New Jersey**  
April 15—Franchise tax and report due.  
April 20—Cigarette distributors' tax report and payment due.

**New Mexico**  
April 1—Income tax information return due.  
April 15—Income tax report and first installment due. Occupational gross income tax report and payment due. Severance tax and report due.

**New York**  
April 1—New York City semiannual installment of property tax due.  
April 15—Personal income tax return and first installment due. Unincorporated businesses' tax return and payment due.  
April 20—New York City sales and use tax return and payment due.

**North Carolina**  
April 15—Sales tax report and payment due.

**North Dakota**  
April 10—Cigarette distributors' report due.  
April 20—Sales tax report and payment due.

**Ohio**  
April 10—Cigarette wholesalers' report due.  
April 15—Cigarette use tax and report due.

**Oklahoma**  
April 10—Cigarette wholesalers', retailers' and vending machine owners' report due.  
April 15—Sales tax report and payment due. Tobacco wholesalers', jobbers' and warehousemen's report due.

**Oregon**  
April 15—Personal income tax return and first installment due.

**Pennsylvania**  
April 10—Soft drinks tax report due.  
April 15—Income tax return and first installment due.

**Rhode Island**  
April 20—Sales and use tax return and payment due.  
April 30—Corporations employing five or more persons, report due.

**South Carolina**  
April 10—Admissions tax report and payment due.

**South Dakota**  
April 15—Occupational retail sales tax quarterly return and payment due.

**Tennessee**  
April 20—Property tax return due. Sales and use tax report and payment due.

**Texas**  
April 25—Admissions tax report and payment due.

**Vermont**  
April 20—Property tax return due (last day).

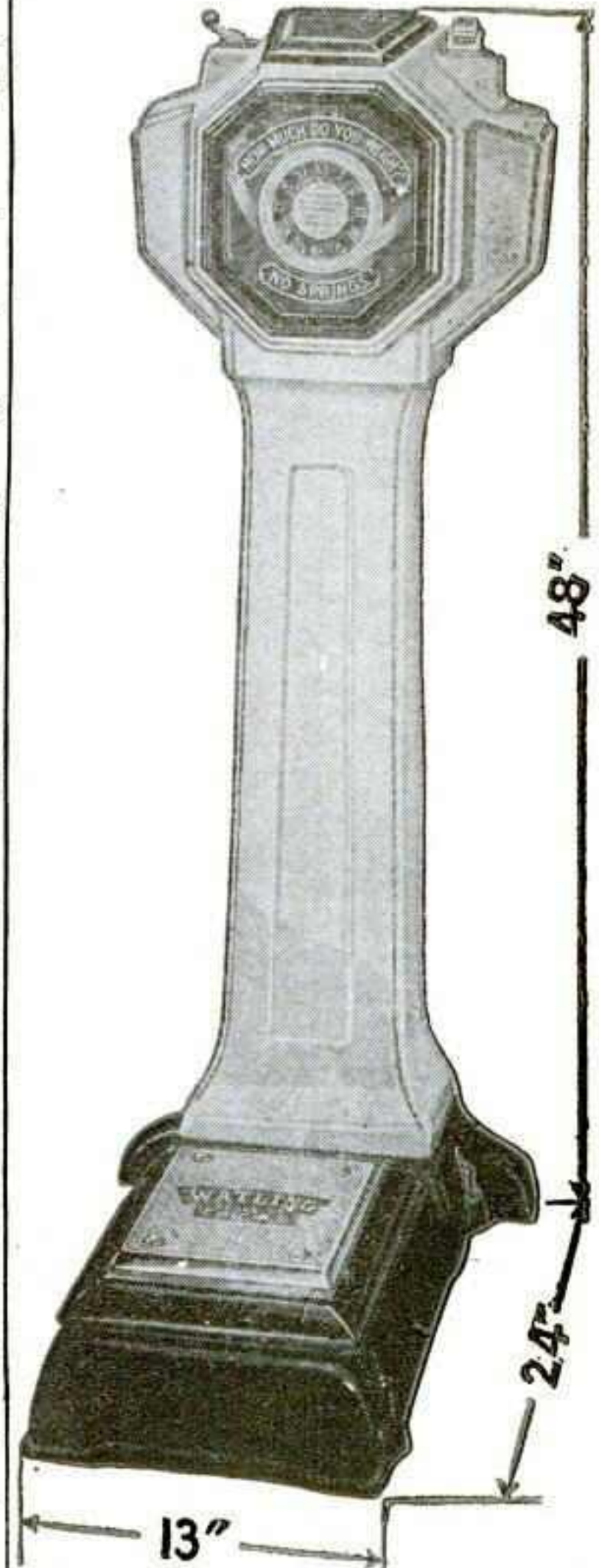
**Virginia**  
April 15—Corporation income tax return due.

**Washington**  
April 15 — Wholesalers' cigarette drop shipment report due.

**West Virginia**  
April 15—Cigarette use tax report and payment due. Sales tax report and payment due.

**Wisconsin**  
April 10 — Cigarette wholesalers' and manufacturers' report due.

**Wyoming**  
April 15—Sales tax report and payment due.



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zine for One Year for which I inclose \$3.

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City ..... Zone ..... State .....

**1949 Export Totals**

According to Countries

Country	No.	Total Value	Phonographs		Vendors		Amusement Games	
			No.	Value	No.	Value	No.	Value
Venezuela	1,327	\$ 498,292	883	\$ 402,247	200	\$ 57,510	244	\$ 38,535
Philippine Rep.	1,000	260,583	146	65,364	665	131,176	189	64,043
Cuba	1,720	214,621	496	163,183	653	31,178	571	20,260
Japan	498	143,088	88	44,699	212	48,501	198	49,888
Panama	379	94,584	88	50,426	205	28,933	86	15,225
Guatemala	170	71,954	120	65,427	..	..	50	6,527
Mexico	514	64,164	101	29,954	166	13,065	247	21,145
Belgium	320	64,056	77	49,373	2	1,100	241	13,583
Honduras	148	49,554	98	49,054	50	500	..	..
Colombia	192	45,530	146	42,310	..	..	46	3,220
Salvador	73	43,676	73	43,676	..	..	..	..
Switzerland	133	36,767	43	31,387	14	2,454	76	2,926
Netherlands Antilles	93	36,293	36	22,166	41	10,170	16	3,957
Newfoundland	134	31,929	35	17,420	31	7,350	68	7,159
Canada	411	27,701	3	1,649	96	10,867	312	15,185
Haiti	81	23,534	31	11,029	50	12,495	..	..
Dominican Rep.	46	17,773	43	16,891	3	882	..	..
Union of S. Africa	178	16,408	2	1,362	3	1,875	173	13,171
Hong Kong	77	14,423	34	12,938	..	..	13	1,485
British Guiana	20	8,000	..	..	..	..	20	8,000
Finland	76	8,000	76	8,000	..	..	..	..
Bermuda	8	4,289	..	..	3	2,835	5	1,454
Norway	8	4,800	8	4,800	..	..	..	..
New Zealand	15	4,759	1	605	12	3,365	2	789
Saudi Arabia	5	3,288	4	2,663	..	..	1	635
Portugal	5	3,025	5	3,025	..	..	..	..
Korea	8	2,792	..	..	8	2,792	..	..
Costa Rica	4	2,456	4	2,456	..	..	..	..
United Kingdom	3	2,484	..	..	3	2,484	..	..
Curacao	8	2,090	6	1,312	2	788	..	..
French Morocco	6	1,950	6	1,950	..	..	..	..
Fr. West Indies	2	1,482	..	..	2	1,482	..	..
Chile	2	1,480	..	..	2	1,480	..	..
Lebanon	23	1,372	..	..	..	..	23	1,372
Indonesia	1	1,294	1	1,294	..	..	..	..
Nicaragua	3	1,250	3	1,250	..	..	..	..
Germany	4	1,246	..	..	4	1,246	..	..
Peru	2	1,211	..	..	..	..	..	..
Surinam	4	1,057	..	..	..	..	4	1,057
Turkey	15	1,000	..	..	..	..	15	1,000
Brazil	1	650	1	650	..	..	..	..
Bahamas	1	605	1	605	..	..	..	..
Kuwait	2	590	..	..	..	..	2	590
Ceylon	1	571	1	571	..	..	..	..
Australia	2	500	2	500	..	..	..	..
Other Countries	812	192,173	260	209,242	300	77,404	252	4,276
<b>TOTALS</b>	<b>8530</b>	<b>\$2,008,064</b>	<b>2,954</b>	<b>\$1,260,659</b>	<b>2,725</b>	<b>\$451,923</b>	<b>2,851</b>	<b>\$295,482</b>

**Higher Prices Reflect Solid 1949 Market**

European Ops Key to 1950

(Continued from page 104)  
year this South American country accounted for \$450,803 in phonograph purchases.

Vending interests in the Philippine Republic spent \$131,176 for new and used automatic merchandisers of all types, placing this island nation second on the 1949 list with a dollar total of \$260,583. The other major buyers in 1949 were Cuba, 1,720 pieces of equipment for \$214,621, and Japan, 498 coin machines for \$143,088.

**Game Division**

In the game division operators from the Philippines, Japan and Venezuela dominated the sales. Filipino coinmen spent \$64,043 for 189 new and used games, Japanese interests bought 198 amusement pieces for \$49,888 and Venezuelan firms bought 244 games for \$38,535.

The most encouraging factor in the 1949 export market was sales to six European countries, Belgium, Norway, the United Kingdom, Germany, Switzerland and Portugal. While most of these sales were of the token variety, they indicated that once again European operators are beginning to look to the United States for coin equipment on a stepped-up basis, something that has not happened since early in 1939.

**New Charm**

NEW YORK, March 18.—A tiny scissor, said to vend perfectly, was added this week to the line of Charms manufactured by Samuel Eppy & Company. Made of nickel-plated metal, the scissor can be hung from a charm bracelet. And it actually cuts, according to Sam Eppy, president. It is priced at \$10 a thousand.

**United Begins Deliveries on Double Shuffle**

CHICAGO, March 18. — United Manufacturing Company is making deliveries on its new Double Shuffle-Alley, featuring twin-scoring, Billy DeSelm, sales manager, announced this week. Game is produced under firm's patent 2,192,596.

Double Shuffle-Alley can be played by one or two persons. If only one plays, a dime activates unit; if two participate, each inserts a dime.

When two players participate, the scores are totaled automatically frame by frame on the light-up back glass, thus allowing for competition thru each frame as in regular bowling, with scoring following that of bowling, including strikes, spares, splits, railroads, etc.

Unit also features lighted upright bowling pins. The entire playfield is hinged for simplified servicing, has a new, flashy cabinet design and an automatic puck return which is locked in after each game.

Double Shuffle-Alley comes in two lengths, 8 or 9½ feet. Each is two feet wide.

30 United Shuffle Alleys.....\$195.00  
(used 60 days)

50 Pin-tables, '48 models, ea... 20.00

1 Voice-O-Graph, used 6 mo... 295.00

1 Photo-Matic, '47 model.... 325.00

1 6 Gun A.B.T. Rifle Range  
(complete) ..... 495.00

Will accept late free play one-balls in trade.

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- 4 WILCOX-GAY (Brand New) VOICE RECORDERS. Ea.....\$200.00
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  - 2 HILCO ICE CREAM BAR VENDERS (Floor Samples). Ea. 350.00
  - 2 ALL-AMERICAN SHOE SHINE MACHINES (Used). Ea..... 50.00
- KING-PIN EQUIPMENT COMPANY**  
826 Mills St. Kalamazoo, Mich.

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Send your list in to us

**FRANK SWARTZ SALES CO.**  
515-A Fourth Ave., S. Nashville 10, Tenn.  
Phone: 4-8571

# Record Reviews

(Continued from page 115)

**RATINGS**  
**OPERATOR**  
**RETAILER**  
**DISK JOCKEY**  
**OVER-ALL**

ARTIST LABEL AND NO.	TUNES COMMENT				
<b>COUNTRY &amp; WESTERN</b>					
<b>HARDROCK GUNTER &amp; THE PEBBLES</b> Bama 104	<b>Birmingham Bounce</b> Sparkling side here features standout warbling and orking in a potent country jazz format.	80--80--80--80			
	<b>How Can I Believe You Love Me?</b> Medium bounce ballad also has big league potential.	75--75--75--75			
<b>ZEKE CLEMENTS</b> MGM 10659	<b>Guitar Waltz</b> Instrumental waltz features some twangy string work. Danceable, but ordinary side.	71--70--70--72			
	<b>Just Look At You Now</b> Uninspired rendition of some ordinary material.	60--60--60--60			
<b>JIMMY WAKELY</b> Capitol 929	<b>Mr. Easter Bunny</b> Child asks the Bunny to bring him flowers for his Daddy's grave. Idea doesn't ring true.	71--72--72--70			
	<b>Peter Cottontail</b> Wakely does his usual fine job with the new Easter hit.	84--84--84--84			
<b>JIMMY WORK</b> Decca 46223	<b>Surrounded by Water and Bars</b> Jail-house throbber is done in twangy, back-country style by Work.	69--70--70--68			
	<b>Who's Been Here Since I've Been Gone</b> Country blues-riff tune is based on the "Organ-Gridner's Swing" theme. Flavorful, easy-goin' stuff.	72--72--72--72			
<b>HANK AND FRANK</b> Columbia 20675	<b>I'm Kickin' the Bucket Over You</b> Tongue-in-cheek hillbilly could amuse city dwellers.	69--72--68--68			
	<b>I Offer You My Second-Hand Heart</b> Slick, but lightweight country opus is warbled in bouncy, dancey style by the harmony team.	71--73--70--70			
<b>BENNY LEADERS</b> 4 Star 1443	<b>Somebody's Stealing My Baby's Sugar</b> Robust-voiced bary handles the promising pop-corn tune in acceptable Southwest fashion.	78--78--78--79			
	<b>Second-Hand Heart</b> Several earlier entries eclipse this performance.	70--70--70--70			
<b>MADDOX BROTHERS &amp; ROSE</b> 4 Star 1440	<b>I Love the Women</b> Back-country gang projects a load of good fun on a blues-type novelty.	76--77--77--75			
	<b>Just One Little Kiss</b> More of the same uninhibited music-makin' for the back-country cousins.	73--74--73--73			
<b>RED PERKINS</b> King 850	<b>One at a Time</b> Slick warbling and strumming outweighs the mildly amusing material here.	71--72--70--70			
	<b>I'm So Happy I Could Cry</b> Simple, retentive material is given the same strong treatment, tho there's nothing extraordinary here.	73--73--72--74			
<b>HOT JAZZ</b>					
<b>GEORGE SHEARING QUINTET</b> MGM 10647	<b>In a Chinese Garden, Parts 1 &amp; 2</b> The fragile charm of this wonderful group has never been heard to greater advantage than on this lovely original. Shearing fans will love it but it probably will go way over an average consumer's head.	73--80--75--65			
<b>GEORGIE AULD</b> Discovery 117	<b>Settin' the Pace</b> Expertly executed, bop-influenced original is swung crisply by Auld's small crew. Auld shines on tenor.	65--70--65--60			
	<b>Mild and Mellow</b> Another smartly performed instrumental with not quite the meat of the first side. Again Auld shows off his tenor sax brilliance.	61--66--62--55			
<b>PORKY FREEMAN</b> 4 Star 1423	<b>I Had a Little Wife</b> Spirited, if rough warbling of a lively southwester, with some flashy guitar work featured.	69--70--70--68			
	<b>Tiger Rag</b> Breakdown features Freeman's sparkling guitar pickin', but side doesn't come off as anything special.	69--70--68--70			
<b>WILL GRAVES (Rhythm Rangers)</b> Columbia 106	<b>I'm Paying With a Broken Heart</b> A better-than-average hunk of country material gets an average rendition here. Sharper recording would have helped.	68--68--68--68			
	<b>Have I Told You Lately That I Love You?</b> Graves does a fine job here, but his version has little chance to catch earlier name diskings of the tune.	69--68--68--70			
<b>HAL HART</b> 4 Star 1348	<b>Oklahoma</b> Virile warbler tells the story of the State in pleasing style. Should do okay in the home territory.	71--72--70--70			
	<b>Did I Ever Tell You?</b> Routine material dulls a full-bodied vocal effort here.	59--58--60--60			
<b>MAC O'DELL</b> Mercury 6243	<b>Red Ball Rocket Train</b> Rollicking country train blues should do a heap of business in the South and mountain country. Brother harmony, harmonica and guitar are strong.	77--78--76--77			
	<b>That Final Day</b> This side's for the sacred set. It's clear, pointed and rhythmic stuff.	74--76--75--70			
<b>YORK BROTHERS</b> King 852	<b>Gravy Train</b> Number was out earlier on a rhythm-blues diskings. This country dance disk is a compact, thoroly satisfying affair.	76--77--76--76			
	<b>Take a Number</b> Potent solo warbling, and solid pro orking here, but the material lacks the same fine edge.	71--72--71--71			
<b>HERBIE STEWARD QUINTET</b> Roost 510	<b>T'Ain't No Use</b> Steward, one of the best young tenormen in the Lester Young tradition, is featured in a languid, slow bop treatment of the ballad. Group plays with discipline, makes a good, modern sound.	62--64--63--60			
	<b>Sinbad the Tailor</b> Steward and the boys jump a rhythm tune in bop style. Good jazz for developed tastes.	62--66--63--58			
<b>THE BUD POWELL TRIO</b> Roost 509	<b>Somebody Love Me</b> Powell, one of the masters of contemporary jazz piano, shows a world of stuff here. And there's enough commercial savvy to boost Bud into the Shearing-Garner class if he gets the breaks.	69--72--70--66			
	<b>Bud's Bubble</b> No end of imagination and technique emerge in an up tempo original.	67--70--68--63			

## Five-Ball Game, Dreamy, Shown At Williams Mfg.

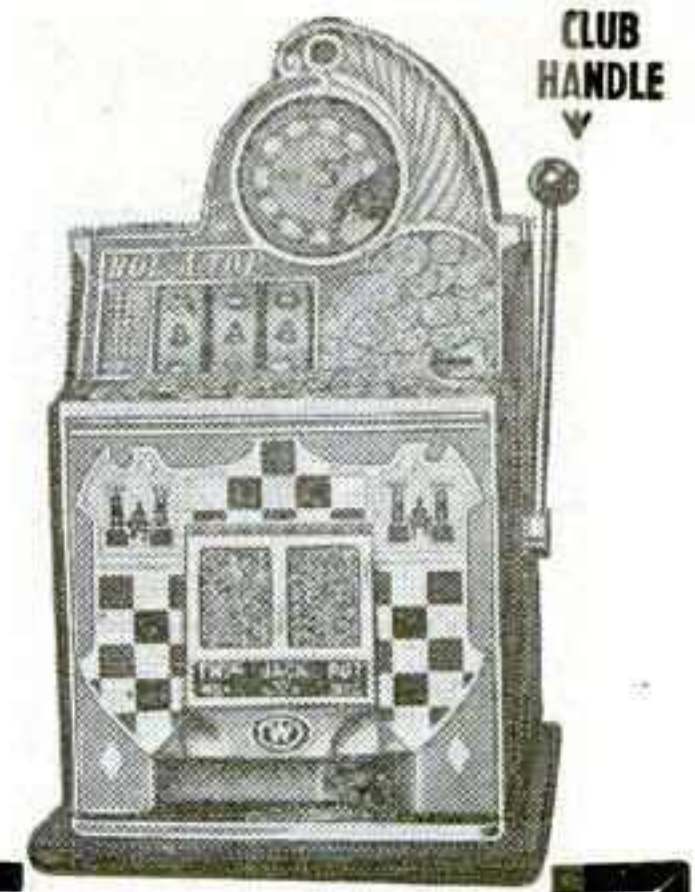
CHICAGO, March 18.—Dreamy, a five-ball game, was placed in production this week by Williams Manufacturing Company. Featuring high action developed from cross-ball action at the bottom of the playfield, it makes use of high score and point score principles.

Major objective of the game is to make a 1-5 numbered series of roll-over switches which are strategically located at the top and both sides of the playing area. Once this key series had been made, regardless of numerical order, several scoring pockets light up and increase in value. In addition, roll-over switches 4 and 5 register free plays when energized.

The Williams developed reset tilt idea is embodied on Dreamy. With this feature a player is penalized for only those points made on the ball in play when a tilt occurs. Normally, a whole game is forfeited when a tilt occurs in five-ball play. Backglass on the new Williams product features a translucent type of scoring. Therefore, instead of several numbers in view on the backglass simultaneously, on Dreamy the only number visible is the one showing the players' exact score. Five numbered lighted cards on the backglass are successively blacked out as the roll-over switch identified with each one is energized.

### Walter Heller Co. Dividends

CHICAGO, March 18.—Walter E. Heller Company has declared dividends on three classes of stock, all payable March 31 to stockholders of record March 20. A quarterly dividend of 15 cents was declared on the common stock; \$1 on 4 per cent preferred, and \$1.37½ cents on 5½ per cent preferred.



**\$139<sup>50</sup>**

**BRAND NEW ROL-A-TOPS**

SIZE: 23" High, 14" Wide, 15" Deep  
 Net Weight: 88 lbs.

**5c-10c-25c PLAY FACTORY REBUILTS \$95 EACH**

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Wurlitzer 1015	249	Seeburg 147M	299
Wurlitzer 1017—Hideaway	229		

PHONOGRAPHS LISTED BELOW ARE COMPLETE AND IN GOOD WORKING ORDER

WURLITZER	ROCK-OLA	SEEBURG
750E .....\$119	Super 40 .....\$ 59	146M R.C. Special \$239
850 ..... 89	Standard 30 ..... 59	1941 R.C. Special 119
950 ..... 89	Commando ..... 49	Hightone, R.C. ... 99
800 ..... 89		Hightone, E.S. ... 79
500 ..... 89	<b>MILLS</b>	
600R ..... 54	Constellation ...\$195	Colonel ..... 59
Victory ..... 39	<b>PACKARD</b>	
616 ..... 39	Manhattan, 1948 \$199	Major ..... 59
		Commander ..... 59
		Cadet ..... 59
		Regal ..... 59

These Prewar Phonographs Available With . . .

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WALL BOXES	
Seeburg 3W2-L56, 5¢, 3 Wire \$29.00	Packard Pla-Mor .....\$14.50
Seeburg W1-L56, 5¢, Wireless 24.50	Wurlitzer 3020 ..... 39.00
Seeburg WB-1Z, 5/10/25, Wireless Baromatic ..... 17.00	Wurlitzer 3031, 5¢, 80 Wire 13.50
Seeburg DSB-1Z, 5/10/25, 3-Wire Baromatic ..... 17.00	Wurlitzer 125 ..... 7.50
Seeburg Prewar, 5¢, 3 Wire .. 8.95	Wurlitzer 120 ..... 8.50
Seeburg WS-2Z, 5¢, Wireless. 8.95	Rock-Ola Dial-a-Tune .... 8.50
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## 100 FLIPPER TYPE GAMES

**\$49.50** Each

Write, Wire or Phone for List

AMUSEMENT SALES CORP. OF GA.

224-226 West Congress Street  
Savannah, Georgia

Phone 4-6641—4-6642

# COINMEN YOU KNOW

## New York:

(Continued from page 118)  
has been burning the midnight oil working out details for the org's annual convention which opens in Chicago Sunday (26).

Clint Darling and Bernard Osmond, of the National Automatic Merchandising Association staff, were here last week to attend a meeting of that org's cup vending division. Other out-of-towners on hand included Cy Melikian, Philly coffee machine manufacturer. The division's new executive committee was introduced, headed by H. A. Nolan, of Dixie Cup, and William V. King, of Spacarb.

Charley Maloney, of Interborough News, is keeping his staff busy replacing old penny gum machines in the subway with new National Rejector units. . . . Max Levine, Scientific Machine prexy, was in Philadelphia early last week on biz.

## Chicago:

(Continued from page 118)  
new display, with machines set up as in an arcade, is drawing much favorable comment from out-of-town visitors who drop in on the Lake Street headquarters almost daily.

Vince Shay, Bell-o-Matic president, is making plans for the many operators who will be in town for the ACMMA convention. One of the highlights will be a visit to Comiskey park for a night baseball game. Many of the out-of-towners do not get a chance to see a major league baseball game, and Vince intends to see that they do that this year. Meanwhile, letters of commendation are piling up in Grant Shay's desk these days, all lauding the fine public relations work he has been doing in behalf of the industry. Father Dudley Day, affectionately known as the coin machine industry's chaplain, was a visitor at the Bell-o-Matic plant last week.

Joe Simon, who heads JPS Sales, manufacturers of a penny changer unit, left for a short vacation in Miami last week. A few hours after he boarded the Florida-bound plane, thieves broke into the cleaning plant which Joe and his brother, Mel, operate on Harlem Avenue. Loot was mostly clothes.

Earl Anderson, who has been active as an operator and distributor in the coin machine field for the past 20 years in Illinois and Missouri, has leased the rides and concessions at Fairground Park, Danville, Ill., for the coming season. . . . Herb Perkins, Purveyor president, plans to exhibit his 1950 Sportsman shuffleboard, as well as other lines, at the ACMMA

Show here in May. Herb reports business holding up, altho income tax time took its normal toll of location play.

Lou Casola, Rockford, accompanied by his wife, dropped in to visit with Lyn Durant, Billy DeSelm, Herb Oettinger and Ray Riehl at the United plant last week. The couple were on their way home after a trip to Mexico. Lou's partner, Al Antoniette, who was in Chicago at the same time, joined the Casolas for the trip home. Other United visitors included Leo Weinberger, Southern Automatic, Louisville, accompanied by his son, Morton, and Wolf Roberts, Denver.

## Washington:

(Continued from page 118)  
doors at the recent Sportsman's show, but Spacarb's hot and cold drink dispenser did win a lot of plaudits. Bayne Phipps, of Spacarb, says that his booth proved to be one of the most popular at the show. "That goes," he says, "for both spectators and the people who worked on the show." Spacarb's machine dispensed two hot as well as two cold beverages with the hot drinks pouring out at a ratio of two to one. The hot chocolate led the field, with soup a close second.

Ira T. Byram Jr., of Silent Sales, reports plenty of traffic on his Bowl-'n-Shuffle machines. In fact, his figures show that he's doubled his revenue on the Bowl-'n-Shuffle in many locations where the run of the mill pinballs don't do too well. Paul Robertson is no longer associated with the Kaufman Washington Company. . . . The cigarette and candy machines recently installed in the Bureau of Standards and the new Pan-American building are doing well. Sidney Lotenberg, of the Westaway Vending Company, did the installing.

## Detroit:

(Continued from page 118)  
Distributing Company to return to the practice of law, specializing in the coin machine field.

Maurice Feldman, of the Central Coin Machine Exchange, was busy selling shuffleboards and other games this past week. . . . Andrew McLean has been spending most of his time on the road thru Michigan establishing new routes for a number of major operating companies. . . . Bob Merchant, of Marysville, who runs a music route in the Thumb section of the State, was a local visitor at Gaycoin Distributors, Gerhard Wobermin reports. There is a definite pick-up in the used machine market, the latter finds.

Albert A. Weidman, of Weidman National Sales, reports an increasing number of cigarette vending operators buying new machines to replace old equipment on their routes.

. . . Henry Solomon, head of Edelco Manufacturing & Sales, reports heavy sales on their Double-Double, which is going well in all their territories.

**LOOK!!!**  
50 STATIONS OF A. M. I.  
WIRED MUSIC—COMPLETE  
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Terms: 1/3 Deposit With Order.  
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Blue Sky	69.50
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Ramona	49.50
Summertime	49.50
Monterrey	29.50
Wisconsin	29.50
Major League Baseball	29.50
Trinidad	29.50
Shanghai	29.50
Bermuda	29.50
Catalina	29.50
Hawaii (flippers)	19.00
Tennessee	69.50
Gold Mine	29.50
Sonny	29.50
Leap Year	29.50
Trade Winds	39.50
Floating Power	79.50
Mardi Gras	49.50
Merry Widow	49.50
Puddin' Head	49.50
Triple Action	39.50
Round Up	59.50
Jack & Jill	49.50
Banjo	29.50
Melody	29.50

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Bally Big Inning	\$249.50
Chgo. Coin Skee Ball	169.50
Williams Quarterback	179.50
United Shuffle Alley	189.50
Wurlitzer 750	99.50
Wurlitzer 850	69.50
Rock-Ola Master	69.50
Rock-Ola Classic	69.50

**SPECIAL—\$10.00 Each**

Lucky Star	Rio
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Fast Ball	Flemings
Honey	Torchy
Broncho	Smoky
Ginger	Mystery
Show Girl	

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SHOW BOAT	79.50
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CARNIVAL	69.50
BONE HEAD	49.50
BARNACLE BILL	49.50
MERRY WIDOW	44.50
PARADISE	39.50
ROBIN HOOD	39.50
TRADE WINDS	39.50
TRIPLE ACTION	39.50
DEW-WA-DITTY	39.50
SPIN BALL	39.50
STAR DUST	34.50
VIRGINIA	29.50
MAJOR LEAGUE	29.50
STORMY	29.50

### ARCADE EQUIPMENT

SHUFFLE ALLEY	\$199.50
EXHIBIT DALE GUN	89.50
GENCO GLIDER	99.50
CHICOIN REBOUND	49.50

### PHONOGRAPHS

FILBEN HIDEAWAY	\$299.50
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# WICO HAS THE NEW M AND T ALL PLASTIC LITE-A-PIN

JUST PLUG IN — NO SOLDERING

Made to fit United, Genco, Bally, Keeney, Rock-Ola Shuffle Games.

Please specify game for which "Lite-A-Pin" is to be used

**SENSATIONAL STIMULATOR THAT BOOSTS SHUFFLEGAME EARNINGS**

ORDER NOW FOR IMMEDIATE DELIVERY **WICO** CORP.

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EXCLUSIVE DISTRIBUTOR FOR THE FINEST ALLEYS MADE:  
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### PUNCH-A-BALL

Non-coin operated 1¢ or 5¢ counter game. No tax required. Complete check-up on pay-out. These are brand new, made by Genco. \$15 each—8 for \$100.

### LITE-UP CONVERSIONS

For all alleys ready to plug in. \$15.95. The finest on the market.

ARCADE EQUIPMENT	
Boomerang	\$ 50.00
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Evans Ten Strikes	69.50
Exhibit Dale Gun	100.00
Exhibit Silver Bullets	185.00
Goatee	100.00
Groetchen Metal	
Typer	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
Quizzer	100.00
Panorams	185.00
Scientific X-Ray	
Poker	85.00
Sky Fighters	100.00
Solar Horoscope With	
Scrolls	85.00
Silver Gloves	225.00
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Tommy Gun	85.00
Undersea Raider	95.00
Vitalizer	95.00
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Williams All Stars	125.00
World Series	95.00

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 Rebound	75.00
3 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

VENDORS (Used)	
25 N. W. #33 B. G.	6.50
25 N. W. #39 B. G. or Nut	6.50
25 Silver King, 5¢ Nut	6.50
25 Silver King, 1¢ Nut or Gum	6.50
(All above are post-war Models)	
8 National 9 Col. 5¢ Candy Vendors	85.00

CIGARETTE MACHINES (Used)	
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.



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ALL PHONES: TOWER 1-6715

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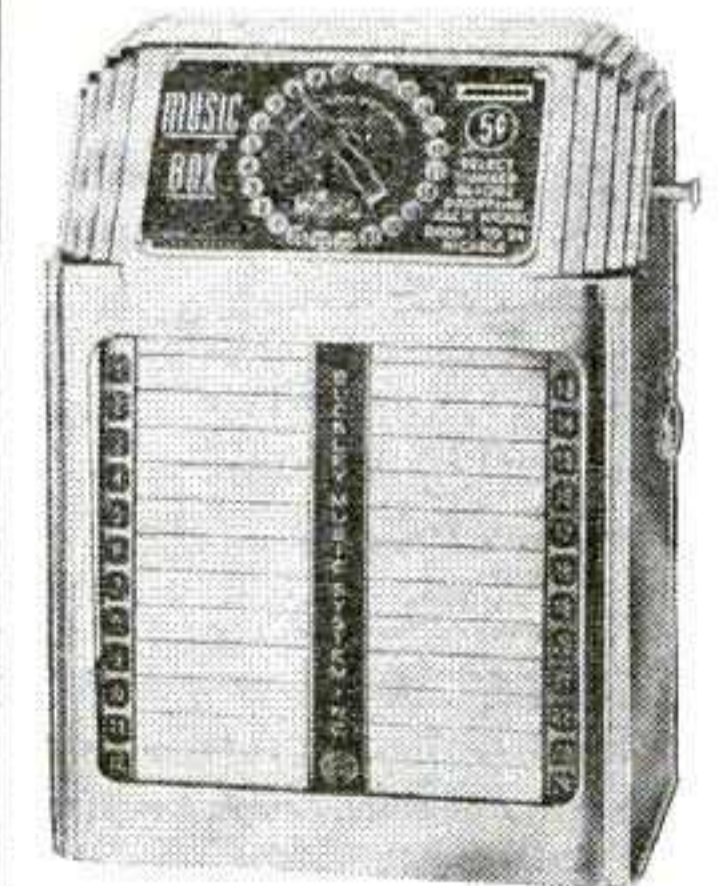
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JACKPOT BELLE 5¢ 10¢ OR 25¢



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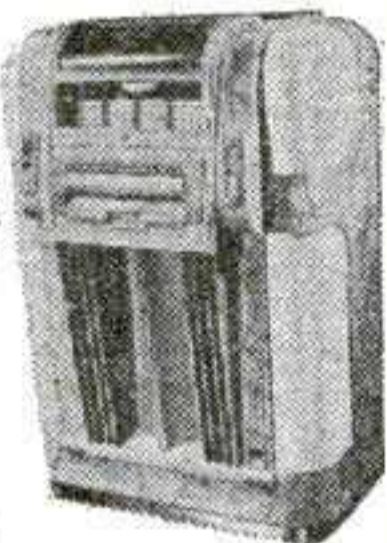
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Fully repainted. Perfect condition. Ready for location.

**\$99.50**

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3 HOT RODS	WRITE
2 STAR SERIES	\$179.50
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All machines clean, ready to operate. 1/3 with order, balance C. O. D.

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Reduced from \$295.00 to \$223.50. Absolutely NEW — rugged construction — heavy gauge steel — revolving base. F.O.B. Oakland, Calif.

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<b>BALLY BOWLER</b> \$249.50 Includes Life-Up Pin Conversion	LEXINGTON, Conv. F.P. & P.O. \$329.00 CITATIONS 300.00 GOLD CUP 150.00 JOCKEY SPECIALS 119.00 SPECIAL ENTRY 89.50 VICTORY DERBY 39.50	<b>ROYAL PRODUCTS SHUFFLE PINS</b> \$29.75 SPECIFY GAME
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**HOLLYCRANE** Thoroughly Reconditioned **\$479.00**

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Coin Changer  
Guaranteed Accurate Interchangeable Units. Choice of 1-5-10-25 & 50¢ Units.

**CAN USE** Any quantity late 1-Balls & 5-Balls. State condition, price first letter.

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Bally Speed Bowler . . . . . Write	New Scientific Jungle Joe . . . . . \$199.50	Shuffle Wax, Case . . . \$ 6.96
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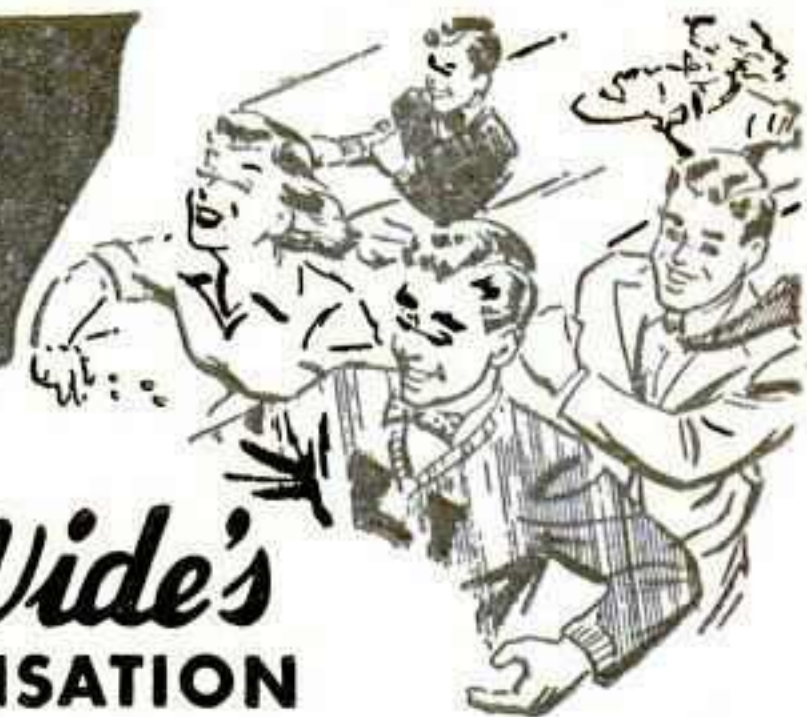
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**LOADED WITH FAST-PLAYING, FUN-FILLED FEATURES WHICH DEFY DUPLICATION**

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- High Score Feature Automatically Registers Consecutive Hits
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No. 78 is:  
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How many amateur radio operators are there in the United States?  
For Correct Answer See Next Quiz.

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For Restaurants, Lunch Counters, Snack Bars

Plays 500 Different Quizzes at a Penny Each  
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for ALL TYPES of BOWLING GAMES Now Featuring  
**WILLIAMS 9½ Foot BOWLER**  
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we also have a large assortment of  
USED ALLEYS COMPLETELY SHOPPED. Write for complete lists and prices  
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We have all Mills latest Bells in stock.

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AUTHORIZED BELL-O-MATIC DISTRIBUTOR

**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.

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Box 7, Fort Dodge, Iowa

**COLUMBIA DOUBLE JACKPOT BELL**  
SPECIAL SELLOUT PRICE  
**\$69.50**

Changeable right on location in a few moments' time to 1-5-10-25¢ play.  
Cabinet re-baked to give new machine appearance.

SIZE: 18 3/4" high, 14 1/2" wide, 12" deep wt.

**THIS WEEK'S SPECIAL!**  
**MILLS VEST POCKET**  
**\$39.50** Cash Payout

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**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.**  
#50 Bulbs will screw into #51 Socket—try and see.  
New 1950 Parts Catalogue now ready. Write for Yours—FREE.

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**WANTED**  
100 Packard Boxes, chrome, 1947 or later; 18 Wurlitzer 1100 at \$300.00. 10 United Shuffle Alleys at \$140.00. 1 College Daze at \$100.00. **FOR SALE—5 Bally Entries; 1 Special Entry; 2 Draw Bells, M.B.; 1 Super Bell, 5¢-10¢-25¢; make offer.**  
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# Coin Machine Show

MAY 22-23-24, 1950

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SOME NOT YET UNCRATED**

None Over 30 Days Old—All Guaranteed

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5 25¢ Monte Carlo Club Console ..... \$470.00	25 5¢ Standard Chiefs, Tic Tac Toe .... \$210.00
3 5¢ Monte Carlo Club Console ..... 455.00	2 25¢ Super Deluxe Light Up ..... 250.00
6 5/25 Deluxe Challengers, Tic Tac Toe 455.00	15 25¢ Standard Chiefs & Tic Tac Toe.. 222.50
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**5 BALLS**

Hot Rod ..... \$175.00
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Summertime ..... 50.00
Screw Ball ..... 70.00
Sally ..... 55.00
Monterrey ..... 45.00
Trade Winds ..... 45.00
Black Gold ..... 95.00

Three Feathers ..... \$125.00
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**ONE BALLS**

Citations ..... \$250.00
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850 Wurlitzer ..... 100.00
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Regular bowling scores *plus* lightning-fast return of the puck *plus* instantaneous posting of scores, strikes and spares. Add Keeney's original LITE-UP PINS, a beautifully grained super finished cabinet and it's as simple as A-B-C to decide. Order Keeney's A.B.C. BOWLER today

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**CONTACT US BEFORE YOU BUY  
WE CARRY ALL TYPE COIN MACHINES  
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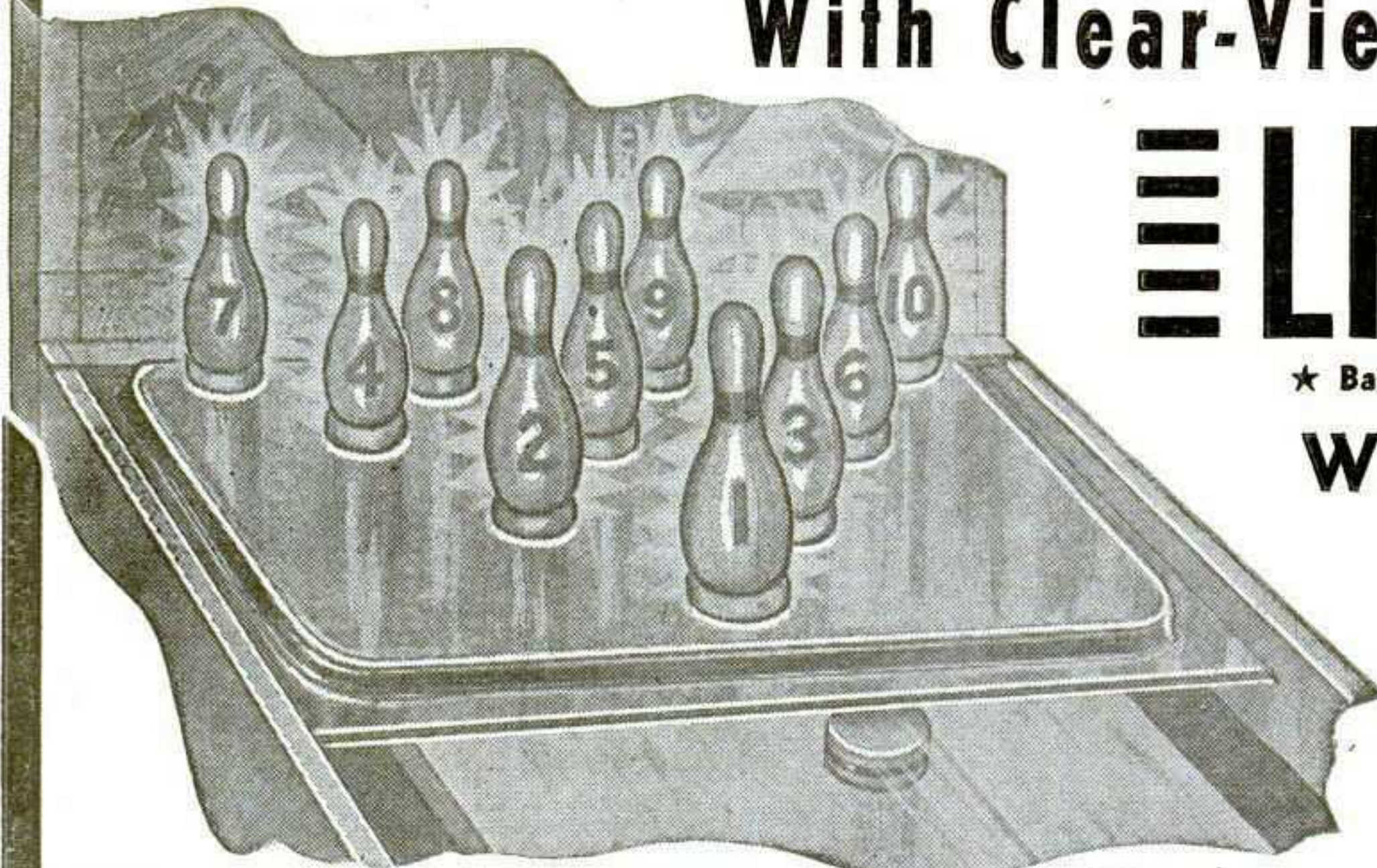
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GIVE TO THE DAMON RUNYON CANCER FUND

**OPERATORS EVERYWHERE REPORT BETTER PLAY—BIGGER PROFITS  
With Clear-View Plexi-Glas**

**ELITE-A-PIN**

★ Base and Bowling Pins Illuminated



**WHY . . .**

- NO LOST PUCKS!
- NO TUNNELS TO GO THROUGH!
- NOW THE PLAYER CAN SEE THE PUCK FROM START TO FINISH!
- ALL WIRING PROTECTED FROM PUCK!

**JUST PLUG IN—NO SOLDERING!**

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.

**HERE IT IS!**

The Money-Making Unit the Operators have been waiting for.

**ORDER ONE . . . AND YOU WILL ORDER A DOZEN**

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-GLAS BASE
- COLORFUL PLASTIC PINS
- ALL PINS NUMBERED
- COMPLETE WITH WIRING AND PLUG
- ABSOLUTELY NO WOOD



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**ABSOLUTELY A FIRST!**

Sold Only by  
**FRIEDMAN AMUSEMENT CO.**  
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**25<sup>c</sup> PLAY MILLS VEST POCKET BELLS**

The smallest automatic payout in the world. It's built by MILLS on a special order. All new improved mechanism. Equipped with jackpot register. Send 1/3 deposit with order.

PRICED AT **\$89<sup>50</sup>**

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Featuring world's smallest machine with 25c smallest Snugly sized, 8x7x8 inches. This mighty money-maker weighs but 15 pounds—packed and ready to go. Factory built to our special order by Mills. Component parts and mechanisms are the newest . . . the latest. Lots of 10 or more . . . Each . . . \$84.50

**"MR. PENNY POPS"**  
NOT NECESSARILY A PENNY GAME  
BUT A COIN PITCHING GAME OF SKILL

Amazing! Order Today. Distributor's Sample \$4.00

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IT'S A COIN PITCHING GAME  
IT'S A TRADE STIMULATOR  
IT'S A GAME OF SKILL  
IT'S NEW  
IT'S ELECTRICAL  
IT'S LOWEST IN PRICE!  
IT'S HIGHEST IN PROFITS  
IT'S A COUNTER GAME

**QUALITY USED GAMES AT SPECIAL PRICES!**

TRIPLE ACTION . . . . .	639.50	TOTAL ROLLS . . . . .	\$29.50
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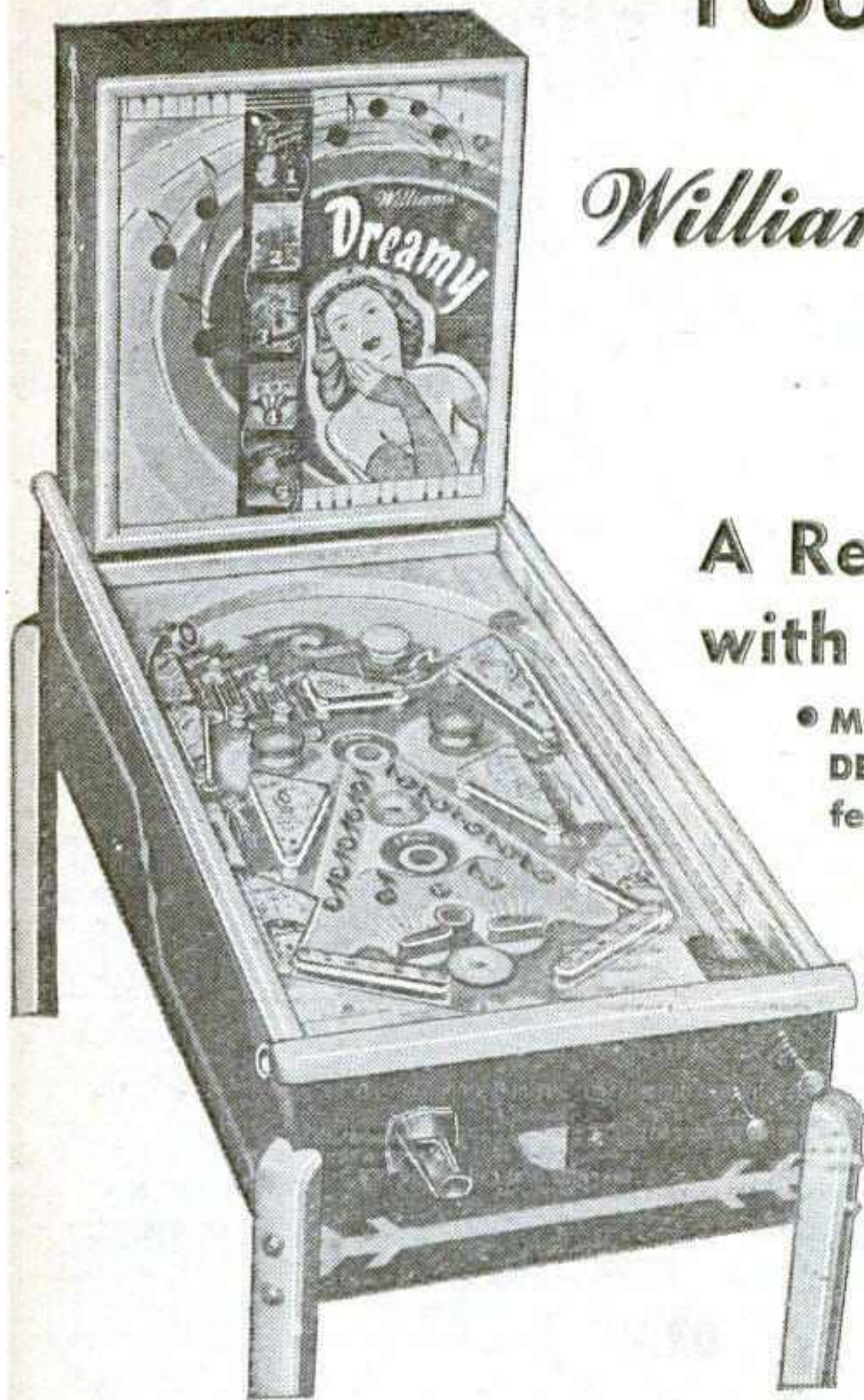
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**A Real 5-BALL GAME  
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DESIGN—New Layout! Different Action! Faster Play!

• The Original

**TILT RESET**  
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**Special-When-Lit ROLLOVERS**

THUMPER BUMPERS  
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**SEE IT—BUY IT AT  
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"KEENEY'S" TENPINS AND PINBOYS  
"UNITED" SHUFFLE ALLEYS  
"GENCO" BOWLING LEAGUES  
"CHICAGO COIN" BOWLING ALLEY  
**PROMPT DELIVERY**

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5-10-25¢ Melon Bells	85.00
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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
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10¢ Mills Q.T., A-1	69.50
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New Mills and Jennings Slots and Consoles; New Safes—Single, Double, Triple Revolu- rounds.	

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Chicken Sams, A-1	59.50
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Undersea Raiders, Bally	99.50
Sky Fighters	79.50
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Goatee, Like New	99.50
Skee Alleys, 9 Ft.	89.50
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**CENTRAL OHIO COIN**  
MACHINE EXCHANGE

525 S. HIGH ST.

COLUMBUS 15, OHIO

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MILLS GOLDEN FALLS (Orig.), 25¢	• \$100.00	JENNINGS STANDARD CHIEF, 50¢	• \$165.00
(Orig.) 50¢	• 130.00		• 250.00
MILLS BLACK CHERRY (Orig.),		PACE 1948 RED, 5-10¢	• 65.00
5-10-25¢	• 85.00	PACE 1947 CHROME, \$1.00	• 110.00
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MILLS CHROME (Orig.), 5-10-25¢	• 85.00	NEW MILLS VEST POCKET	• 64.50
JENNINGS SILVER CHIEF, 5¢	• 80.00	EVANS RACER (Late)	• 275.00

Prices F. O. B. Los Angeles or Reno, Nev. 1/3 with order, balance C. O. D.  
3303 WEST PICO BLVD. LOS ANGELES 6, CALIF. **C. A. ROBINSON & CO.** 1725 WELLS AVE. RENO, NEVADA

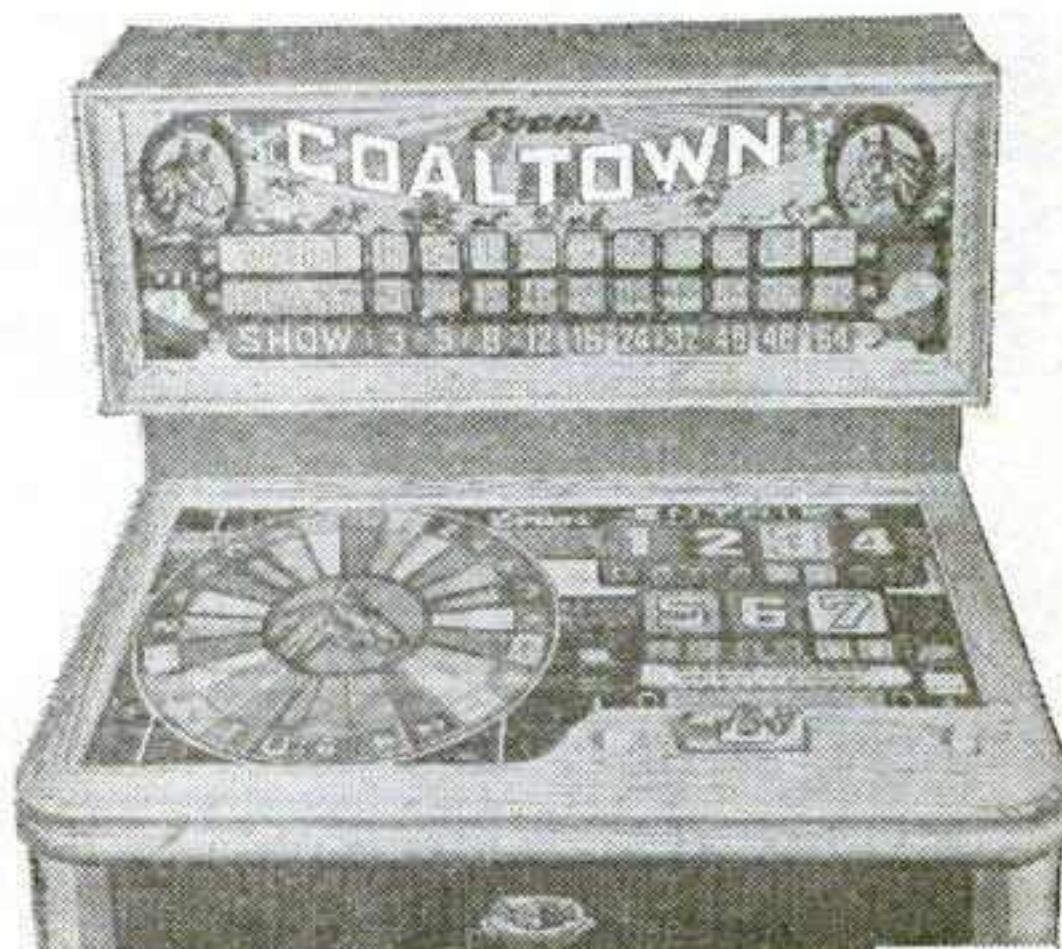
# ★★★★★ EVANS' COALTOWN

**Greatest Free Play Console Ever Built!**  
Especially Adaptable for Free Play Territory!

EARN 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!
- ★ 5¢, 10¢ OR 25¢ 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.

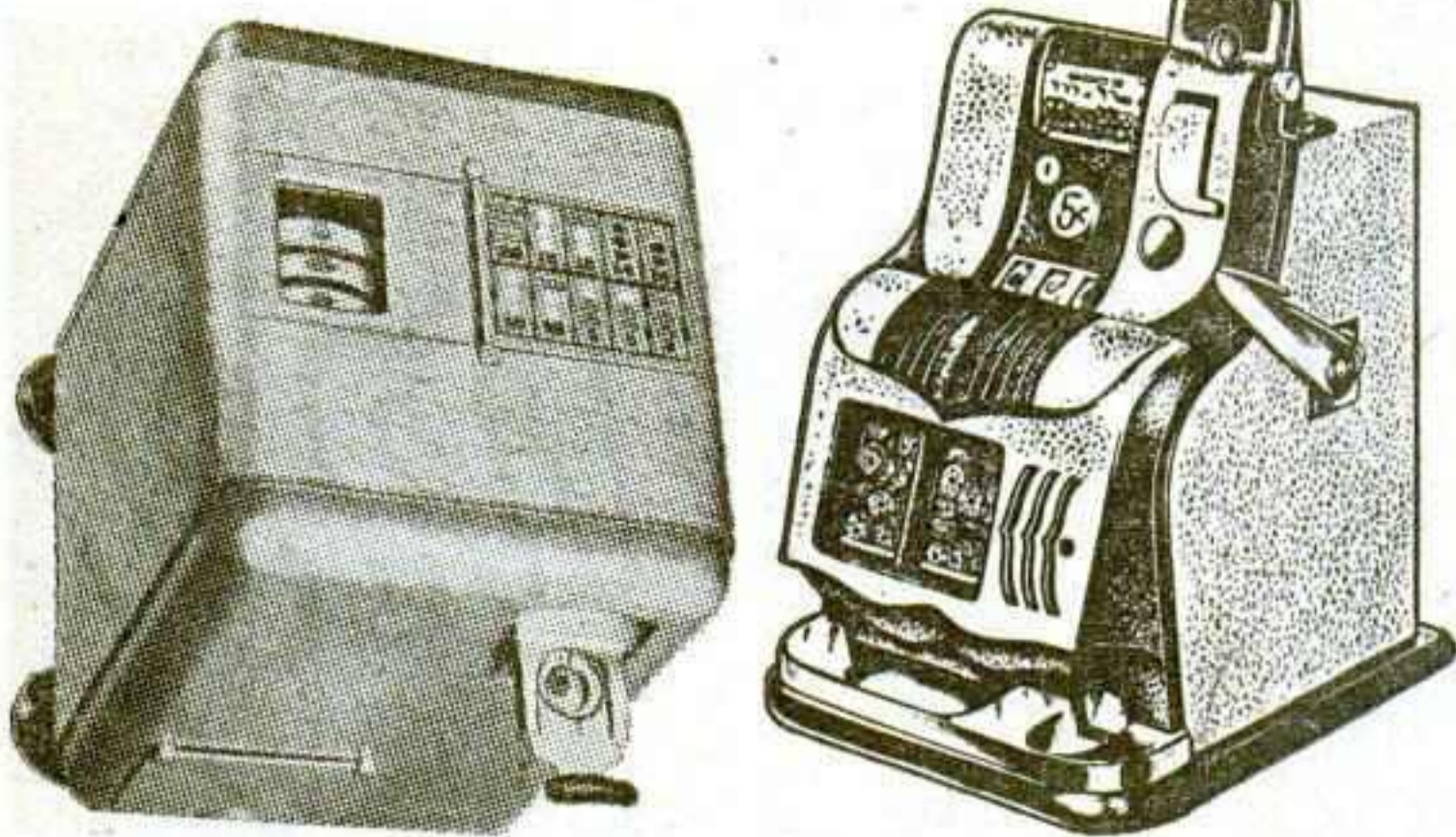
**H. C. EVANS & CO.**

1528 W. ADAMS ST., CHICAGO 7, ILLINOIS

SEE EVANS' CONSTELLATION AD ON PAGE 114



# 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

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United Shuffle Alley...\$189.50 | Bally Shuffle Bowler...\$249.50 | Keeney Ten Pins...\$249.50

5-BALL FREE PLAY GAMES		CONSOLES	
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Rocket, w/f ..	37.50	C. C. Champion ..	w/f .. 149.50
Humpy Dumpty ..	39.50	Williams Star ..	w/f .. 229.50
Monterrey, w/f ..	42.50	<b>1-BALL FREE PLAY GAMES</b>	
<b>1-BALL FREE PLAY GAMES</b>		Victory Special ..	\$49.50
Special Entry ..	69.50	Longacre ..	\$32.50
Jockey Special ..	89.50	Thorobred ..	32.50

New Box Stands. Single, Double and Triple Safes for All Bells.  
**GUARANTEED RECONDITIONED MILLS BELLS**  
Jewel Bells, Black Cherry Bells, Bonus Bells,  
Blue Fronts, Brown Fronts, Q. T. Bells,  
Vest Pocket Bells. . . . WRITE FOR PRICES.

Mills Club Console Bells, 5¢, 10¢, 25¢ Play .....\$149.50 Ea.  
We Have in Stock at All Times

**EVERY NEW COIN MACHINE MANUFACTURED**  
Write for Circular and Price List. 1/3 Deposit With All Orders.

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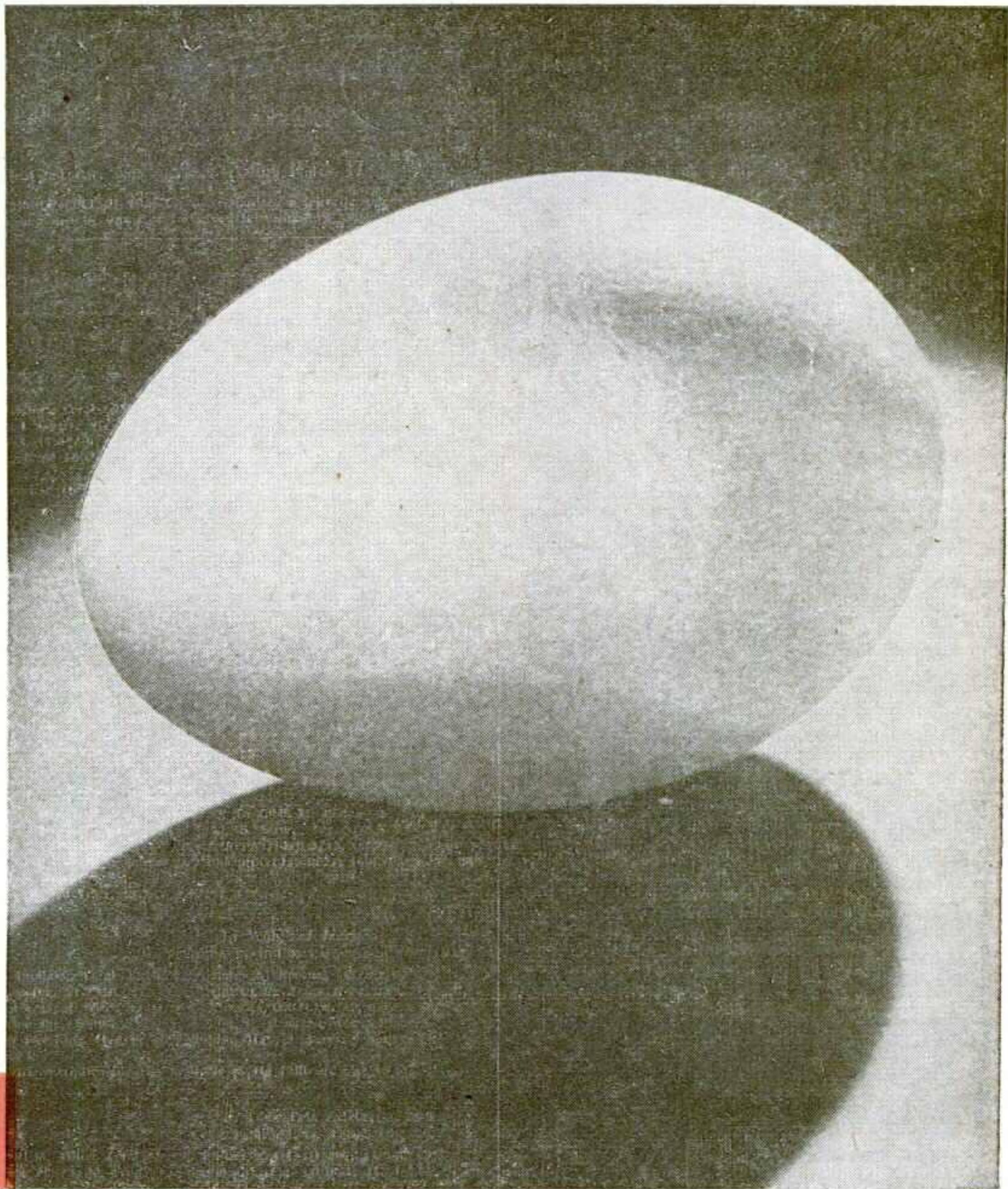
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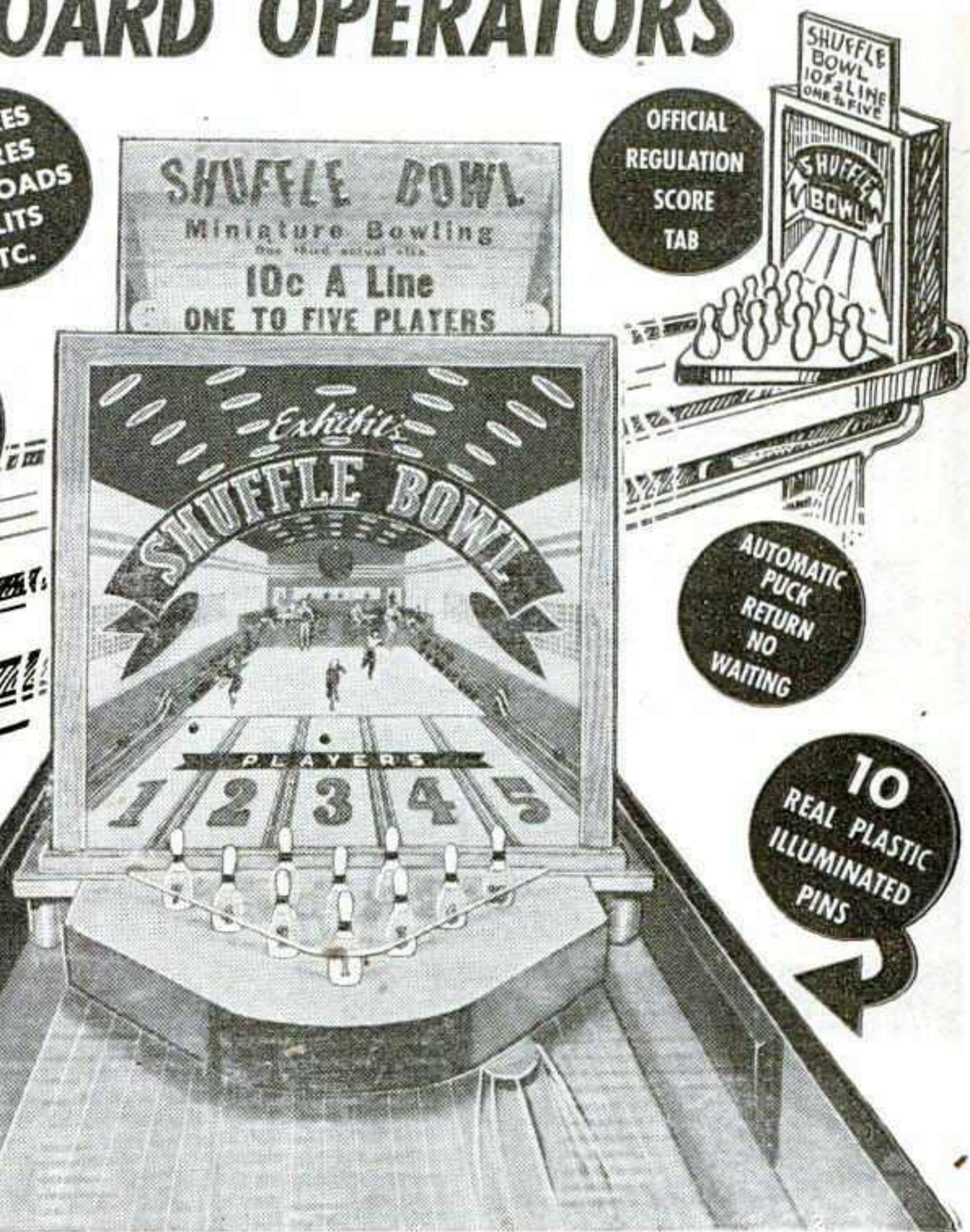


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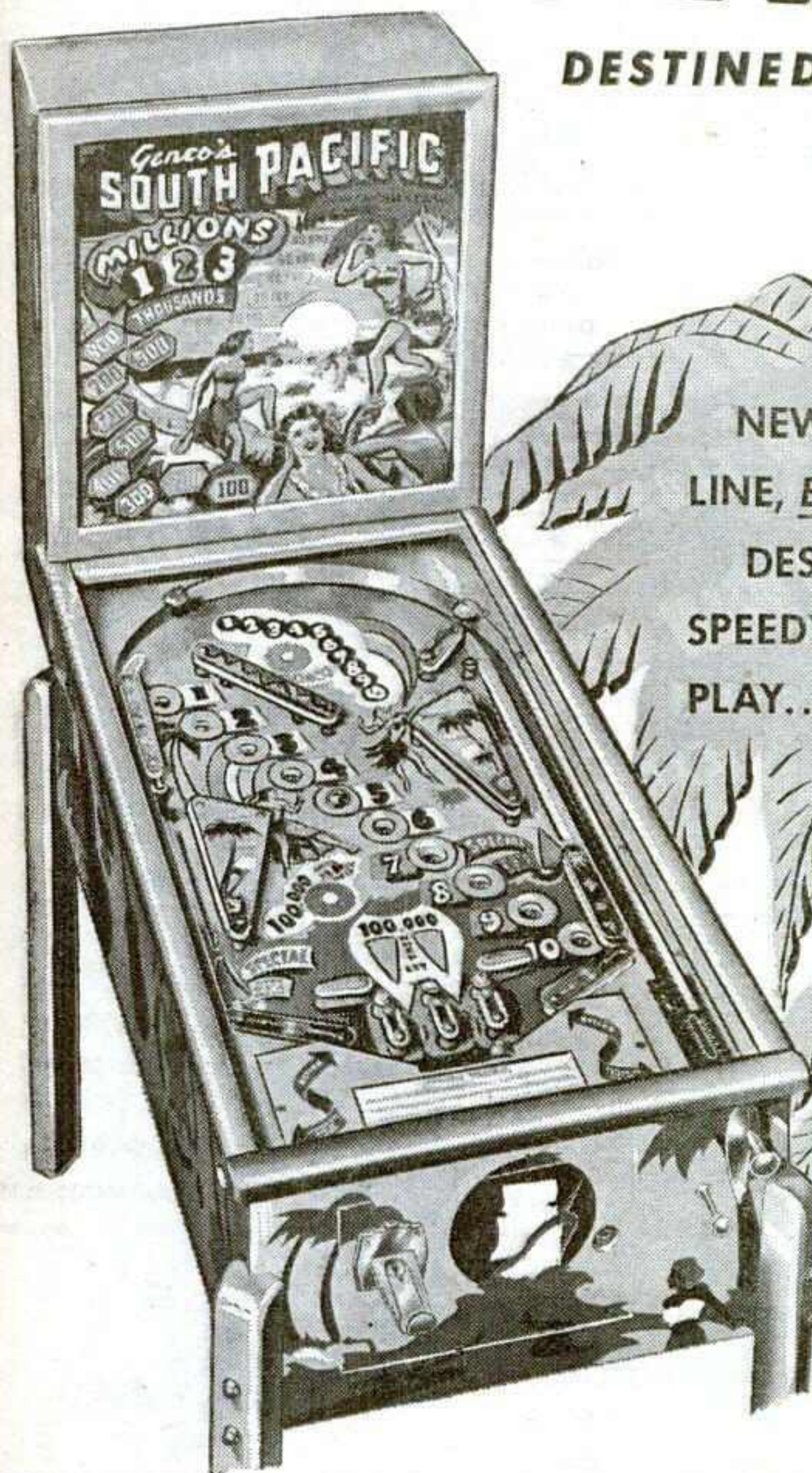
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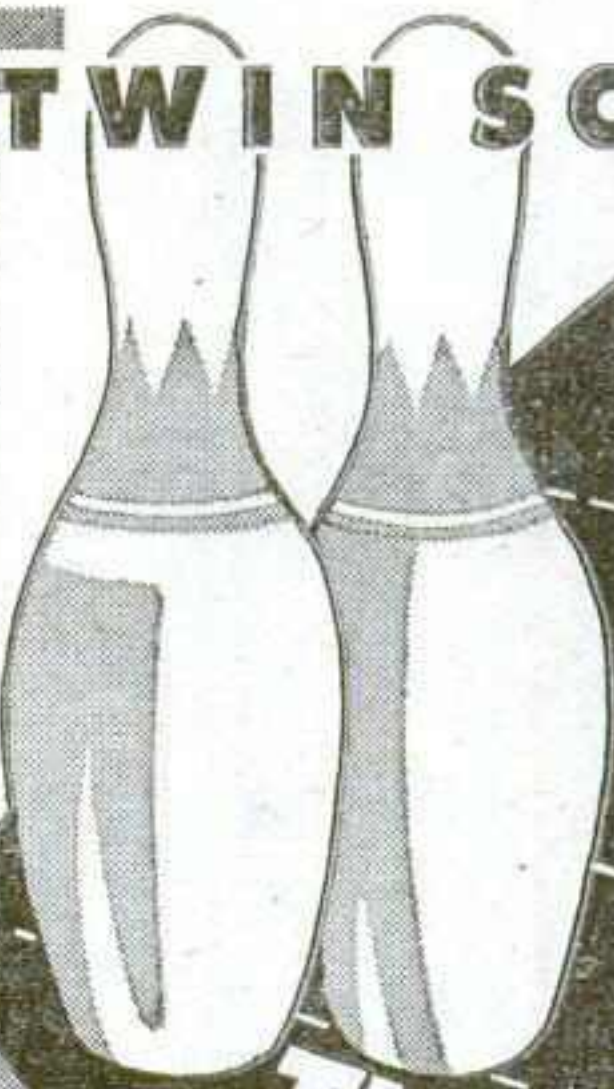
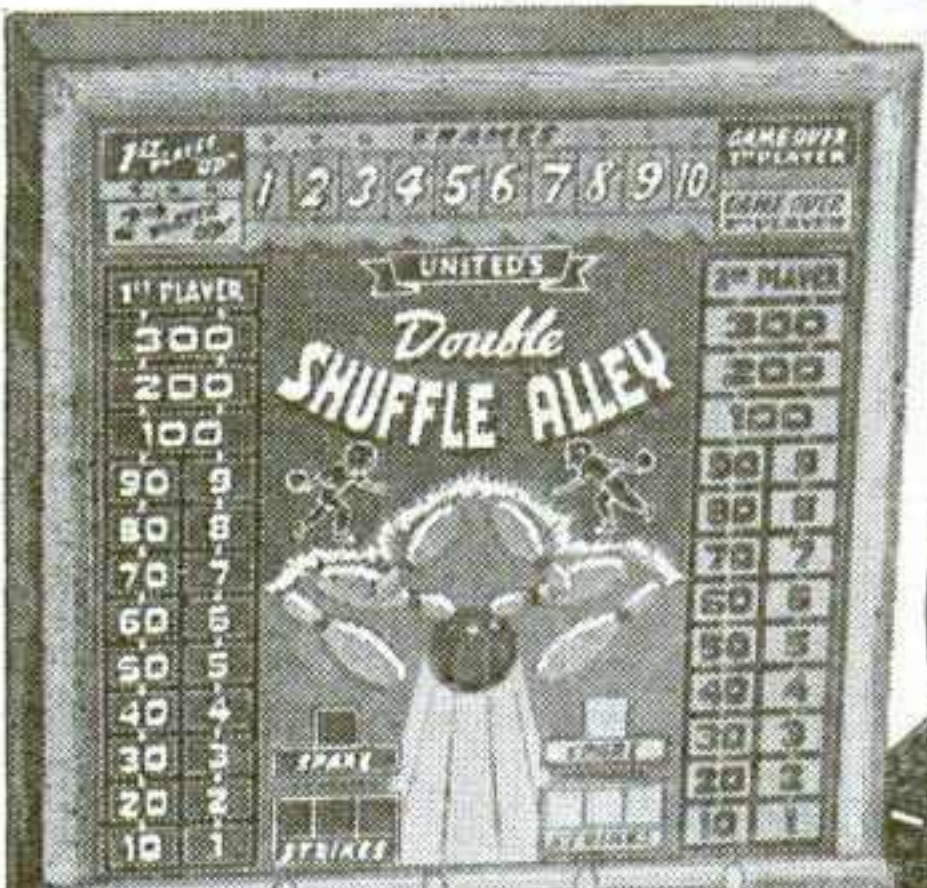
# DOUBLE SHUFFLE-ALLEY

PATENT NO. 2,192,596

WITH

## TWIN SCORING FEATURE

(AUTHENTIC BOWLING SCORING)



ONE OR TWO PLAYERS  
 ONE PLAYER 10c—TWO PLAYERS 20c

FASCINATING ANIMATION  
 LIGHTED **UPRIGHT** BOWLING PINS

ENTIRE PLAYFIELD **HINGED** FOR EASY ACCESS

**TWO SIZES:** 8 FT. OR 9½ FT. LENGTHS  
 EACH 2 FT. WIDE

NEW FLASHY CABINET DESIGN

**TWIN FEATURE** BOTH PLAYERS SCORES  
 TOTALED AUTOMATICALLY  
 FRAME BY FRAME ON  
 LIGHT-UP BACK GLASS

EXCELLENT FOR COMPETITIVE PLAY

**SMOOTH, QUIET OPERATION**

AUTOMATIC PUCK RETURN  
 LOCKED IN  
 AFTER EACH GAME

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**ASSURES**  
**BIG-LOCATION**  
**EARNING POWER**  
**IN SMALL**  
**SPACE!**

**THRILLS** OF BOWLING!  
**SUSPENSE** OF BOWLING SCORING!

**All Built into a Game**  
**that "GOES" ANY-**  
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**EVERYWHERE!**

**SMOOTH—QUIET—**  
**FAST PLAY!**

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**More Appeal—More Play than Games up to Twice as Big!**

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**FULL GAME—10 FRAMES!**  
**FAST PLAY! Average game**  
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**PUCK LOCKED IN AT END OF PLAY**  
**COMFORTABLE TABLE HEIGHT**  
**—encourages extended play!**

**GOTTLIEB'S FAMOUS**  
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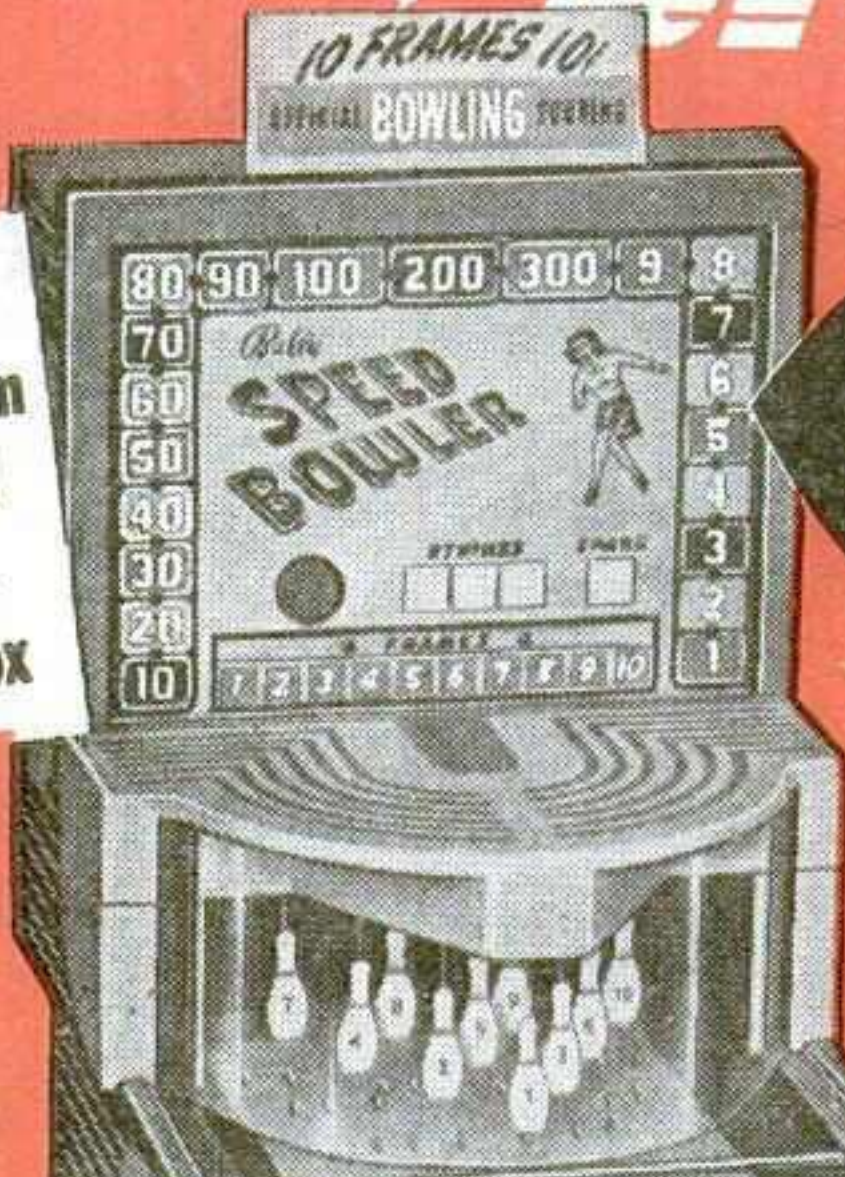
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**CHICAGO 51, ILLINOIS**

**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

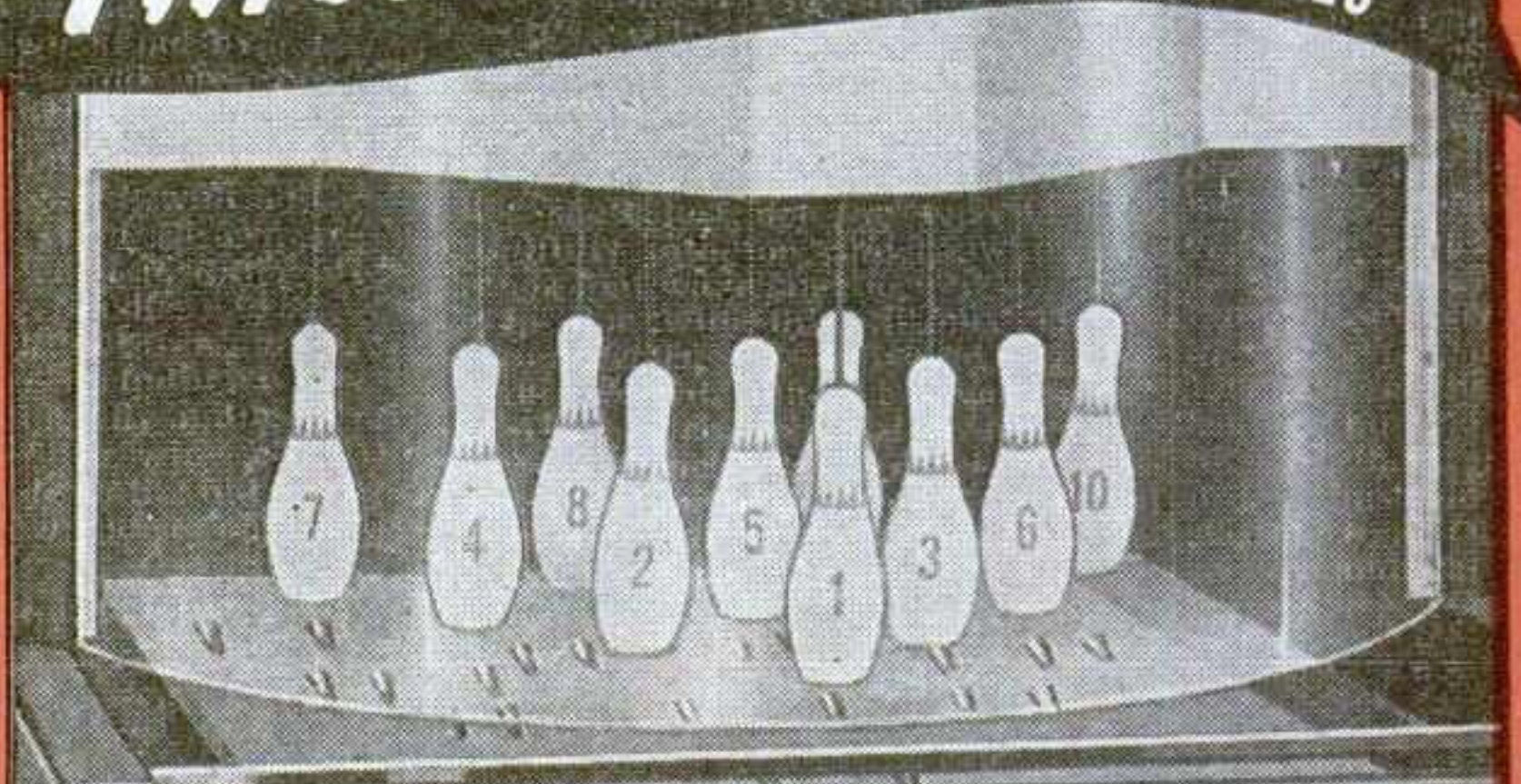


PAT. PENDING

NEW TOTALIZER REGISTERS SCORES

**TWICE AS FAST**

AS ORDINARY SHUFFLE-BOWLING GAMES



Animated Upright PINS ACTUALLY DISAPPEAR as roll-overs are hit...automatically reset

SEE US AT THE ALL-INDUSTRY SHOW HOTEL SHANNA CHICAGO MAY 22, 23, 24

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9½ FT. LONG  
8 FT. LONG (FOR CROWDED SPOTS)  
BOTH 2 FT. WIDE

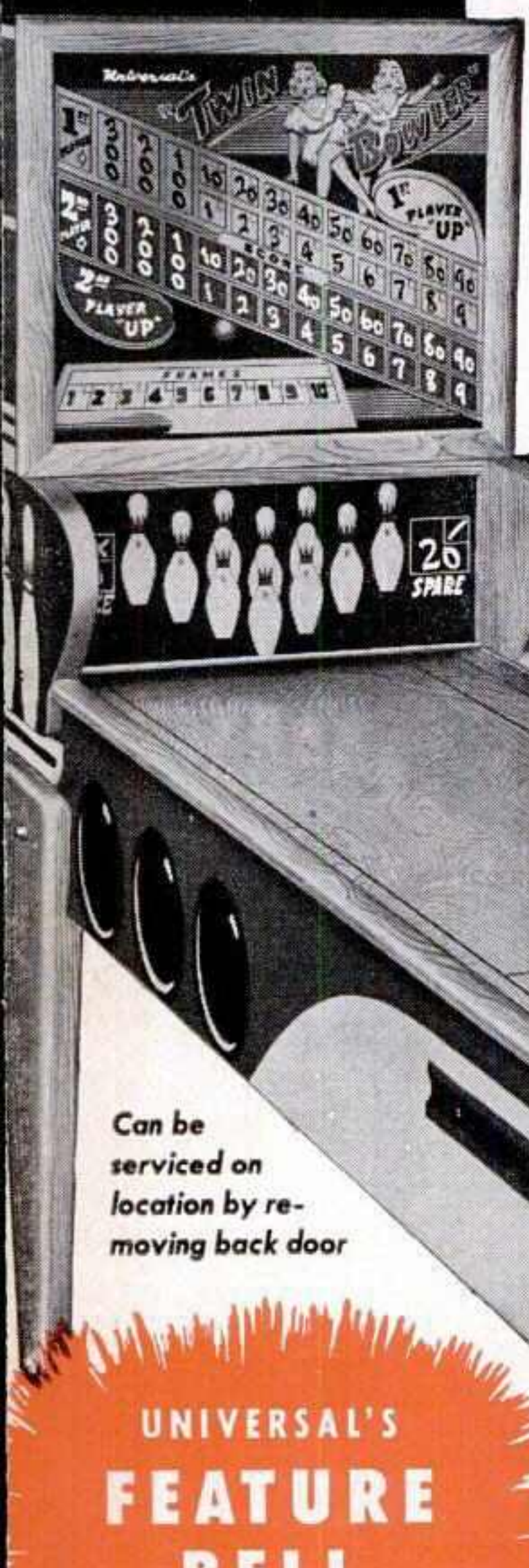
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**BEAUTIFULLY DESIGNED CABINET**

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**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 removing back door

**UNIVERSAL'S  
 FEATURE  
 BELL**

**SINGLE HEAD MULTIPLE COIN  
 UNIVERSAL'S**

**FEATURE  
 BELL**

**MYSTERY TYPE ADVANCING ODDS!**

*First* CONSOLE WITH THE

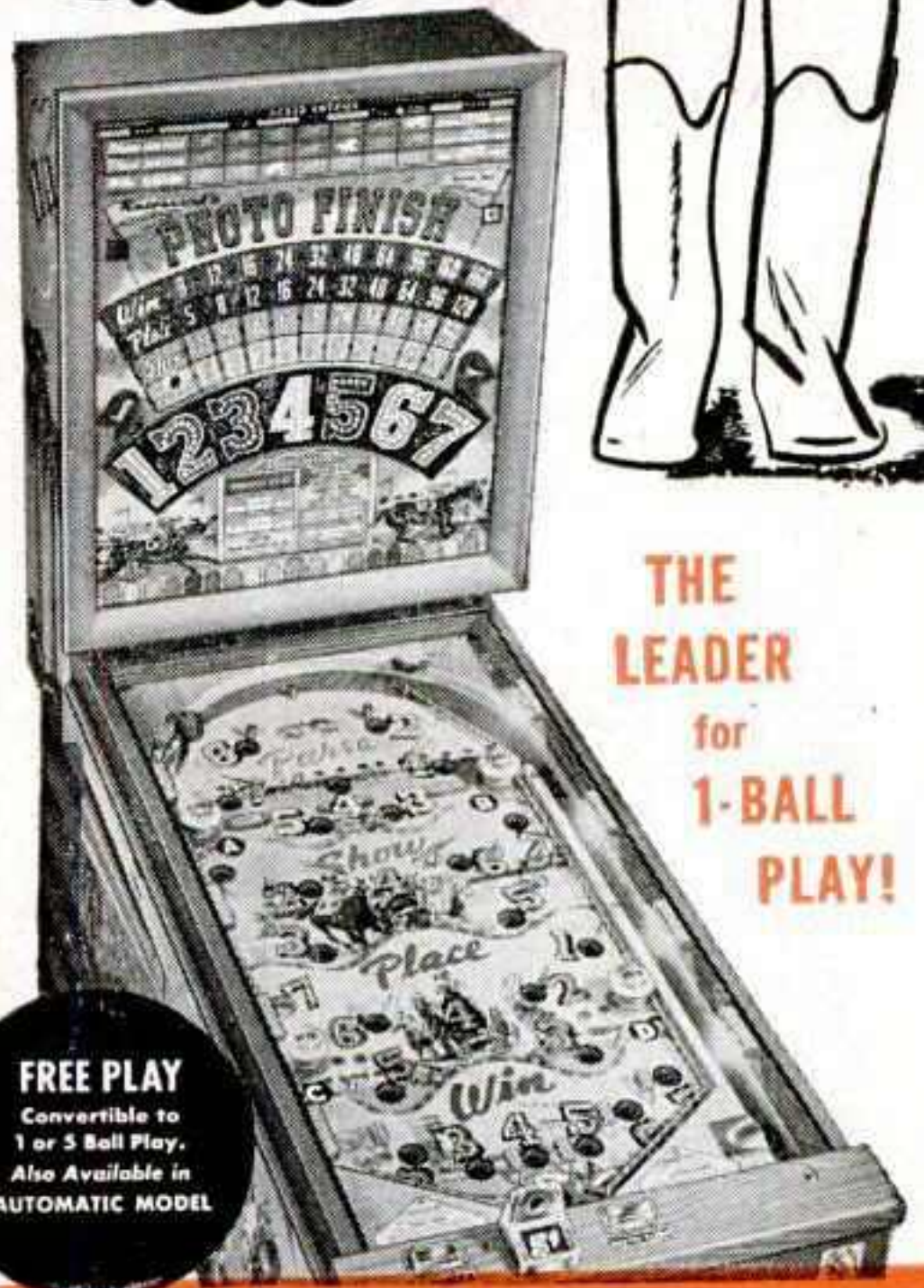
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- NEW CABINET DESIGN

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 for  
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 PLAY!**

**FREE PLAY**  
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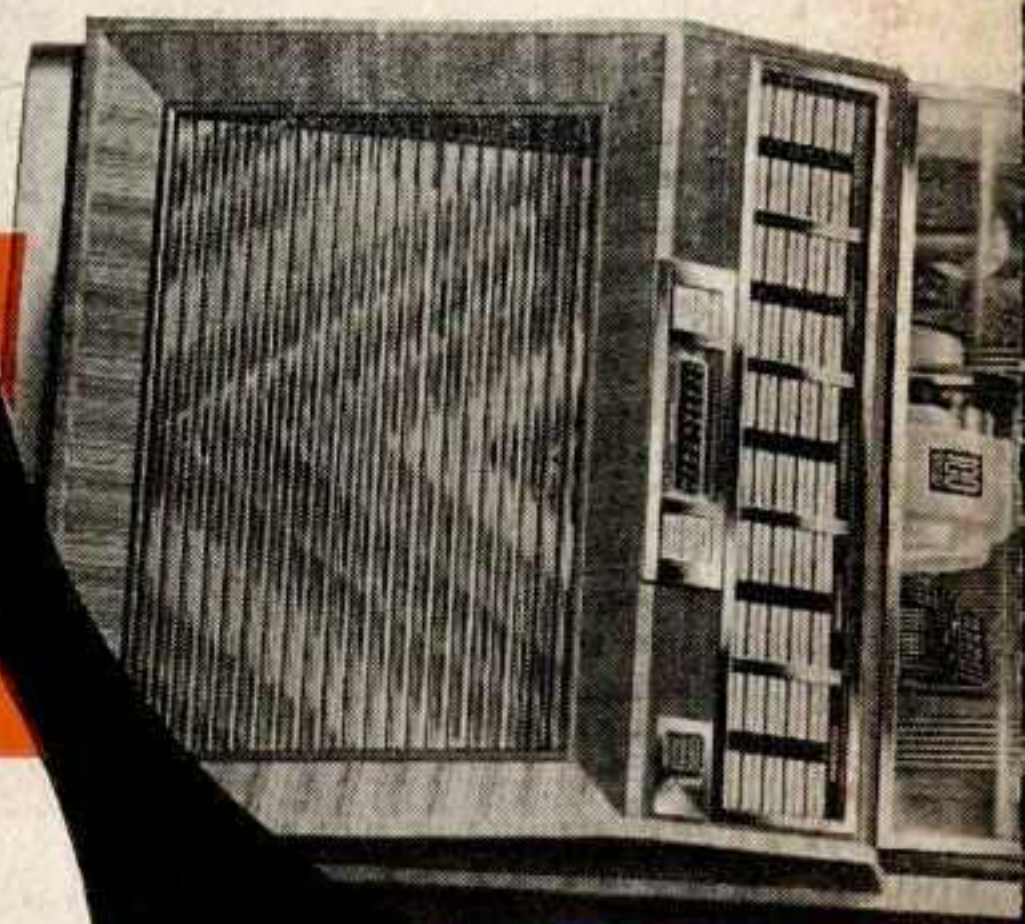
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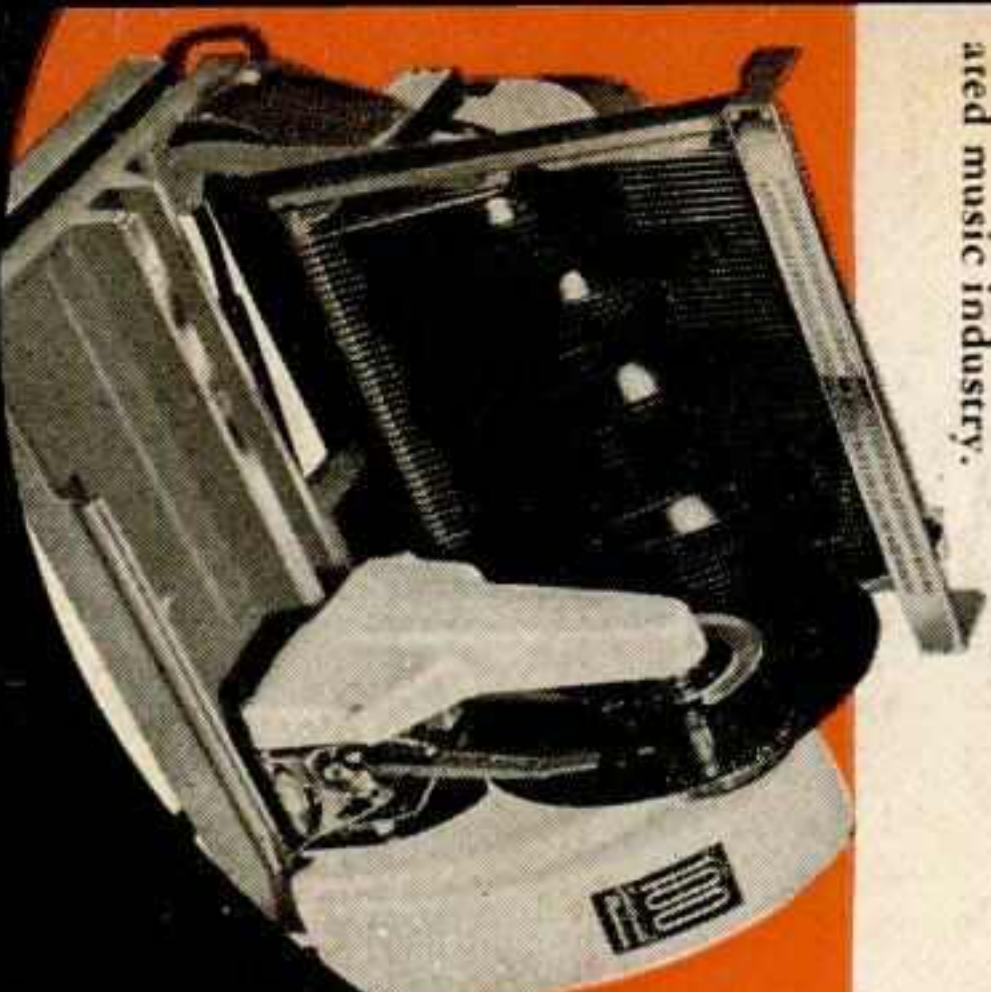


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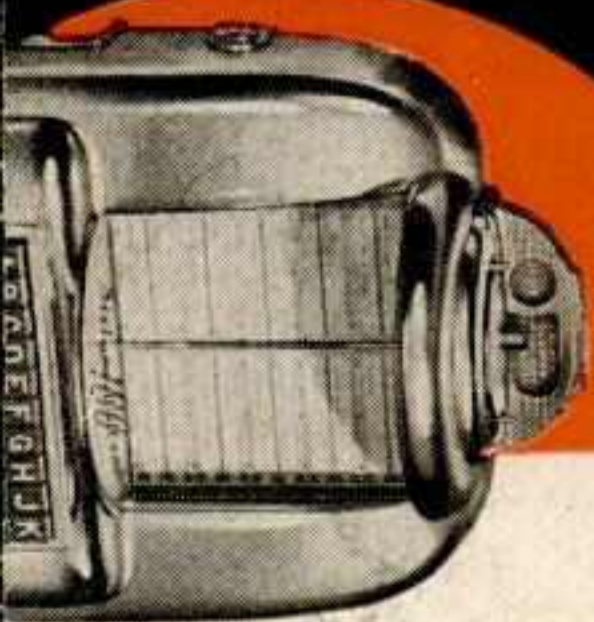
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